

PREMIUM **AUDIO** CO.

EMEA

Klipsch® **Jamo**® **ONKYO**® *Pioneer*
Integra® **Magnat** **HECO**®

MARCH 2023 MONTHLY CALL

AGENDA

PREMIUM EMEA **AUDIO** CO.

- Business updates
- New sales organization
- Contracts/trade agreements
- Logistics
- Customer service
- Amazon strategy
- Tradeshow
- In the spotlight

ONKYO *Pioneer* **Integra**

- Introduction of Integra DRX 8.4

Klipsch

- Q1 product focus
- RP subs
- Heritage powered monitors
- Active speakers
- McLaren legends
- New soundbar prom prices

Jamo

- Press reviews
- Introduction of S7-27FA

HECO

- Introduction of In Vita series

BUSINESS UPDATES

FY24 WHAT TO EXPECT

THE INTERNATIONAL LANDSCAPE WILL KEEP ON BEING CHALLENGING...

CONTINUED
REVENUE GROWTH

SUCCESSFUL LAUNCH OF
ONKYO, PIONEER,
INTEGRA NEW AVRS

KEEP THE FOCUS
ON OUR
PASSIVE RANGES
& DEVELOP THE POWERED
MONITORS

FULL INTEGRATION OF PAC
BRANDS

BEST IN INDUSTRY
PRODUCT RELEASES

BEST
DISTRIBUTION TEAM!

WORLD CLASS
OPERATIONS

NEW TERRITORY DISPATCH BY SALES MANAGER

-  Ludovic Lepoureau
-  Steen Frederiksen + Poland
-  Nic König + *Mauritus & Dubai + Magnat International*
-  Bertrand Jobelot *Middle East & South Africa*
-  Marcel Chocko
-  Juan-Manuel Abad + *Egypt*
-  Direct Businesses
Fabien de Brem for France
Mario Lode for Germany



CONTRACTS & TRADE AGREEMENTS

New PAC trade-agreements and distribution contracts will be issued to all partners for FY24 this month
+ amazon guidelines for FY24
+ marketing guidelines to use the MDF funds

Single set of terms and conditions that can cover any combination of the seven PAC brands that we sell.
This is just one of the many measures we are taking to make doing business with us just that little bit easier.

80% of your next 6 months forecast must be sent before March 20th
to your sales manager so the purchase team can plan and order consequently

Klipsch® **Jamo**® **ONKYO**® *Pioneer*
Integra® **Magnat** **HECO**®

LOGISTICS INSTRUCTIONS BEFORE THE FULL TRANSITION

Klipsch® Jamo® ONKYO® Pioneer Integra®



HECO® Magnat



March 2023: pick up from Mainfreight Netherlands

April 2023: first pick ups from the new warehouse Mainfreight Belgium and in parallel last shipment from Mainfreight Netherlands

May 2023: all pick ups from Mainfreight Belgium

April 2023: pick up from Transoflex Germany

May 2023: first pick ups from the new warehouse Mainfreight Belgium and in parallel last shipment from Transoflex Germany

June 2023: all pick ups from Mainfreight Belgium

Mainfreight BELGIUM Warehousing Evergem
Amerigo Vespuccistraat 2B
BE-9940 Evergem
Belgium
Opening hours, contacts etc. to follow.

CUSTOMER SERVICE

**SIEGMANN +
SCHRÖDER**

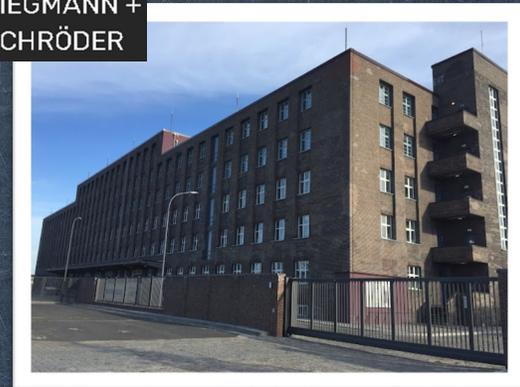
will handle:

CUSTOMER TECHNICAL SUPPORT
for end-customers

and dealers + distributors if needed.
Service provided in English & German.

