

Press Release

For Immediate Release

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Gold Peak's British audio brand KEF deepens collaboration with international premium brands to advance global development

- KEF partnered with Haier Smart Home's (6690.HK) high-end brand Casarte to deliver immersive audio-visual experience
- KEF x Lotus Eletre received EISA in-car audio system award. The two iconic British brands further collaborated to design the binaural audio headrest for Lotus's first concept car Theory 1
- KEF ranked among top three brands* by POS value in the US home speaker market

Since its establishment in 1961, KEF, the premium speaker brand of KEF GP Group under Gold Peak Technology Group Limited (*stock code: 40*), has continuously led the industry with its outstanding innovation capabilities. In recent years, KEF has been actively partnering with various renowned brand names, like the global high-end automotive brand Lotus Technology Inc (LOT Nasdaq), to expand into various fields, providing consumers with extraordinary audio experience across diverse living spaces.

Strategic partnership with Haier Smart Home's high-end brand Casarte to empower immersive sound experience for high-end TVs

As a leader in audio engineering, KEF formed a strategic partnership with Haier Smart Home's high-end brand Casarte in September 2024. Under the label "**SOUND BY KEF**", KEF introduces its exceptional audio technology to the Casarte high-end TV series, including the M30, M60 and the newly launched premium TV, M70. The Casarte Art TV Mural M70 features the world's first NearLink pointing remote control, and is equipped with the Casarte Sound Acoustic Solution which was co-designed and tuned with KEF to

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achieve a balanced output across high, mid, and low frequencies, offering users an immersive top-notch audio experience. Moving forward, Haier Smart Home will gradually launch several high-end **SOUND BY KEF** TVs in the overseas market, allowing more users to enjoy the immersive audio-visual experience and further expanding KEF's global footprint.



In September 2024, KEF formed a strategic partnership with Haier Smart Home's high-end brand Casarte to deliver immersive audio-visual experience

(Top image source: Haier Audio Visual Industry)

KEF x Lotus Eletre received EISA in-car audio system award

The two iconic British brands further collaborated to design the binaural audio headrest for Lotus's first concept car, Theory 1

With KEF's innovative technology, design and craftsmanship, Lotus Eletre with **KEF Reference Audio System** was presented the **EISA** Award: Best Product 2024-2025: In-Car OEM Premium Audio System** this September, replacing another European combination that has held the title for the past three years. This accolade not only demonstrates KEF's robust capabilities in automotive audio technology but also highlights its unwavering pursuit of quality and innovation.

***EISA: Expert Imaging and Sound Association, an association founded in 1982 that represents over 50 specialized magazines in Europe, mainly in the fields of cameras, audio and video*



Lotus Eletre with KEF Reference Audio System was awarded the EISA Best Product 2024-2025: In-Car OEM Premium Audio System

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Building on the success of the collaboration, KEF and Lotus continue to explore innovations in in-car audio technology. Recently, the two brands have further collaborated to design the binaural audio headrest for Lotus's first concept car, Theory 1, delivering immersive sound experiences for EACH passenger. This collaboration exemplifies KEF and Lotus's shared philosophy in innovation, quality excellence, and performance, setting a new benchmark for luxury driving experiences while creating greater brand value and synergy for both companies.



KEF and Lotus further collaborated to design the binaural audio headrest for Lotus's first concept car, Theory 1

Ranked among top three brands* by POS value in the US home speaker market

Notably, KEF has been consistently leveraging its acoustic differentiation in sales and marketing efforts to stand out among numerous renowned audio brands. KEF has ranked among the top three brands* by point-of-sale (POS) value in the US home speaker market. This achievement reflects the high recognition of the KEF brand among US consumers and underscores KEF's leadership in high-end audio outlets. As a British brand, KEF's outstanding performance in the US market further reinforces its global influence. Looking ahead, KEF will continue its momentum for achieving further impressive sales performance.

* Data source: Circana, covering the period from June 2023 to June 2024

Actively expanding international footprint

Apart from the **KEF Music Gallery Hong Kong**, KEF has been actively accelerating its global expansion. Following the **KEF Music Gallery Tokyo** opened last year, **KEF Music Studio Chengdu** and the flagship store **KEF Music Gallery London** were both launched earlier this year. Additionally, the **KEF Music Gallery Beijing** is set to soft open next month, further broadening KEF's presence in strategic markets, and strengthening marketing and sales development in these key regions.



KEF Music Studio Chengdu

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Global flagship store, KEF Music Gallery London

Grace Lo, Deputy Managing Director of Gold Peak and President and Head of Global Marketing of KEF Audio Group, stated, "We are excited about our new partnership with Casarte, combining KEF's acoustic capabilities with Casarte's innovative capabilities in the field of home appliances, providing users with a new immersive audio-visual experience. We look forward to broadening KEF's audio technology into different fields, and further strengthening our presence in the global market. The EISA Best Product Award is an accolade for our premium in-car audio system, and our outstanding performance in the US home speaker market fully demonstrate KEF's growing influence in the premium audio market. We will continue to focus on technological innovation and global market expansion to enhance our brand competitiveness and support the high-quality development of Gold Peak."

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Appendix

KEF Key Milestones 2024: Actively Expanding Global Operations

Date	Milestone
Mar 2024	KEF Music Studio Chengdu opened
Jun 2024	The global flagship store KEF Music Gallery London opened
	KEF ranked among the top three brands* by point-of-sale (POS) value in the US home speaker market
Sep 2024	KEF formed a strategic partnership with Haier Smart Home's (6690.HK) high-end brand Casarte
	Lotus Eletre with KEF Reference Audio System was awarded EISA Best Product 2024-2025: In-Car OEM Premium Audio System
	KEF and Lotus further collaborated to design the binaural audio headrest for Lotus's first concept car Theory 1
Nov 2024	The KEF experiential store will softly open in Beijing