

**At a Glance: Sennheiser electronic GmbH & Co. KG****Brief portrait:**

Audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Sennheiser was founded in 1945 as "Laboratorium Wennebostel" or "Labor W" – by electrical engineer Prof. Dr. Fritz Sennheiser. The company was renamed Sennheiser electronic in 1958 and developed in the following years into an internationally successful brand. Since 2013, Sennheiser has been led by brothers Daniel Sennheiser and Dr. Andreas Sennheiser, who as co-CEOs, are the third generation of the Sennheiser family to manage the company. Sennheiser has about 2.750 employees worldwide who are united by their enthusiasm for audio technology and the pursuit of perfect sound.

**Product portfolio:**

Wireless microphone and monitoring systems, wired microphones, conference and information technology, headphones, audiology products, streaming technologies

**The Sennheiser Group includes:**

- **Georg Neumann GmbH, Berlin (Germany)**  
Studio microphones and monitoring loudspeakers; since 1991
- **Joint Venture Sennheiser Communications A/S, Copenhagen (Denmark)**  
Office, call center and gaming headsets; since 2003
- **Sennheiser Streaming Technologies, Wedemark (Germany)**  
Development of innovative streaming solutions; since 2014
- **Record label Sennheiser Media AG, Urdorf (Switzerland)**  
Promotion of young, up-and-coming artists; since 2014

**Sales subsidiaries:**

Sennheiser is active with its own sales subsidiaries and long-term trading partners in more than 50 countries. The 19 sales subsidiaries of the company are located in France, Great Britain, Belgium, Netherlands, Switzerland, Liechtenstein, Germany, Austria, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Australia, New Zealand, Canada, Mexico and USA.

**Production sites:**

- **Wennebostel (Germany)**  
Wireless and wired microphones, microphone capsules, monitoring systems and headsets, as well as high-end headphones and conference technology
- **Tullamore (Ireland)**  
Headphones, headphone transducers, loudspeakers
- **Albuquerque (USA)**  
Wireless headphones as well as wireless microphone and monitoring systems