SPARE PARTS
for distributors

**SIEGMANN +
SCHRÖDER**



Founded in 1986

CUSTOMER SERVICE

SIEGMANN +
SCHRÖDER

PREMIUM
AUDIO^{CO.}
EMEA

How can you order SPARE PARTS ?

KLIPSCH – JAMO – HECO -MAGNAT

Request must be sent to S+S
via contact form or email

S+S confirms availability & cost before sending the spare
parts to the distributor

S+S invoices the distributors directly

ONKYO – PIONEER - INTEGRA

Spare parts required can be checked on OPSIS (please
make sure you have access)

Request must be sent to S+S
via contact form or email

S+S confirms availability & cost before sending the spare
parts to the distributor

S+S invoices the distributors directly

CUSTOMER SERVICE

SIEGMANN +
SCHRÖDER

SPARE PARTS availability at

KLIPSCH – JAMO

Mid-march

ONKYO – PIONEER – INTEGRA

April

MAGNAT – HECO

In stock

S+S contact : magnat@sisc.de (also for Heco) / klipsch@sisc.de / jamo@sisc.de / onkyo@sisc.de / pioneer@sisc.de / integra@sisc.de

Website: www.sisc.de

PAC Contact: Volker Weck, Service Manager for all 7 brands, for any particular issues, questions etc.

Phone +49 (0)2234 807-345

v.weck@magnat.de

GUIDELINES FY24

amazon.com[®]

The Amazon logo arrow is a thick, orange, curved line that starts under the 'a' and ends under the 'n', pointing to the right.

INTRODUCTION



PAC EMEA wants to implement new developments for its Amazon strategy for this fiscal year (FY24) and have a common strategy for all its 7 brands.

Klipsch & Magnat will no longer sell products on Amazon. Instead, PAC EMEA transfers the Amazon business to the distributors through selected dealers who have an Amazon market place opened in their countries.

This represents a new income stream for your business but comes with obligations.

- Starting date: March 1st 2023
- Amazon market place in EMEA
 - UK – Italy – Spain – Sweden – Netherlands – Belgium – Poland – Turkey
 - France + Germany are handled by Premium Audio Co. and its local dealers

PAC EMEA NEW STRATEGY



PAC EMEA transfers the Amazon business to its **European distributors** through selected dealers and it implies that:

- The Distributor must have an **“EU Amazon marketplace”** opened in its country (see country list on page 2)
- The Distributor authorizes **selected dealers** to sell PAC products (see authorized products per brands) on Amazon through a seller/FBA program. **A distributor cannot sell directly on Amazon.**
- The Distributor must have a **selective distribution contract** with each selected dealer.
- The Distributor **must police all its dealers** on Amazon + PAC EMEA will audit regularly.
- The Distributor and dealers are **not permitted to sell direct to Amazon** (Amazon vendor/ amazon Retail)

→ **PAC EMEA will withdraw from Amazon any current inventory for all products and in all countries**

amazon.com[®]

- An excellent opportunity to recruit dealers for the Premium Audio Co.
- The Distributor and selected dealers get a new source of income but must follow PAC EMEA guidelines.
- The Distributor must handle the legal part with its dealers to avoid issues
- The Distributor must follow carefully the amazon sales and share monthly reports with its sales manager.

TRADE SHOW

PREMIUM
AUDIO^{CO.}
EMEA

HIGH END[®]
munich

COME AND VISIT US

MAY 18 - 21, 2023, ROOM E119, ATRIUM 4.1
AT THE MOC, MUNICH, DE

PREMIUM
AUDIO^{CO.}
EMEA

Klipsch **Jamo** **ONKYO** *Pioneer* **Integra** **Magnat** **HECO**[®]

For the first time, **Premium Audio Company EMEA** will showcase
its **7 premium brands** at the high end show.
Please join us to discover our different experience centers
and our latest audio solutions.

RSVP: Please let us know if you will attend the show.
Your sales manager can schedule a booth tour with you.

