

Press release

**JUNE 3RD 2024
SINGAPORE**

L-Acoustics and GEODIS announce the opening of a Regional Distribution Centre in Singapore

SINGAPORE – June 3rd 2024 – GEODIS, a leading global logistics provider, and L-Acoustics, the industry leader in premium professional sound, opened their new regional distribution center in Singapore. The distribution center, the first for L-Acoustics in the Asia Pacific region, is a testament to the manufacturer's commitment to this strategic and growing market.

"Our mission is to strengthen our ties with clients, creating a hub from which we can provide ideal support," explains Tim Zhou, CEO APAC at L-Acoustics. "The new warehouse will enable elevated customer service and faster delivery for their important projects."

All L-Acoustics solutions are manufactured in Europe and prior to the opening of the Singapore distribution centre, orders for customers in the Asia Pacific region were fulfilled from France. The new centre will allow the company to better support clients throughout the region, shortening delivery times and streamlining the supply chain.

L-Acoustics and GEODIS have grown a global partnership which began in 2018 when GEODIS was trusted with the distribution of the manufacturer's products in France and Europe, with GEODIS providing L-Acoustics with global end-to-end logistics solutions covering freight, and customs and trade compliance management. The choice to partner with GEODIS for the launch of a new distribution centre in Singapore stems from the company's supply chain expertise and track record in setting up bonded warehouses which demand licensed storage facilities with robust security measures, skilled personnel and operational capabilities aligned with local customs regulations. The Singapore distribution centre is a bonded/zero-GST (Goods and Services Tax -- GST) facility.

"Today marks a pivotal moment for L-Acoustics as we expand our regional logistics hub network with the help of our partner GEODIS, aiming to bring our customers the same level of service worldwide" says Hervé Guillaume, CEO at L-Acoustics Group. "The foundation of our relationship with GEODIS is built on a shared spirit of innovation and performance, and a people-first mindset. Together, we champion hyper-care for our partners throughout all our operations."

"This recognition of our shared values reaffirms that our commitment to excellence and care is valued by our partners," commented Onno Boots, President and CEO of Asia Pacific and Middle East, GEODIS, "It is a

Press release

testament to the strong relationships we have built, the service we provide, and the trust we've earned. Together, we will continue to raise the bar of excellence and support L-Acoustics in their growth."

About GEODIS – www.geodis.com

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. With a global network spanning nearly 170 countries and 53 000 employees, GEODIS is ranked no. 5 in its sector across the world. In 2023, GEODIS generated €11.6 billion in revenue. GEODIS is a company owned by SNCF group.

About L-Acoustics – www.l-acoustics.com

L-Acoustics is renowned for developing innovative sound systems and technologies that elevate the listening experience. Founded in France in 1984, L-Acoustics currently employs 800 team members worldwide, with headquarters in Paris, Los Angeles, London, and Singapore. Recognized for pioneering the line source array, L-Acoustics continues to shape the future of sound with solutions such as the L-ISA Immersive Hyperreal Sound technology, which offers 3D multi-dimensional audio. L-Acoustics also offers exceptional concert-grade sound systems and immersive sound spaces for residential and architectural environments. In recognition of introducing these groundbreaking creative technologies, L-Acoustics was named one of Fast Company's Most Innovative Companies of 2020 and 2023.

L-Acoustics sound systems can be heard around the globe in venues like the Hollywood Bowl and the Philharmonie de Paris, at the world's top-grossing festivals such as Coachella and Tomorrowland, international special events like the World Expo 2020 and World Cup 2022, and on tour with world-class artists such as Billie Eilish, Post Malone, Arctic Monkeys, and Jacky Cheung, and in the Las Vegas residencies of Katy Perry, Adele, and more.

MEDIA CONTACTS

Michele Tan

GEODIS APAC and Middle East Regional Strategic Marketing Director

michele.tan@geodis.com

Mary Beth Henson

L-Acoustics Director of Media Relations

marybeth.henson@l-acoustics.com