

## **Leading German Broadcast and Professional AV Merger**

Two leading German providers of the broadcast industry, Teltec AG and BPM Broadcast & Professional Media GmbH, are merging, expanding the Teltec Group. "Even before the pandemic it was obvious to us that we would have to counteract the rapid change in our industry with further growth. However, it has taken a little longer to create the ideal prerequisites due to the crisis.", is how Teltec CEO Ralf P. Pfeffer summarizes the negotiations with Arne Buhr, owner and Managing Director of BPM, Hamburg.

"The requirements placed on us dealers have grown and became more complex in recent years. As a specialized company with very high quality standards and a strong customer orientation, we can only meet these requirements in a network of strong companies", Arne Buhr adds. BPM evaluated various options within and outside the broadcast market and finally decided to join the Teltec Group, as this merge offers the greatest customer benefits and the best chances of success. The challenges are no longer limited to the professional film and broadcasting market. More and more suppliers from various market segments, but also from other countries, are entering the industry. So are new manufacturers, especially from Asia. These are causing high volatility and enormous pressure to adapt. BPM now feels well-prepared for the upcoming changes in the industry.

"As Teltec Group, we have maintained a very positive personal relationship with BPM over the past years and had only minor business overlaps, as BPM mostly operates in a different area. Therefore, we see the merger as the perfect extension," sums up Steffen Schenk, Teltec Chief Operating Officer (COO), who will join the Teltec Executive Board as an additional member. Steffen Schenk goes on to say that the acquisition of the distributor and system integrator company Videocation in Munich has already shown how successful the combination of regional expansion and the acquisition of expertise can be.

"In the past four years, we have been able to make the most of our strengths as Videocation nationwide within the Teltec Group and even realized another international ground-breaking project in Great Britain in the midst of the pandemic crisis," says Charlie Nedeltshev, Managing Director of Videocation, who will as well be joining the Teltec Executive Board. As Chief Revenue Officer (CRO), he will be responsible for revenue development in the areas of sales, projects and services.

Arne Buhr will complete the scope of expertise of Teltec's new four-member Board as Chief Marketing Officer (CMO) with his specialized academic training and, in particular, his wide-ranging experience as entrepreneur. Furthermore, he will continue his role as Managing Director of BPM Broadcast and Professional Media GmbH.

With the new personnel structure, the Group's Board has assigned regional responsibilities throughout Germany: in the north with Arne Buhr (BPM) in Hamburg, in the centre with Steffen Schenk (Teltec Headquarter) near Frankfurt and in the south with Charlie Nedeltshev (Videocation) in Munich. The aim remains to continue to strengthen the individual companies of the group and their brands, and above all to enhance their profile in the various target markets. This also includes the broadcast provider Video Data in Hamburg with its strong e-commerce expertise, which has been part of the Teltec Group since 2018.

As CEO, Ralf P. Pfeffer will increasingly focus on further inorganic growth, but above all on the internationalization of the Group.

### **About BPM GmbH**

BPM Broadcast & Professional Media GmbH is one of the leading companies for sales, integration and support for professional video, audio and media equipment based in Hamburg, Germany. The company's team of around 30 dedicated specialists distributes products and solutions from more than 100 manufacturers such as Canon, EditShare, Panasonic, Sachtler, Sony, Zacuto and Zeiss.

### **About Teltec AG:**

Teltec is the leading, manufacturer-independent system supplier for everything related to the motion picture industry. The company's product portfolio includes the most important manufacturers of professional production, postproduction, archiving and distribution technologies. The comprehensive online shop with over 400 brands and the only manufacturer-independent product catalogue in the industry are among the unique selling points of the company, which has been active on the market since 1993.

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