Looking forward to seeing you in munich
The Premium Audio Company EMEA team



IN THE SPOTLIGHT



**GET TO KNOW
GUILLAUME SIRAMI
Our Jamo brand manager**

PAC PRODUCTS

Q1 PRODUCT INTRODUCTION

	KLIPSCH	JAMO	MAGNAT	HECO	ONKYO	PIONEER	INTEGRA
MARCH	<p>Heritage Powered speakers The Fives, The Sevens, The Nines (PR newsletter)</p> <p>RP SUBS (PR newsletter)</p> <p>McLaren legends – capsule collection (PR newsletter)</p>			In Vita (PR newsletter)	RZ-70 (PR newsletter)	VSALX-805 (PR newsletter)	DRX-8.4 (PR newsletter)
APRIL	Groove XL and Groove XXL (PR newsletter)	Studio7 S7-27FA (PR newsletter)					
MAY	GIG XL and GIG XXL (PR newsletter)		50th anniversary products (PR newsletter)				

ONKYO[®] *Pioneer* **Integra[®]**

INTRODUCING THE INTEGRA DRX-8.4



INTEGRA AVR Line up (Europe)

2021

2023

DRX-8.4

220W x 11ch
11.2ch Processing
11.4ch Pre-out



8K4K

DIRAC MULTI SUB

IMAX ENHANCED THX CERTIFIED

DRX-5.4

180W x 9ch
9.1ch Processing
11.2ch Pre-out



8K4K

DIRAC

IMAX ENHANCED THX CERTIFIED

DRX-3.4

175W x 9ch
9.1ch Processing
9.2ch Pre-out



8K4K

DIRAC

IMAX ENHANCED

DRX-2.4

135W x 7ch
7.1ch Processing
2.2ch Pre-out



8K4K

At a Glance:

- New reference high-power amplifiers
- New premium audio processing including Dirac Live Bass Control option for Dual Discrete (Independent) SW outputs.
- Advanced Connectivity for extended system compatibility
- Advanced CI tool kit



DRX-8.4 KEY FEATURES

- 150 watts X 11
- Wireless room calibration with DIRAC
- Full suite of integration software tools
- Passive subwoofer assign
- XLR connectivity for long cable runs common in high end home theater spaces

Klipsch®

KLIPSCH RP SUBWOOFERS



RP-1000SW
RRP: 999€
IN STOCK

RP-1200SW
RRP: 1 199€
IN STOCK

RP-1400SW
RRP: 1 499€
IN STOCK

RP-1600SW
RRP: 1 999€
CHINA : IN STOCK
EU : APRIL

PREMIERE CLUB

The subs are part of the Premiere Club – please refer the program conditions.

REFERENCE PREMIERE POWERED SUBWOOFERS



New sales deck with :

- Product features
- 5 year warranty
- Marketing assets (press newsletter, social media posts, educational video)
- FAQ
- Powerpoint & recorded training video

KLIPSCH POWERED MONITORS



THE FIVES
RRP: 899€



THE SEVENS
RRP: 1 599€



THE NINES
RRP: 1 999€

ALL PRODUCTS IN BOTH FINISHES ARE IN STOCK



New sales deck with :

- Product features
- Usage recommendation
- Marketing assets (real packshots, beauty shots, lifestyle images, reels for social media, educational video)
- Merchandising recommendations

KLIPSCH ACTIVE SPEAKERS

IN FY24 KLIPSCH REINFORCES ITS OFFER OF ACTIVE SPEAKERS

HOME BLUETOOTH SPEAKERS



HERITAGE GROOVE

THE ONE II

THE THREE II

POWERED SPEAKERS FOR BOTH MUSIC & VIDEOS



HERITAGE PROMEDIA



THE FIVES



THE SEVENS



THE NINES



KD-400



R-40PM



R-50PM

OUTDOOR PORTABLE SPEAKERS



GROOVE XXL AND GROOVE XL

PARTY SPEAKERS



GIG XXL

GIG XL



Groove XL & XXL
Portable Bluetooth Speakers

Klipsch[®]

PORTABLE BLUETOOTH SPEAKERS



GROOVE XXL
1070506
RRP: 399€

GROOVE XL
1070502
RRP: 249€
IN STOCK IN EUROPE



3.5MM



USB INPUT

Thumbdrive Only (.wav/.mp3)

GROOVE XL

GROOVE XL | NEW | LAUNCH: JUNE 2023* (EMEA)

