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FOR IMMEDIATE RELEASE

ARRI appoints new top management for its Asia-Pacific region

- **Bertrand Dauphant takes over as the new Managing Director in Asia Pacific**
- **Carlos Chu has also been appointed General Sales Manager for the region**
- **ARRI further strengthens the team with new local business development managers and an increased presence in domestic markets**

April 16, 2021; Hong Kong – The ARRI Asia-Pacific region is pleased to announce its new top management team with Bertrand Dauphant taking over the role of Managing Director. In his new role, Bertrand will oversee all operations and continue to develop new business opportunities by forging stronger relationships within the region’s film and broadcasting community.

Before joining ARRI, Bertrand gained extensive knowledge and more than 20 years of experience from several key roles within the lighting industry across the globe. In 2015, Bertrand became a part of the ARRI Group as General Lighting Manager for the Asia-Pacific region, where he and his team effectively grew the lighting operations.

Taking up his new position at the beginning of 2021, Bertrand aims to expand the Asia-Pacific business by opening new subsidiaries starting with ARRI Korea and ARRI Japan. He also intends to increase ARRI’s presence across all markets with the support of local business partners.



Working hand-in-hand with Bertrand is Carlos Chu, appointed as the new General Sales Manager of the region. His primary responsibility is to drive sales and solutions across Asia Pacific while remaining ARRI Japan's country manager.

Joining ARRI in 2014 as a sales manager, Carlos was subsequently relocated to Japan in 2016 to grow the Japanese and South Korean markets. During this time, he and his team successfully introduced and improved the sales and distribution structures for lighting and camera systems in both countries. Most recently, he served an integral role in setting up ARRI Korea Ltd. and ARRI Japan K.K.

Just like Bertrand, Carlos has been active in his new position since the start of 2021. Striving to bring ARRI closer to individual markets in a post-pandemic world, Carlos is looking to develop innovative solutions as the industry anticipates a new normal.

With the goal to build deeper relationships with the domestic markets, ARRI Asia Pacific also welcomes new local business development managers—Michiyo Funayama for Japan, Sally Oh for South Korea, and Dicky Ferman for Indonesia, Singapore, and Malaysia. Together with Bertrand, Carlos, and the rest of the ARRI team, their focus will be on providing partners and clients with continuous support and unparalleled service in the years to come.

About ARRI:

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,200 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, and Rental, all dedicated to connecting creativity and future technologies for moving images. ARRI is a leading designer and manufacturer of camera and lighting systems as well as system solutions for the film, broadcast, and media industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information, please visit www.arri.com.