

Press Release

For Immediate Release

10 November 2021, Hong Kong



KEF LS series receives three “Best Buy” honours and two “Product of the Year” awards at the What Hi-Fi? Awards again

Gold Peak Industries (Holdings) Limited’s (SEHK: 40) is pleased to announce that its premium consumer speaker brand, KEF, received three “**Best Buy**” honours and two “**Product of the Year**” awards at the **What Hi-Fi? Awards 2021**, organised by the international authoritative audio magazine, *What Hi-Fi?*.

With a 45-year heritage of providing precise and independent evaluation, *What Hi-Fi?* remains the world’s most trusted buyer’s guide. **What Hi-Fi? Awards**, also known as the “Oscars” in the audio industry, is an annual celebration of the very best hi-fi and home cinema products on the market, organised by *What Hi-Fi?*. It attracts audio-visual brands from all over the world to compete for the highest honours every year. There are 109 “**Best Buy**” winners in this year’s **39th What Hi-Fi? Awards**. In addition, the “**Product of the Year**” award is even more prestigious, where one “**Best Buy**” winner in each of the 26 product categories is crowned as the very best in the class.

This year, **KEF LS50 Meta** and **LS50 Wireless II**, which are equipped with the innovative Metamaterial Absorption Technology (MAT) were once again selected as “**Best Standmount Speaker (£750-£1500)**” and “**Best All-in-One System (over £1000)**” respectively, and also granted as “**Product of the Year**” in the standmount speakers category and systems category, while **LSX** was named the “**Best All-in-One System (under £1000)**”. Receiving these accolades for the second time best exemplifies KEF’s leading position in the audio industry.

Grace Lo, Deputy Managing Director of Gold Peak and President of KEF Audio Group said, “We are very delighted that the KEF LS series, namely the LS50 Meta, LS50 Wireless II and LSX speakers have once again received the ‘**Best Buy**’ honours and two ‘**Product of the Year**’ awards. Despite the newcomers of major brands in each category, all three models successfully defended the titles from 2020. This truly demonstrates the extraordinary acoustic capabilities of KEF speakers, ranking as one of the world’s leading audio brands. These awards are also a great encouragement

金山工業(集團)有限公司
Gold Peak Industries (Holdings) Limited

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to our R&D team. Looking ahead, we will continue to invest in latest technologies and innovative product development to be the preferred choice of consumers.”

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