- Built-in dual 2.5" full range drivers
 - Bass Extension Down to 70Hz
- 40W of bi-amped digital amplification
- Bluetooth 5.0
- Built-in battery with up to 16.5 hours of playtime
- IPX4 splash resistant
- USB and 3.5mm input

GROOVE XXL

GROOVE XXL | NEW | LAUNCH: AVAILABLE NOW FOR ALL REGIONS

- Built-in 5.25" woofer for
 - Bass Extension Down to 40Hz
- 130W of bi-amped digital amplification
- Bluetooth 5.0
- Built-in battery with up to 22 hours of playtime
- USB and 3.5mm input with included remote

**tentative – Currently working through final*



Klipsch[®]

Gig XL & Gig XXL

PARTY BOX SPEAKERS



GIG XL

GIG XL | NEW | LAUNCH: MAY 2023

- 30W RMS
- 6.5" Woofer, 2" Tweeter
- Built-in Rechargeable Battery (8hr Playback Time)
- Bluetooth 5.0
- Bass Booster
- RGB Lighting Patterns and Strobes
- USB Charging Output (1A) / USB Playback
- IPX4 splash resistant

1071865
RRP: TBC

GIG XXL

GIG XXL | NEW | LAUNCH: MAY 2023

- 80W RMS (40Wx2)
- 6.5" Woofer, 2" Tweeter
- Built-in Rechargeable Battery (8hr Playback Time)
- Bluetooth 5.0
- Bass Booster / Guitar & Mic Effects
- RGB Lighting Patterns and Strobes
- USB Playback

1071868
RRP: TBC



 Bluetooth®



3.5MM



MIC INPUT



GUITAR INPUT
(XXL ONLY)



USB INPUT
Thumbdrive Only
(.wav/.mp3)

INTRODUCING

The
Legends
Series

McLaren
FORMULA 1 TEAM

Klipsch

OFFICIAL PARTNER



McLAREN LEGENDS



Groove McLaren

The One II McLaren

The Fives McLaren

The Nines McLaren

Forte McLaren

MCL-905 McLaren

Channels	HIFI, CE, AMAZON	Hifi, CE, AMAZON			HIFI DEALERS - HERITAGE PROGRAM Limited quantities - first come, first served	
Availability	IN STOCK (EUROPE)	JUNE 2023 (EUROPE)	AVAILABLE IN CHINA & EUROPE WAREHOUSE	AVAILABLE IN THE CHINA WAREHOUSE	JUNE & JULY 2023 (EUROPE)	JUNE 2023 (EUROPE)
SKU	1070946	1071383	1070315	1071491	1071272	1071222
RRP	199 €	399 €	1 199 € (pair)	2 099 € (pair)	4 999 € (unit)	8 999 € (unit)

SOUND BARS PROMO PRICES



CINEMA 400
RRP: 449€ 349€



CINEMA 600
RRP: 699€ 499€



CINEMA 600 5.1
RRP: 999€ 699€



CINEMA 800
RRP: 999€ 799€



CINEMA 1200
RRP: 1799€ 1399€



SURROUND 3
RRP: 369€ 249€

PLEASE CONTACT YOUR SALES
MANAGER FOR YOUR LATEST
PURCHASE PRICE

The image features a dark, atmospheric landscape of mountains and a lake. A large, semi-transparent vinyl record is positioned in the center, with a circular cutout revealing the landscape. To the left of the record is a dark circular graphic containing the Jamo logo and tagline.

Jamo[®]

PURE SCANDINAVIAN SOUND
SINCE 1968



New baby

Jamo is reborn, and with it comes a new speaker range. **Nick Tate** wets the head of this entry-level standmount

DETAILS
PRODUCT
 Jamo S7-15B
ORIGIN
 Denmark/China
TYPE
 2-way standmount
 loudspeaker
WEIGHT
 5.9kg
DIMENSIONS
 (WxHxD)
 200 x 320 x 340mm

everywhere except the front baffle, which is 16mm thick. Considering its budget origins, it would be churlish to complain about the S7-15B's build. The drive unit complement starts with a new 25mm fabric dome tweeter featuring a copper Faraday ring, said to increase sensitivity and reduce non-linear distortion. The 140mm mid/bass driver kicks in at a fairly standard 1.7kHz. It uses an unusual-looking embossed paper

