



Press release

TP Vision announces Official Partnership with Team Jumbo-Visma

Multi-year deal with world's number one UCI World Championship cycling and professional speed skating team will allow the partners to share expertise - starting with the promotion and live testing of the new Philips Sports Headphones range.

Amsterdam March 17th, 2021 – Always aim for the very top! The world's leading professional cycling and skating team, Team Jumbo-Visma, is entering an Official Partnership with TP Vision to support the company's ambitious plan for Philips Audio to become the leading brand for dedicated sports headphones.

The partnership will include Team Jumbo-Visma's 60 athletes live trialling both existing Philips Sports Headphones plus also giving feedback on future product concepts while offering professional product endorsements and acting as ambassadors for Philips Sound.

With nearly two thirds of active sports enthusiasts using headphones while exercising, the benefits of dedicated sports models are proving to be increasingly attractive, especially with true wireless models.

Already a significant presence in the market, Philips Audio is seeking to become the leading sports headphone brand and recently introduced the new innovative series of dedicated sports headphones that focus on offering exceptional fit & comfort, durability, great sound plus new safety and hygiene features.

The first product from the Philips Sports Headphones range to benefit from the new partnership will be the flagship A7306 True Wireless models which will not only offer the Team Jumbo-Visma athletes a great fit and comfort but will also ensure excellent passive noise-cancelling to ensure exceptional sound quality, while extra-long battery life will guarantee the superb sound will last for even the longest training session.



Commenting on the new Partnership, TP Vision Europe Chief Marketing Officer Martijn Smelt said: *'There is a fantastic synergy between Philips Sports Headphones and Team Jumbo-Visma. We supply the team with better dedicated, products designed to make sport more comfortable and focused leading to a better and more enjoyable performance, and the team's athletes will actively support the development of our next generation of sports dedicated products. Our customers can be confident that Philips sports headphones will have been developed and tested with direct feedback from the best team and athletes in the business'.*

Richard Plugge, CEO of Team Jumbo-Visma is thrilled with the new partnership: *"We are very pleased to welcome TP Vision as an Official Partner. It is great to see that we can join forces in the field of innovation and continuous improvement. This intensive collaboration will certainly contribute to the development of the ideal sports headphone"*



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About TP Vision

TP Vision Europe B.V. ('TP Vision') is registered in the Netherlands, with its head office in Amsterdam. TP Vision is a wholly owned company of TPV Technology Limited ('TPV'), which is one of the world's leading monitor and TV manufacturers.

TP Vision is a consumer electronics key player in TV and audio entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips-branded TV sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and Philips-branded audio products (Globally) under trademark license by Koninklijke Philips N.V. We combine the strong Philips brand with our product development and design expertise, operational excellence, and industry footprint of TPV. We believe in creating products that offer a superior audio and visual experience for consumers.

About Team Jumbo-Visma

Team Jumbo-Visma is a Dutch professional sports team performing at the highest level and visible 365 days a year. We combine cycling and speed skating, men and women and young talent with experience. Knowledge goes alongside performance. We love what we do, we are passionate, and we are dedicated. Management, coaches, athletes, partners, office, soigneurs and mechanics all work together, share their knowledge and encourage each other to aim higher with one common goal: winning together!

By merging a professional cycling team and a professional speed skating team we created the basis for a new organizational model in the Dutch top-level sports. Our model revolves around sharing knowledge, talent development and combining efforts. Sportively as well as commercially and communicatively. A new top-level sports culture is arising which – thanks to the sportive performances and a great appeal – advertises 'Holland's glory' as its most important value. With this, we want to inspire a new generation of athletes and fans.



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