

Strong Brand - Strong Partners: Sennheiser steps up its collaboration with selected distribution partners

Wedemark, 1 April 2013 - A strong brand needs strong partners: As a premium brand, Sennheiser will be operating a selective distribution system from April. 1st, 2013, in order to support its partners' stable & long-term success. Using the slogan "Compass 2013 - the right product at the right place", only authorised



Sennheiser partners and distributors will be able to benefit from our strong brand and high brand awareness. "This way we can ensure that distribution standards are the same all over Europe and that end customers everywhere receive the excellent quality of service that they expect from Sennheiser ", says Gerhard Tammen, Vice President Sales Europe, Middle East and Africa.

Authorised partners receive a seal of quality, which they can use in advertising to differentiate themselves from the competition. They also receive marketing support with access to our image database and advertising material, e.g., for point-of-sale. Employees of authorised partners have the opportunity to be trained and will gain extensive product knowledge. Authorisation is carried out through the regular sales representative or alternatively by a personal invitation from Sennheiser to register online. The contractual arrangement guarantees a reliable partnership for both parties.

This new distribution policy also has advantages for the end customer. The same distribution standards will apply across Europe, which ensures that end customers always receive the quality of service they expect from Sennheiser. "The Sennheiser brand is highly regarded", says Gerhard Tammen. "We intend to convey the premium standards that we have for our products to our sales division." At the same time, end customers are assured that they have purchased an original Sennheiser product.

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. In 2011 the family company, which was founded in 1945, achieved a turnover of around 531 million euros. Sennheiser employs more than 2,100 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain,

Belgium, the Netherlands, Switzerland and Liechtenstein, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

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