They loved:

- The low frequencies reserve
- The purity of the voices / Impressive midband
- The Performance/Compact budget ratio

Hi-Fi Choice

OUR VERDICT

SOUND QUALITY
 ★★★★★ **LIKE:** Really charming and fun sound

VALUE FOR MONEY
 ★★★★★ **DISLIKE:** Some won't like the looks

BUILD QUALITY
 ★★★★★ **WE SAY:** Lots of enjoyment for the money

EASE OF DRIVE
 ★★★★★

OVERALL



JAMO STUDIO7 15B LOUDSPEAKERS REVIEW

Jamo's Studio7 15B is a compact little two-way affair that costs £449. Janine Elliot takes a listen.

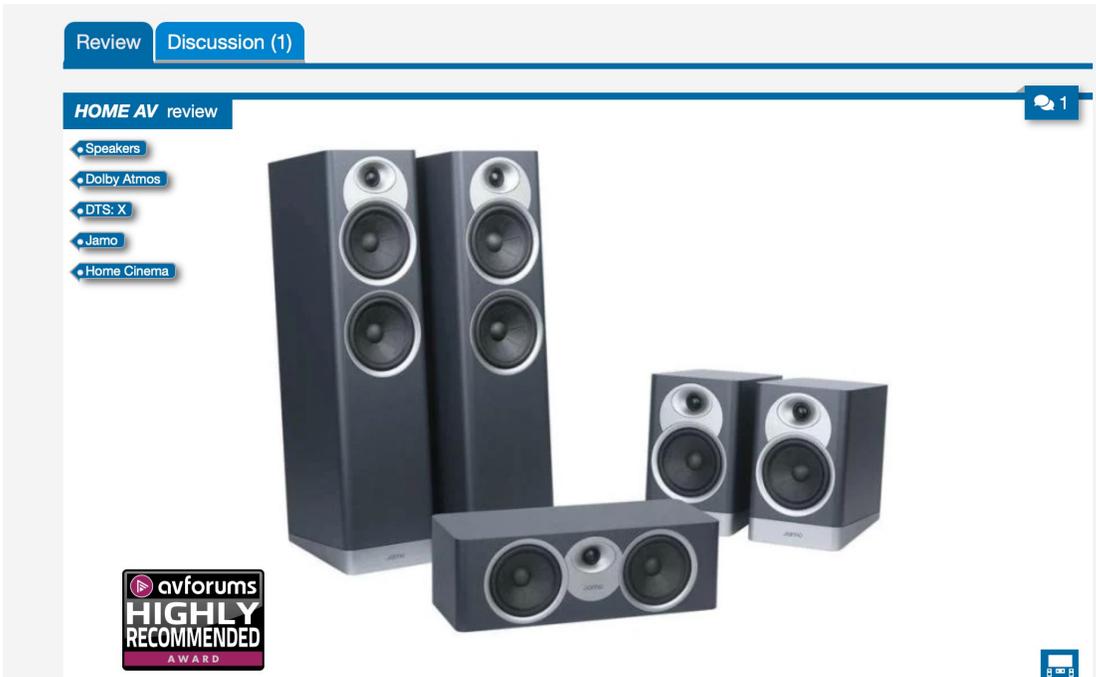


Jamo®



They loved :

