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FOR IMMEDIATE RELEASE

ARRI opens subsidiary in Singapore

- **ARRI Asia-Pacific relocates to Singapore to further bolster the moving image industry in the region**
- **Two locations: a modern corporate office and a fully equipped service center**
- **A grand ceremony was held to mark this significant milestone**

April 26, 2023; Singapore – Established in 2008, ARRI Asia-Pacific initially operated from Hong Kong. Fifteen years later, the company has relocated to Singapore to further bolster the moving image industry in the region.

To mark this momentous occasion, ARRI Asia-Pacific organized a grand ceremony on April 25th with an open house and an ARRI party. The top management team from the headquarters in Germany, including Executive Board members Dr. Matthias Erb (Chairman) and Lars Weyer (CFO), industry leaders, and key players from Asia-Pacific's moving image industry graced the festivities.

ARRI Asia Pte. Ltd., the official name of the new subsidiary in Singapore, is part of ARRI Asia-Pacific, which also includes ARRI Korea, ARRI Japan, and ARRI Australia. Together, they provide sales and services to the entire Asia-Pacific region.

“The inauguration of the Singapore subsidiary in the heart of the Asia-Pacific market symbolizes a new phase in ARRI’s venture in the region. It shows how vital the region, including its emerging markets, is for ARRI. Together with our customers, we plan to significantly increase our activities here,” emphasizes Dr. Matthias Erb.



Bertrand Dauphant, ARRI Asia-Pacific Managing Director, adds: “Completing the establishment of our Singapore subsidiary was a tremendous challenge and a significant milestone for our company. I am incredibly proud to say that this opening is a testament to the hard work and dedication of our team. With this move, ARRI is now even better equipped to serve the Asia-Pacific market and meet the increasing demand for our products and services. ARRI Asia-Pacific is now structured around four strong hubs allowing us to better support our clients and promote industry growth throughout the region.”

Primely located in Marina Centre, Singapore, the new corporate office spans 3,600 square feet and boasts a modern and innovative design with exceptional facilities for both customers and staff. The facility features a multi-purpose creative space that can be easily converted for equipment demonstrations, ARRI Academy training, company events, and more. The office also includes an open-concept workspace, adaptable meeting rooms, and a collaboration corner to enhance productivity and efficiency.

Furthermore, the subsidiary in Singapore houses a fully equipped 3,000 square-foot service center to cater to the growing demand for maintenance and repair of the extensive range of ARRI products in the market. In addition, the service center includes a warehouse space to ensure clients receive high-quality products promptly.

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The former ARRI Asia-Pacific office in Hong Kong, now called ARRI Hong Kong Ltd., will remain operational and is now organizationally part of ARRI Greater China.



About ARRI:

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,600 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, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment 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. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

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