

Press release
May 2022

Metz Classic

A long tradition of excellence

Zirndorf, 20 May 2022

In order to meet the highest quality standards, Metz has been developing and manufacturing its products in Germany for over 80 years, making it one of the longest established consumer electronics companies in Germany. The success of the high demands the company makes on the longevity, reliability, picture and sound quality, and ease of use of its products is confirmed by independent awards time and time again. In 2022, Metz can once again refer to several first-class ratings from customers, trade magazines and independent experts.

In the last year, German households invested around 3.9 billion euros in new televisions. According to gfu Consumer & Home Electronics figures, the trend is moving towards high-quality and better equipped products. When it comes to the question of which products really are good and will last, ratings and awards are important for helping customers make a wise, sustainable purchasing decisions.

Metz has been developing and manufacturing products in Germany for over 80 years, making it one of the longest established consumer electronics companies in the country. With quality that is evident down to the finest detail and clever innovations, Metz develops high-quality, long-lasting products. The "Made in Germany" seal is thus a reliable guarantee of quality.

Top smart home brand 2022

This was also confirmed by the trade magazine Computer Bild together with the independent market and opinion research company Statista, which awarded Metz a special distinction: in the selection of the "Most Popular Smart Home Brands 2022", in which a panel of experts and more than 2,500 users from across Germany were asked about their personal experiences with smart home products, Metz Classic was awarded first place for "longevity" in the category "Smart TVs". "We are committed to providing products that deliver technical perfection in terms of longevity, reliability, picture and sound quality and ease of use. Therefore, we are particularly delighted to receive this quality seal, as it reflects the value and premium quality that we set as benchmarks in our products," comments Dr Norbert Kotzbauer, CEO of Metz Consumer Electronics GmbH.



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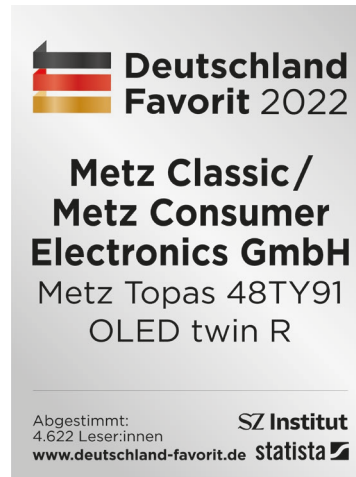
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Metz TOPAS - Germany's favourite

The fact that Statista and the *Süddeutsche Zeitung's* SZ Institut also awarded the new "Deutschland Favorit" (Germany's favourite) quality seal to the Metz Classic TOPAS 48TY91 OLED twin R in the category "Electronics and Technology" points in the same direction. In the SZ reader survey, the TOPAS scored particularly highly for its functionality: "OLED picture technology delivers unprecedented picture quality with 33 million subpixels that can be controlled individually. This completely new viewing dimension is complemented by MetzSoundPro sound technology, which has a three-way semi-active system with integrated subwoofer. The result: an impressive audio experience with crystal clear sound," concluded the panel of experts.



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"We are delighted to be designated *Deutschland Favorit 2022*," says Dr Norbert Kotzbauer, commenting on the award, "as it demonstrates trust in our company and our brand." He goes on to say: "Consistently reliable product quality and a genuine commitment to the "Made in Germany" label are firmly anchored in our brand DNA. This award reinforces our determination to continue forging this path in future."

Metz AURUS - recipient of four awards

Recently, the PLUS X AWARD's panel of expert judges awarded the Metz Classic AURUS 48 TY88 OLED twin TV with a total of four seals of approval in the categories "High Quality", "Design", "Ease of Use" and "Functionality". "Manufactured in Germany, the Metz Classic AURUS 48 TY88 OLED twin TV boasts high quality and an impressively stylish design. 1600Hz MetzVision picture technology ensures excellent picture quality with superb sharpness and perfect contrast, while an excitingly powerful sound system features six front-facing, two-way speakers and a bass reflex channel. The device also comes with a wide range of functions," praised the experts.



Specialist Retailers' Brand of the Year

Furthermore, in spring 2022, the PLUS X AWARD gave German retailers the chance to vote for their favourite brands. The aim was to find the brands that retailers consider particularly cooperative, economically attractive and, therefore, award-worthy. In a survey by the *Deutsche Institut für Produkt- und Marktbewertung* (German Institute for Product and Market Evaluation), Metz Classic was the specialist retailers' chosen brand in the "TV" product group. Metz was thus once again awarded the PLUS X AWARD seal "Specialist Retailers' Brand of the Year" as was the case in 2019, 2020 and 2021!

"This award provided important affirmation of our genuine commitment to specialist retailers. We are particularly delighted that we have been able to assert ourselves against our competitors for the fourth time in a row with the



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PLUS X AWARD "Specialist Retailers' Brand of the Year 2022" seal. And it shows us that our numerous supportive measures really are reaching the retailers," explains Dr Norbert Kotzbauer. "Specialist retailers are more than just the central pillar of our sales strategy. Only in cooperation with them can we provide our customers with excellent Metz service, which they evidently cannot get from any other company on the German market in this form."



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