- the Bass extension
- the Mid frequency details
- the Unique design



Jamo S7-25HCS speaker package – AVForums, March 2023

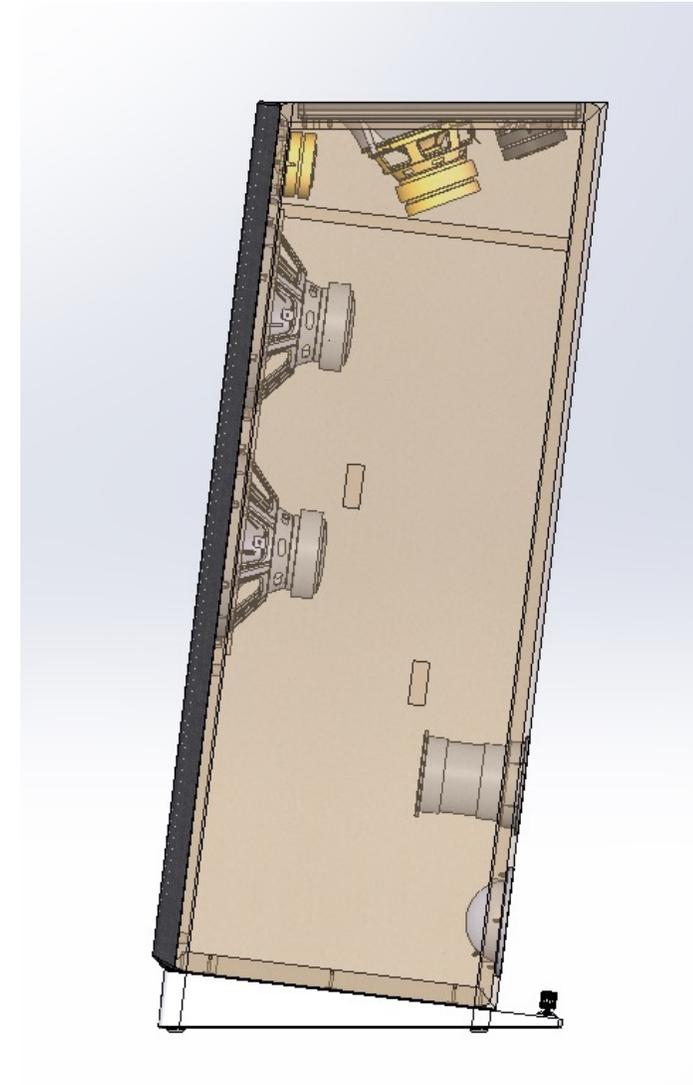


They love:

- Its seamless integration. Using the same drivers, waveguides and design throughout ensures a consistent tonal balance around the listener, heightening the immersive effect.
- Jamos' clarity, rendered scenes with a far more refined and spacious sound than I had expected from speakers priced at £1499 for the package.
- It truly is a testament to how far careful system integration carries a surround performance
- In terms of their overall integration, the Studio7s approximated some of the better performances I've heard from far more expensive speakers.'



- Efficiency and low-end extension of S7-27F
+ Integrated Atmos channel
 - No need to install and wire additional Atmos dedicated units
 - Atmos 2 way topology :Mid-bass +Tweeter
crucial plus compared to competitors in the segment
(commonly using a sole Wide range speaker).
- => Extended frequency response, deeper Atmos effects





AVAILABILITY :
DIRECT VENDOR : April 2023
EMEA WAREHOUSE : June 2023

REFERENCES :
1071191 JAMO S27FA BLUE FJORD
1071192 JAMO S27FA GREY CLOUD

RRP : 999 € (pair)

HECO®

HECO®

GERMAN HIFI SINCE 1949

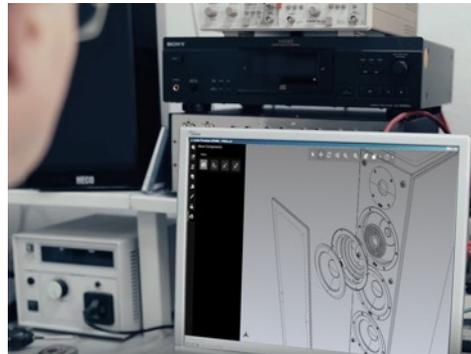
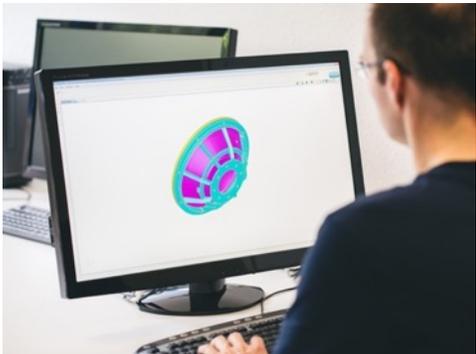


THE NEW HECO IN VITA SERIES

IN VITA

THE EMBODIMENT OF OUR GERMAN EXPERTISE

- IN VITA SERIES is the best of our better category of speakers
- It's a limited serie of 1 floorstanding speaker and 1 pair of bookshelf speakers
- We trickled down the **features of** our top class Celan Revolution series and have revisited the design
- The line was **developed in** our sound laboratories in **Pulheim, Germany**



HECO[®] IN VITA



IN VITA

VITA MEANS LIFE

Bring your favorite (music/video) content to life thanks to a rare combination of technical features.

