



NEWS RELEASE

SINGAPORE - 20 OCTOBER 2023

BROADCAST PROFESSIONAL CELEBRATES 40 YEARS OF EXCELLENCE IN THE INDUSTRY

"A MILESTONE ANNIVERSARY MARKING DECADES OF INNOVATION AND EXCELLENCE"

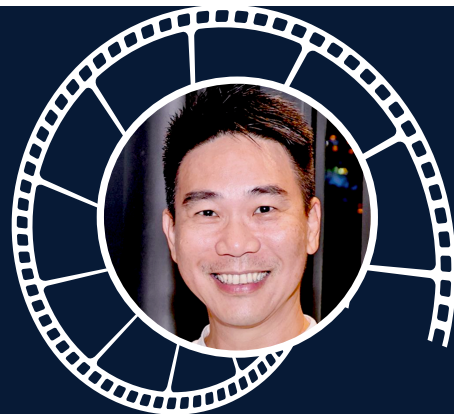
Broadcast Professional Pte Ltd (BP), started life in Singapore in 1983 as Studer Singapore Pte Ltd, a subsidiary of Studer AG a Swiss company, serving the growing needs of the broadcast and recording industries. In 1994, we expanded our horizons, leading us to rename ourselves Studer S.E. Asia, as we ventured into markets beyond the shores of Singapore. In 1995, our Chairman, Mr. Ronald Goh, boldly undertook the acquisition of the company, Studer S.E. Asia. This was a groundbreaking move, marking the first instance of an SME acquiring an MNC in our industry.

Under Mr. Goh's guidance and foresight, our company experienced a period of tremendous growth and transformation. Among the noteworthy milestones on this transformative journey was the decision to rebrand ourselves as Broadcast Professional Pte Ltd in 2005. This name change served as a symbol of our unwavering dedication to achieving excellence and driving innovation over the past 18 years.

Since then, we have widened our services to include broadcast and streaming services, as well as the creation of immersive experiences, with a unique combination of people, services and technology.

Over the years, Broadcast Professional has worked to support our partners and clients through a multitude of project collaborations and continue to actively explore the limitless possibilities of content driven immersive and interactive experiences.

"At the heart of BP's success lies its commitment to helping our clients transform their visions into reality. With our team of experts deeply entrenched in the latest trends and technologies, we have consistently delivered excellent results for our customers," shared **Joseph Ho, Director, Broadcast Professional Pte Ltd.**



"As we celebrate this momentous occasion, Broadcast Professional Pte Ltd remains steadfast in our mission to captivate audiences through unique experiences. With a rich legacy of achievements behind us, we look forward to an even more promising future, continuing to set new standards for this ever evolving industry," shared **Gary Goh, Group CEO, Broadcast Professional Pte Ltd.**

About Broadcast Professional Pte Ltd

Founded in 1983, Broadcast Professional Pte Ltd is a leader in broadcast and streaming, immersive visual experiences, interactive content, and consultancy services. Known for an unwavering dedication to innovation and commitment to delivering high-quality content, the company is a trusted Broadcast Partner across diverse industries in Singapore, Malaysia and the Region.

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