

## **Sennheiser increases its focus on Austria and Eastern Europe with partner acquisition**

**Wedemark/Vienna, February 11th, 2016 – Sennheiser has acquired the business of Vienna-based distributor, Grothusen Audio Video Vertriebs Ges.m.b.H., and has founded a new sales subsidiary, Sennheiser Austria GmbH. Sennheiser co-CEOs Daniel and Dr. Andreas Sennheiser announced the signing of the contract on February 8th. The new company will commence operations on April 1st.**

“We would like to thank Grothusen CEO Alexander Kränkl for his excellent work, which was instrumental for Sennheiser’s success in the region, and are grateful for his many achievements,” said CEO Daniel Sennheiser. “In founding Sennheiser



Austria, we are delighted to welcome the expert team of Grothusen to the Sennheiser family. We are building on a long-standing relationship with one of our strongest distributors to create even stronger relationships with our customers. The new operation

will be key to even better serve Austria and the Eastern European region, delivering the value added services and consulting needed to offer a seamless experience of audio excellence.”

Grothusen was founded in 1953 by Reimer J. Grothusen and has distributed Sennheiser products since 1956. With an experienced team of around 30 highly qualified audio industry experts covering a wide range of application scenarios (opera, theater, broadcasting, conferencing, exhibitions, sports locations, churches, museums etc.), Grothusen has served Sennheiser and Neumann products to the following markets: Austria, Romania, Bulgaria, Serbia, Croatia, Bosnia and Herzegovina, Kosovo, Montenegro, Macedonia, Slovenia, and Albania. Its services include planning and support for audio systems as well as consultancy and education for the field of audio technology.

With Sennheiser Austria becoming its 19<sup>th</sup> sales subsidiary, the audio specialist further expands its global reach. Björn Grefer, who had previously served as President of Finance and Operations at Sennheiser (Schweiz) AG, has been appointed as Operations Manager. Commenting on the objectives for Sennheiser Austria, Grefer said: "Grothusen has worked to develop exceptional expertise working as a proud partner to Sennheiser, and this next exciting step is a great reflection of the team's achievements, as they join the company to play a key role in taking the Sennheiser story forward in the region."

**Caption:**

*Signing.jpg*: Grothusen CEO Alexander Kränkl (l.) and Sennheiser CEO Daniel Sennheiser signing the contract (photo credit: Christian Steinbrenner)

**About Sennheiser**

Audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Based in Wedemark near Hanover, Germany, Sennheiser operates its own production facilities in Germany, Ireland and the USA and is active in more than 50 countries. With 19 sales subsidiaries and long-established trading partners, the company supplies innovative products and cutting-edge audio solutions that are optimally tailored to its customers' needs. Sennheiser is a family-owned company that was founded in 1945 and which today has 2,700 employees around the world that share a passion for audio technology. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2014, the Sennheiser Group had sales totalling €635 million. [www.sennheiser.com](http://www.sennheiser.com)

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