IN VITA

Line up



- **IN VITA 9**
- 3-way / 5 drivers floorstanding speaker
- 6.5" woofers and midrange, 1.1" dome-tweeter
- Dual Finish Concept (High gloss & silk matt)

AVAILABLE IN
BLACK AND WHITE



- **IN VITA 3**
- 2-way bookshelf speaker
- 6.5" woofer-midrange, 1.1" dome-tweeter
- Dual Finish Concept (High gloss & silk matt)

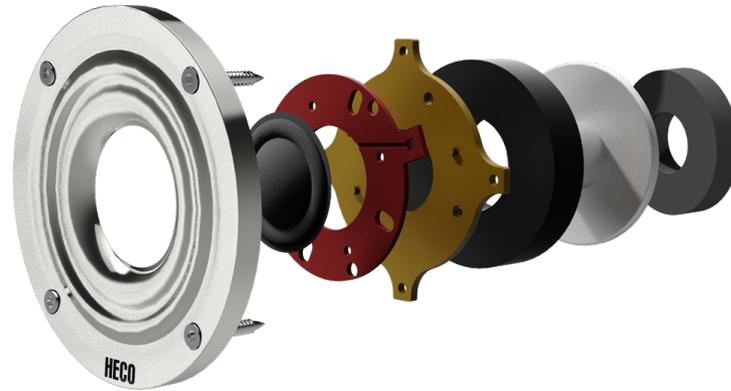
IN VITA

TECHNOLOGIES – THE DRIVERS



ALUMINIUM TRANSDUCERS

All In Vita drivers feature **massive aluminium diecast basket for low resonance and consistency of performance**



THE NEW FLUKTUS TWEETER

- The Fluktus multi-wave geometry as used in the wave-guide **ensures optimum dispersion and directivity control in the high frequencies.**
- The oversized 28mm dome and surround area ensures high dynamics and maximum transparency.
- High power handling is guaranteed by a double ferrite magnet and ferrofluid cooling.



WOOFER & MIDRANGE

- The famous **HECO Kraft Paper Cone** is manufactured from **a unique blend of wood pulp** which is lighter and more rigid than a standard paper cone **for better response**
- All HECO woofer/midrange drivers are powered by a **double magnet** system for maximum dynamics.
- The **aluminium diecast basket** is constructed **to ensure reduced resonances.**
- All Heco **drivers are made in house, tested** with a Klippel system **and validated** by our engineers to ensure consistently **high performance**

IN VITA

TECHNOLOGY – THE CABINET

DESIGN AND CONSTRUCTION

- Built out of massive MDF with double wall thickness (top, front, bottom)
- Dedicated closed midrange section
- Dedicated bass reflex woofer section with Triple bass reflex ports
- Dual brace construction "8-style cut design"
- Damping materials are optimized

Divided cabinet to reduce vibrations and resonance (extremely low self noise)



- Airflow-optimized and bolted bass reflex ports.
- High-quality terminal with solid, gold-plated and capsulated connectors (bi-wiring/bi-amping option)
- Tweeter level adjustment ('linear' / '+2 db)
- Amplitude and phase optimized crossover equipped with high quality components – 12/18 db
- Solid base plate in high gloss finish
- (In Vita 9) aluminium cross beams with metal spikes and exchangeable metal and rubber tips



High quality components for a high performance

IN VITA

PRICING



Aurora 300
RRP 449 €/pair



In Vita 3
RRP 999 €/pair



Celan Rev. 3
RRP 1499 €/pair



Aurora 1000
RRP 799 €/piece



In Vita 9
RRP 1499 €/piece



Celan Rev. 9
RRP 2499 €/piece

THANK YOU

Klipsch® **Jamo**® **ONKYO**® *Pioneer*
Integra® **Magnat**® **HECO**®