



**FOR IMMEDIATE RELEASE**

## **Atlas Sound & Vision Names Michael Tien as Chief Executive Officer**

*Tien will lead newly consolidated Atlas Sound & Vision as part of initiative to transform the business*

**SINGAPORE, 31 August 2017** – Atlas Sound & Vision, a leading distributor of premium audiovisual equipment in Singapore, Malaysia and Brunei, today announced the appointment of Michael Tien as Chief Executive Officer, effective September 1, 2017. Tien replaces Sherwin Siregar, who has made the personal decision to leave after more than two years at the helm and nine years of service in Atlas.

Atlas is in the process of transforming its business to maintain its successful trajectory of delivering the best audiovisual experience to their customers and partners. As a result, the company has decided to bring together the efforts of their workforce while letting Bose take over the daily running of the channel business. This transition process will be completed by November 1, 2017.

This change is expected to have minimal impact on Atlas' customers and partners. Atlas will remain as Bose's preferred partner for direct retail, home and corporate solutions as well as aftersales in Singapore, Malaysia and Brunei. The team, led by Michael, will continue to focus on delivering on commitments to customers while making sure our existing affected partners receive the support they need to ensure a smooth transition.

Tien has been a driver of success across the Atlas business, with a proven track record. Currently based in Singapore, Tien will spearhead the new brand identity of Atlas while steering Atlas back to what they do best – making authentic connections while engaging our customers and partners. With the consolidated business, Atlas will have the scale and efficiency to operate more effectively in this highly competitive and dynamic market while further defining the Atlas Experience across all touchpoints.

Tien has been with Atlas since he took over the helm from his father, the founder, Mr. A.B. Tien in 2003.

### **Michael Tien's Biography**

Michael Tien is currently Chief Executive Officer of Atlas Sound and Vision. Prior to this, he has been appointed as the Executive Chairman.

An industry veteran who has served the company since 1985, Michael brings with him vast knowledge and expertise with extensive networks across the region. He has managed successful relationships with customers and partners.



A graduate of Manchester Business School, Michael started his career at Atlas working under the guidance of his father in various roles. He is married with three children and is based in Singapore.

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#### About Atlas Sound & Vision

Atlas inspires dreams across generations through the power of sound and vision. Beyond passion for great audio and visual products, Atlas truly cares about the experiences they create for people and the relationships they help foster. Everything that Atlas touches – from products and partners to customers and staff – is an integrated effort to connect people with each other and their dreams.

Atlas itself spans across generations, beginning as a humble record library on Market Street in 1963 by Mr. A.B. Tien and his wife Jeannie. Atlas started with renting music, and then branched out to provide sound consultancy and began offering sound equipment as well.

Now guided by the next generation of the Tien family and an expanded team, Atlas is building on its deep rooted passion for sound and vision to bring its expertise across generations, from families to music lovers to youth. Atlas seeks to share their insights beyond simply sound, and into the latest, most inspiring lifestyle trends and technology. For more information on Atlas Sound & Vision, as well as their subsidiaries, please visit: [www.atlas-sv.com](http://www.atlas-sv.com)

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