

Signify appoints Brian Friborg to lead Entertainment Group

Dallas, USA – Signify (Euronext: LIGHT), the world leader in lighting, today announced the appointment of entertainment lighting executive Brian Friborg as head of its Entertainment Lighting Group. The appointment of Brian, an experienced leader with a deep understanding of the unique requirements of the entertainment lighting business, is a clear signal of the company's commitment to this specialist sector.

Danish by birth and a United States resident, Brian has over 25 years of business experience, including 14 years at Martin Professional in North America where, as President and CEO, he had an outstanding track record in developing sales performance. After the company's acquisition by Harman, he played a key management role in the integration and in establishing the Martin by Harman brand. Ultimately promoted to Vice President of Global Sales for Harman Professional's Lighting Strategic Business Unit, he went on to deliver record revenues and profitability.

"I am excited to join Signify and to help fulfil its enormous potential in our wonderful industry," says Brian. "The entertainment production business is a tight-knit, highly-skilled and creative community of amazing people. It thrives on great relationships and Signify's brands and our team have a great heritage within it."

He adds, "My focus is on building our role in that community by doing what we know works in our business: listening carefully to our customers, end users and designers, and understanding exactly what they need. We'll be making sure that we are customer-centric in everything we do, and that for our partners and our customers worldwide, working with us is a great experience – positive, easy and fun."

Signify became the new company name of Philips Lighting as of May 16, 2018. The legal name of Signify will be adopted across all global markets in the course of 2018-2019.

Signify's Entertainment Lighting Group comprises the Philips Vari-Lite, Philips Strand Lighting and Philips Selecon brands, as well as the Philips Showline range of LED stage luminaires.