**Executive Management Board:**

**Daniel Sennheiser**  
Chief Executive Officer



**Dr. sc. techn. Andreas Sennheiser**  
Chief Executive Officer



**Peter Claussen**  
Chief Operating Officer



**Thomas Weinzierl**  
Chief Operating Officer



**Steffen Heise**  
Chief Financial Officer

**Chairman of the supervisory board:**

Dr. Ing. Frank Heinrich

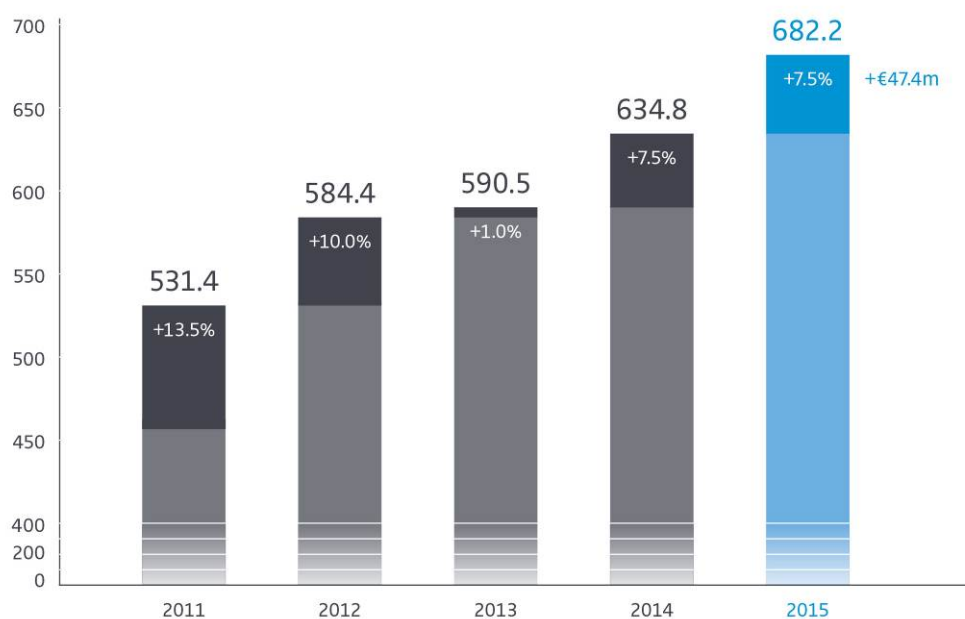
**Turnover:**

In 2015, Sennheiser generated turnover of €682.2 million – up €47.5 million, or 7.5 percent, from the previous year.

**TURNOVER**

€ millions

Change from previous year, in percent/in € millions

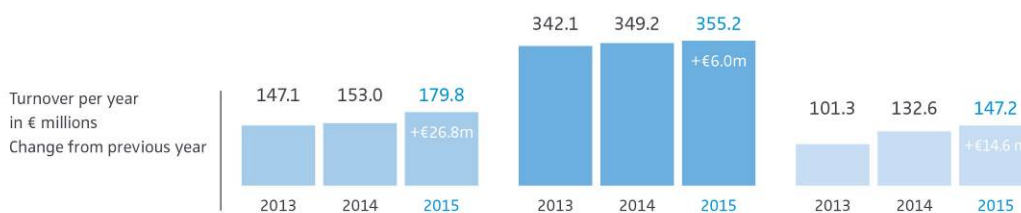
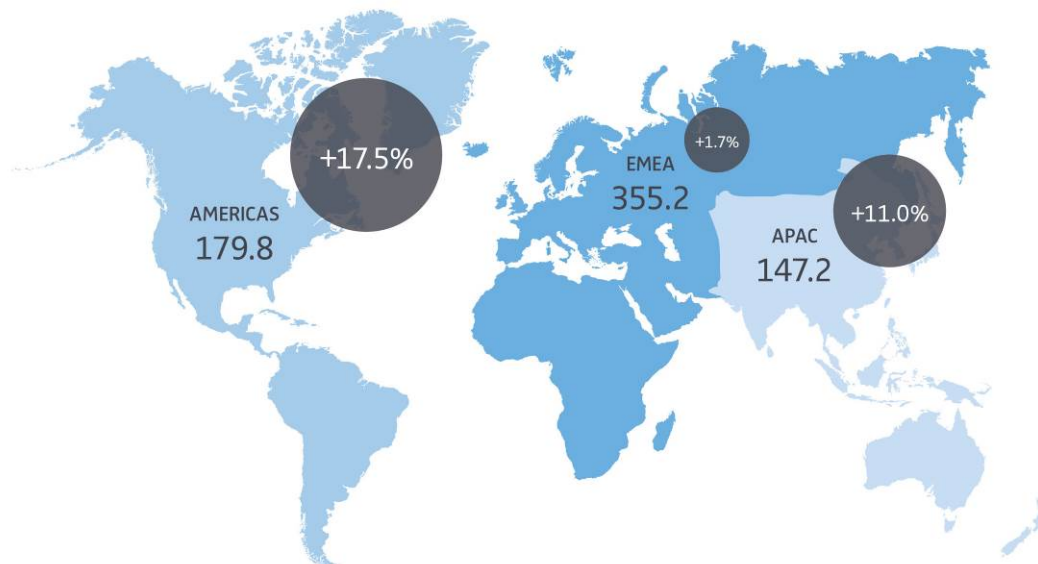


**Turnover by region:**

Around €355.2 million was attributable to the EMEA region. The group generated €179.8 million in the Americas region and €147.2 million in the APAC region. The Americas region was the main growth driver in 2015, with a 17.5 percent increase year on year. The APAC region also posted significant gains, with turnover growth of 11.0 percent, and the EMEA region grew moderately by 1.7 percent.

