



Change of Neumann Distribution in Japan

Dear Neumann customers in Japan,

The Neumann Headquarters, Berlin have decided to transfer the distribution of all Neumann products from our long-term partner Electori/Tokyo to Sennheiser Japan K.K., starting January 01, 2013. Over the last 4 years our mother company Sennheiser electronic GmbH & Co. KG. Germany has established its own subsidiary "Sennheiser Japan".

This change is made for the future development of our worldwide distribution policy. We have always appreciated the cooperation with Electori with great respect for their professional representation of Neumann in Japan. Therefore we thank Electori for all the work in the recent years and we kindly ask our loyal customers in Japan to continue the good relation with Neumann also under the new distribution with Sennheiser Japan K.K.

November 1st, 2012

Georg Neumann GmbH
Wolfgang Fraissinet, President

Dear Customers,

We, ELECTORI CO., LTD., have been importing and selling Neumann products in Japan for about 30 years. In accordance with Sennheiser electronic GmbH & Co. KG. Germany, parent company of Georg Neumann GmbH, Berlin our distributor contract with Neumann will expire at the end of December 2012.

As of January 2013, Sennheiser Japan K.K. will take over the distribution as well as all sales and after-sales service activities of Neumann products. We appreciate your continued patronage for us and hope it will be passed on to the new Neumann distributor Sennheiser Japan K.K.

Sales and shipping of Neumann products will be handled by us until December 28th, 2012, and we will accept request for after-sales service until December 28th 2012. Warranty service of Neumann products sold by us (including 3-years warranty) will be taken over by Sennheiser Japan K.K. Please inquire Sennheiser Japan K.K., from January 2013 about purchase and after-sales service of Neumann products.

We would like to express our sincere thanks for your longstanding loyal patronage and support for Neumann products.

Ted Hirakawa, President
ELECTORI CO., LTD.

Dear Customers,

It is our pleasure to inform you that as of January 2013 Sennheiser Japan K.K. will start the distribution and sales of Neumann products in Japan. Sennheiser Japan K.K. was established in January 2008 as solely owned Japanese subsidiary of Sennheiser electronic GmbH & Co. KG. Germany. We will focus all our efforts on the continuation of a highly professional representation for Neumann.Berlin and all Neumann products within Japan.

Please be assured that Sennheiser Japan K.K. will take over the after-sales service of all Neumann products that were sold by ELECTORI Co., Ltd.

We would like to express our gratitude to ELECTORI Co., Ltd. for many years of Neumann business in Japan. We are looking forward to your continued patronage and business in the future.

Shozo Kubo, Managing Director
Sennheiser Japan K.K.