

Speech of the Chairman of the Management Board of Matth. Hohner AG, Dr. Horst Braeuning at the Ceremonial Act of the 150th anniversary on September 8, 2007 in Trossingen

Dear ladies and gentlemen, in the name of the whole Management Board of Matth. Hohner AG I would like to give you all a cordial welcome and I thank you for giving us the honor of being here at our 150th anniversary party.

I would like to thank in particular the delegations of our customers from all countries and far away regions of our globe with whom we have been working successfully together mostly for some decades.

- I thank the delegation from Japan with our representative Moridaira who have come with a team of four. For more than 45 years Moridaira has been our partner in the Japanese market with whom we have developed ideas that cater for the desires of our Japanese customers. In particular, I would like to put an emphasis on the huge commitment of Moridaira for the Hohner brand. What is paramount here, is the foundation of the Japanese harmonica association, a music school for harmonica and the organization of regular international harmonica contests in Japan.
- I thank our representative from the other end of the world, Frank and Margarete Smits from Australia. They celebrate their 70th anniversary this year with their company KJ Music and they have been closely connected to Hohner since their foundation year. For 25 years KJ Music has been organizing the famous "Harmonica Festival in Tam Worth", where the best amateur and professional harmonica players from Australia meet and where big fun in making music is experienced by all.
- I thank the team of Andrej Klimecki from Poland who, with his company Interklang, is one of our first east European distributors. You have helped us very much to successfully cater for the growing east European market, with which still today our growth is sustained significantly.
- I thank Tom Juelsen and the team of Gulmoen + Engh from Norway who celebrate their 50th anniversary this year as music wholesaler and Hohner partner and who pass on the joy of making music with Hohner instruments at the northern end of the world.
- I thank the team of Matthias and Elisabeth Meyer, who with their company Musik Meyer have build up and further developed our German and Austrian distribution with a lot of commitment and success. This year, we celebrate the 10th anniversary of our cooperation.
With entrepreneurial willingness to invest, by investing in personnel and especially in the closeness to sales points you ensure that Hohner products are successfully marketed in our home market and that the Hohner brand is presented professionally, also for our new products such as guitars.

I would like no less to thank all other friends of our house who have not travelled that far for the big honor of their participating in our anniversary party. Furthermore, I would like to thank all suppliers for their being here, which I gratefully take as a confirmation that you will continue to support us with the service for our customers in the well known way. You take a great share in our ability to supply our customers on time, in a reliable way and with good quality.

I thank you, dear representatives of politics, associations, music schools and other public institutions. Without your continuing commitment for musical education in our country and even worldwide, we would not be able to celebrate this anniversary here today. Special thanks for your personal efforts for the good thing of supporting our music culture, especially with our young people and also for the fact that you are here today and celebrate together with us.

Yet, I also thank the friends from Trossingen and around who are here as representatives of all important institutions such as the commercial association, the town council or the fire-fighters and the technical support team, who emphasize and represent the roots of Hohner here in this town and region with their participation. I thank you also due to the fact that you have supported us with information and action during the preparation of our town party.

Ladies and Gentlemen, by saying this I told you a secret! I can tell you with great joy that our jubilee event is a joint venture of all institutions from Trossingen and around and thus a special sign for the 150 years of connections of Hohner in our music town Trossingen. As a matter of course I would also like to thank for the good cooperation with the music institutions and orchestras of Trossingen as well as the Hohner Conservatory, who all contribute a great deal to the music education in Trossingen and far beyond and thus make sure that the further development of our musical instruments can be sustained from the ideas of a network of artists.

A very special thank you goes to the Harmonica Museum with all its voluntary helpers, who support and strengthen the music scene with their manifold activities far beyond Trossingen.

In particular I would like to thank our employees, pensioners and managing staff at the subsidiaries of Matth. Hohner AG: from Trossingen, Bad Berleburg, France, Switzerland and the United States who are also here today. Without them and all the other Hohner employees who cannot be here today, we would, of course, have nothing to celebrate. I thank you for the cooperation that has been successful for 150 years.

What is the meaning of you as Hohner employees?

The Matth. Hohner AG itself has no employees at all as a holding company. You, the employees of our operative subsidiaries are clearly our most important capital. With you we have achieved what Hohner is today. I am very proud of you! Your numerous presence shows that you are also proud of Hohner.

Therefore we are investing more and more in the training of our staff. Thus we would like to encourage you to want to grow within our company and so to take advantage of career possibilities.

You are also aware of the growing competition in the world. Therefore you contribute a great deal to the fact that Hohner has kept its position as market leader with harmonicas and accordions in this difficult global environment and that it above all is successful with the younger instruments such as guitars. With all our activities we always want to be one step ahead of the competition, build up our advantage, yet at least keep it. We do not let them overtake us! We achieve this thanks to our strong international team of employees and managers in a more and more better way. Also, many of you have participated a great deal in the preparations of our jubilee event taking place today and tomorrow. Therefore, I would like to seize this opportunity to cordially thank the organization team in charge for all its efforts.

I thank the present shareholders for their trust with which they enable the successful work of the management board. With your coming here you emphasize your connection to your company.

Very special thanks go to the press from near and far, because they show their current interest in reporting about Hohner with their being here. As representative for all present journalists I would like to thank the one who had the longest journey, Mr. Brian Majeski, the publisher of the Music Trades journal from the USA for his committed reporting in the past and I am very much looking forward to your next report!

Our motto today is: "150 years of Hohner – The Music plays in Trossingen"

When we enter the further points of the program of our anniversary event on the market place of our city after this ceremonial act, then you will feel and experience this motto for yourselves.

I thank you all very much for your being here and I wish you special experiences and wonderful hours here,

- where the music plays - in Trossingen!