**TURNOVER BY REGION**

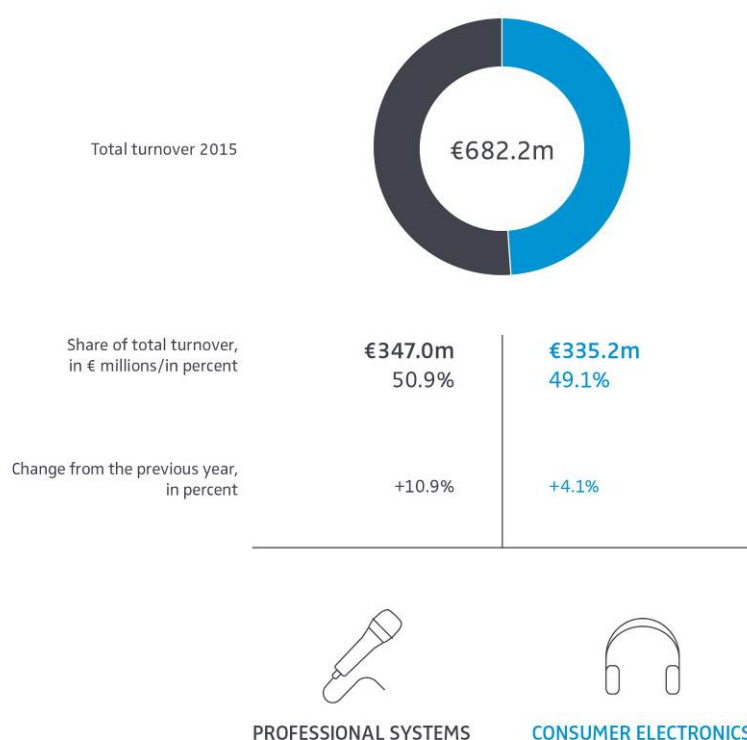
Turnover 2015 in € millions  
Change from previous year, in percent



## Turnover by business division:

The turnover in the Professional Systems Division amounted to €347.0 million in 2015, whereas the Consumer Electronics Division generated turnover of €335.2 million.

