

*** FOR IMMEDIATE PUBLICATION ***

Press Release

Ken Kimura To Spearhead Genelec's Asia Pacific Team

Helsinki, Finland - July 2019... Genelec has appointed highly respected industry figure Ken Kimura to its sales and marketing team, fulfilling the newly created role of Business Development Director for the Asia Pacific region.

With over 20 years of experience, focusing on strategic sales and marketing as well as international distribution and business development, Kimura joins Genelec to strengthen the execution of the company's international business strategy, and will be working closely with key distribution partners in the APAC region, including Genelec's own subsidiaries in China and Japan.

Kimura joins Genelec having spent over 15 years with Danish microphone experts DPA, where he specialised in senior management roles developing an extensive network of business relationships across the APAC zone, making Kimura ideally positioned to further expand Genelec's regional brand presence and maximise new business opportunities.

Kimura commented "I've been following Genelec's progress within the industry for years, and admire how the brand has developed in Asia Pacific over the last decade - it's a company with a real passion for audio and a commitment to bringing innovative loudspeaker solutions to the global audio community. It's a privilege to become part of the team, and I'm truly excited at the huge potential this new role offers."

Genelec Managing Director Siamäk Naghian added:

"Ken has a wealth of experience in heading up business units, and an impressive track record in both brand and business management. With the commercial landscape evolving so rapidly, we're delighted to welcome aboard someone with such intimate professional and cultural knowledge of the APAC region and the skills to help us, our partners and customers to reach our full potential in this highly exciting - but fascinatingly complex - part of the world."

Ken Kimura can be contacted at ken.kimura@genelec.com

###

About Genelec

Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.

For press information, please contact:

Mari Primetta

Marketing Communications Manager

Genelec Oy Tel: + 358 44 799 5074

email: mari.primetta@genelec.com