



SUCCESSFUL NIGHT FOR ARMOUR HOME AT THE HI-FI 'OSCARS'

Dear all,

On Monday evening I travelled down to London with several members of the Armour Home team for the prestigious What Hi-Fi? Awards 2015, which many people consider to be the industry's very own version of the Oscars. Whilst the world premiere of the new James Bond film was taking place in the capital that same evening, we all donned our suave black tie 007 attire for the ceremony at the Park Lane Hilton.

It proved to be a very successful night for Armour Home and especially for our Q Acoustics brand. I am absolutely delighted to inform you that we received the Soundbars & Soundbases Product of the Year award for the Q Acoustics Media 4, triumphing against some fierce competition in one of the most hotly contested categories on the night. We are extremely proud of this pioneering product and it is now the second year running the Media 4 has been crowned champion.

More good news followed as we also picked up an award for the Q Acoustics 3020 speakers, named as the best stereo speakers for under £200, whilst the Q Acoustics 3050s succeeded in the best floorstanding speaker for under £600 category.

Finally, the Grado SR325e on-ear headphones were named best in their class for a second year running, and we are honoured to remain the exclusive UK distributor for this world-class brand.

As a company, we are constantly striving for excellence in all aspects of what we do, bringing our expertise to the fore in delivering high quality audio. Since the creation of the Q Acoustics brand a decade ago, we have been privileged and honoured to win at least one or more What Hi-Fi? award every year. This is a phenomenal achievement and I am personally very proud of the whole team for what we've achieved this year and these four awards are a fantastic recognition of their efforts. Our success at the What Hi-Fi? awards is testimony to the hard work, dedication and innovation displayed across the whole organisation.

Thanks for your on-going support,

George Dexter
Managing Director



A DECADE OF AWARDS.



WHAT HI-FI? AWARDS 2015

PRODUCT OF THE YEAR

Soundbars & soundbases

Best soundbar under £500

Q Acoustics Media 4



WHAT HI-FI? AWARDS 2015

Stereo speakers

Best stereo speaker under £200

Q Acoustics 3020



WHAT HI-FI? AWARDS 2015

Stereo speakers

Best floorstander under £600

Q Acoustics 3050

ON-GOING MARKETING SUPPORT

What Hifi Speakers takeover for the next month

The screenshot shows the homepage of the What Hi-Fi? website. At the top, there is a banner for the Q Acoustics M4 Soundbar, which has won the Product of the Year award for the second year. Below the banner are navigation links for 'Follow us', 'Register or Login', 'Buy the magazine', and 'English'. The main navigation bar includes 'WHAT HI-FI?', 'Reviews', 'News', 'Best Buys', 'Awards', 'Forums', 'Newsletter', and a search icon. A secondary navigation bar lists 'Trending', 'Awards 2015', 'Best TV deals', 'Panasonic 4K OLED', 'iPhone 6S', and 'Latest issue'. The main content area features a large article titled 'A look back at the first What Hi-Fi? Awards, 1984' with a 'NEWS' tag and a date of '21 September 2015'. To the right of this article is a search bar and a category menu with options like 'TVs', 'Home cinema', 'Smartphones', 'Headphones', 'Portable', 'Hi-Fi', 'Tablets', 'Streaming', 'Accessories', and 'All-in-one systems'. Below the article is a filter bar with 'Show: ALL', 'REVIEWS', 'NEWS', and 'BEST BUYS'. A featured article for 'Chord Electronics dominates the best DACs of 2015' is visible, dated '27 October 2015'. The page is flanked by two vertical banners for Q Acoustics 3050 and 3020 speakers, both celebrating 'A DECADE OF AWARDS'. A 'WHAT HI-FI? AWARDS 2015' badge is also present on the left side.



WHAT HI-FI?
AWARDS 2015

Stereo speakers

Best floorstander under £600

Q Acoustics 3050



WHAT HI*FI?
AWARDS 2015

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Best stereo speaker under £200

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WHAT HI*FI?
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