### TURNOVER BY BUSINESS DIVISION

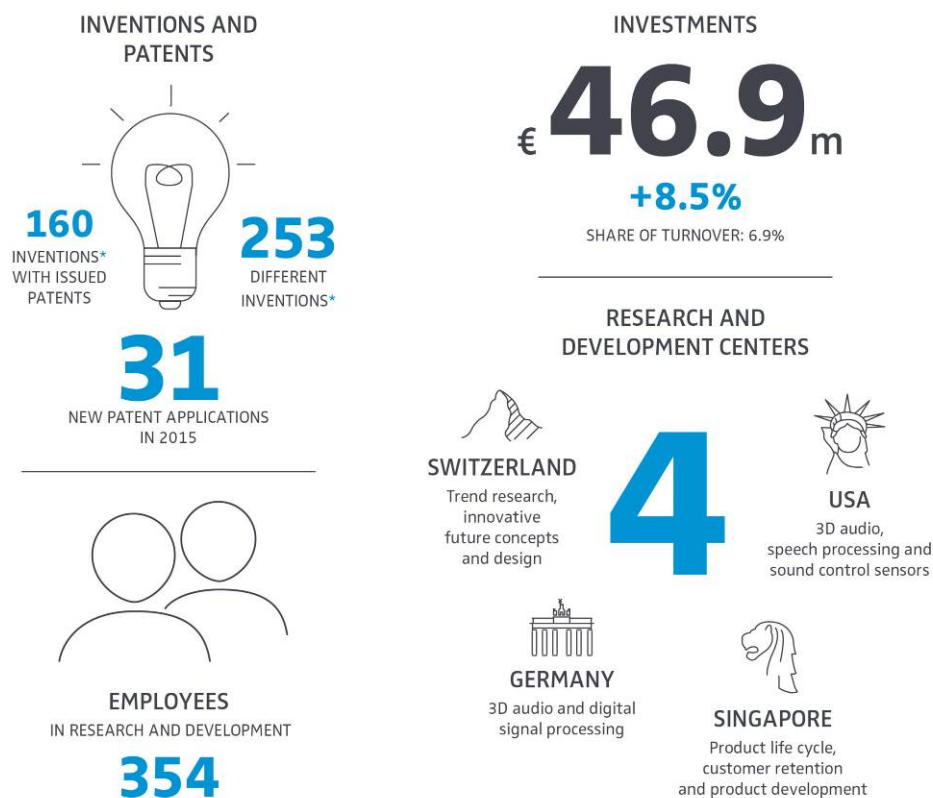


## Research and development activities:

The Sennheiser Group again increased its investments in research and development year on year by 8.5 percent to €46.9 million. A total of 354 employees were employed on R&D activities (previous year: 338).

Research and development activities are conducted between four research and innovation centers: Sennheiser Audio Labs in Waldshut-Tiengen (Germany), Sennheiser Innovation in Zurich (Switzerland), Sennheiser Technology & Innovation in San Francisco (USA) and Sennheiser Consumer Electronics in Singapore.

## RESEARCH AND DEVELOPMENT

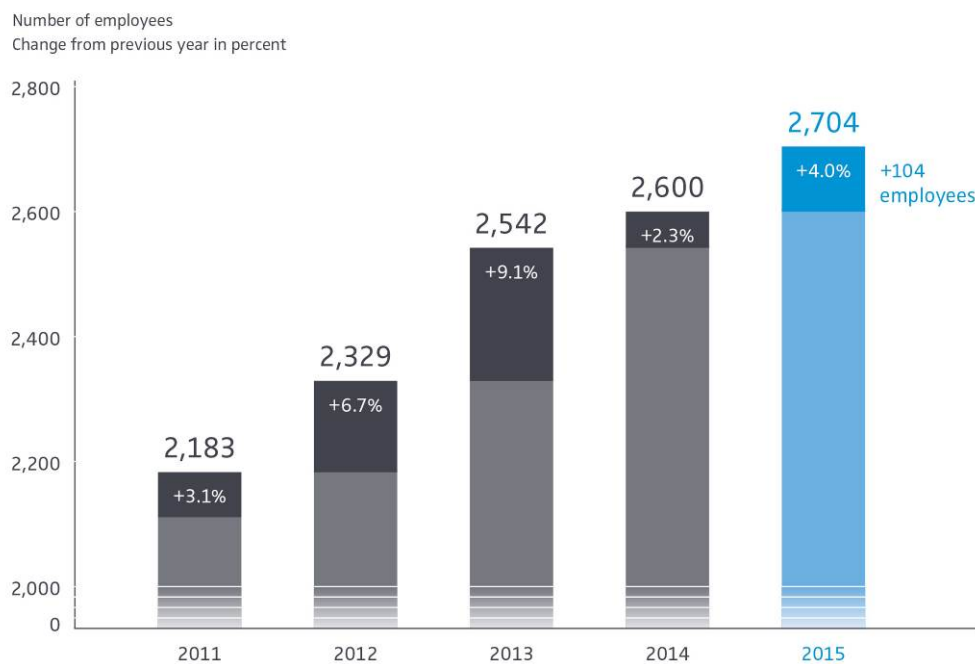


\* patent families

## Employees:

On an annual average, the Sennheiser Group had 2,704 employees, up 4.0 percent on the previous year.

### DEVELOPMENT IN NUMBER OF EMPLOYEES



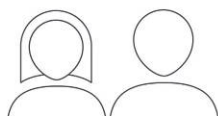
They were employed equally in Germany (1,382) and abroad (1,322). The number of trainees around the world continued to remain high at 76. In terms of gender, 38 percent of the employees are women and 62 percent are men.

### EMPLOYEES

EMPLOYEES  
AVERAGE NUMBER OF EMPLOYEES IN 2015

# 2,704

38%  
WOMEN



62%  
MEN

**26%** WOMEN IN  
MANAGEMENT



GERMANY  
**1,382**

ABROAD  
**1,322**

**76** TRAINEES  
WORLDWIDE