

Charting a course for the FUTURE

peiker gains new shareholders



From left: Susanne, Gloria, Maximilian, Carina, Felix and Andreas Peiker

The peiker Group is a family company with an international focus and is renowned for its innovation and visionary outlook. After over 40 years as shareholder and CEO, a passionate horse enthusiast Andreas Peiker is handing over the reins and charting a course for the future. His shares in the company, which dates back over 75 years, will pass on to his wife and four children.

Andreas Peiker has set out the future of the peiker Group and, in November, officially signed the succession papers. His wife, Susanne Peiker, is the new partner. An artist herself,

she supports her husband, appears with him at social occasions and gets involved in company events. Further shares have been awarded to their four children: Felix, Carina, Maximilian and Gloria Peiker. Asset management, real estate and industrial investments will remain the pillars upon which the peiker Group is built. Given his extensive technical expertise and wide-ranging market knowledge, Andreas Peiker will stay on as Managing Director in relation to the Group's industrial activities. Andreas Peiker will sit on the Advisory Board for issues pertaining to the other segments.

ORGANISATION OF THE COMPANY'S STRUCTURE

The Peiker family is staying true to its tradition as an approachable, medium-sized family company. A particularly important presence is Carina Peiker, who has been at her father's side since the summer of 2021, offering support and providing new ideas. peiker Holding also serves as a central shared-service centre for the peiker Group in relation to accounting, controlling, development, human resources, IT and marketing. This creates valuable synergies for the Group's industrial segment.

GROWTH THROUGH KNOWLEDGE

The long-term goal is for peiker Holding to serve as an umbrella covering all current and future companies of the Peiker family. The transformation to become a medium-sized corporate group with corresponding corporate structures is vital in giving the next generation every advantage.

"It's wonderful to see how my children listen to everything and actively acquire knowledge so that, when the time comes, someone in the family will be in a position to make decisions," says Andreas Peiker.

Growth comes from knowledge. Knowledge comes from experience and learning from others. Andreas Peiker sees passing on this knowledge as a mission, his contribution to the continued existence of the family company. He is also thoroughly grateful to his employees. Many of them will continue to oversee this new transformation. It is their dedication and hard work that has constantly fostered a spirit of innovation, making the company what it is today.

Peiker family augments MANAGEMENT BOARD

Benjamin Asmus appointed CFO of peiker Holding



From left: Benjamin Asmus with Carina and Andreas Peiker

As part of the company's succession process, Benjamin Asmus was appointed Managing Director of peiker Holding on 17 April 2023. Moving forward, he will head up the family company's commercial activities alongside Andreas Peiker and his daughter, Carina Peiker.

The Peiker family hopes that the appointment of Benjamin

Asmus as Managing Director will help to secure the medium-sized family company's continued success.

As Chief Financial Officer (CFO), Asmus is responsible for commercial matters as well as IT. He primarily supports Carina Peiker, who became the fourth family generation involved in the company when she was named CEO of peiker Holding

in 2021. Andreas Peiker will continue as Chairman of the Management Board, passing his knowledge on to his daughter, Carina, and to the network of companies owned by the Peiker family.

peiker Holding plays the leading role in an association – the companies of the Peiker family. The member companies complement each other with their

Introducing: Benjamin Asmus

After completing his Business Administration degree, Asmus launched his professional career at Nuremberg-based auditing and consultancy firm Rödl & Partner, where he assisted medium-sized family companies. During this time, the business graduate completed his exams to qualify as a tax advisor. From 2014, he held a number of positions – including Vice President Finance, Tax & Legal – in the KARL MAYER Group, a textile machinery manufacturer with global operations.

As CFO of peiker Holding, his primary goal for the moment is to chart a course for financial success in relation to digitalisation and Industry 4.0. "Together with our team, my task is to realise the Peiker family's visions and tackle any challenges we face, striving to secure a successful future for companies of the Peiker family," explains Asmus.

diversity and share a common goal: connecting people through modern, enhanced communication.



Andreas Peiker, Chair of the Management Board, reports on the past and the future

WHO invented it?

VDI and peiker on communication – yesterday, today and tomorrow

The Association of German Engineers (Verein Deutscher Ingenieure – VDI) visited the Philipp Reis Museum in Friedrichsdorf and then discussed the history of communication systems with peiker. "Who invented it?" is both a common question and a guarantee of progress.

What do the VDI and peiker have in common? Communication – after all, research and development need like-minded people to exchange ideas. So, when peiker Holding received a request to arrange a visit from Siegmund Wypich, Head of the Seniors working group at VDI Frankfurt/Darmstadt, the company immediately agreed.

THE HORSE DOES NOT EAT CUCUMBER SALAD

Since the 1860s, communication systems have been used whenever people cannot meet in person. In Friedrichsdorf, an exhibition in the former home of physicist and inventor Philipp Reis details the history of the

telephone. This is where the group visiting from the VDI began their journey through time. Reis developed the very first telephone to communicate information through speech in real time. He successfully developed a method of transmitting individual sounds over long distances using electrical currents. "The horse does not eat cucumber salad" – this was the message conveyed when Reis presented his device in 1861, demonstrating that his telephone worked. Both Antonio Meucci and Alexander Graham Bell also invented telephone-type devices around the same time. In 1876, the Bell secured the funds needed to register a patent and is therefore credited as the official inventor of the telephone.

A WORLD FIRST

peiker has also been developing communication systems for over 75 years. Its achievements include the invention of the first microphone capsules. The company was headquartered in

Friedrichsdorf for many years. So, given its links to Philipp Reis, it was only logical for the VDI Frankfurt/Darmstadt working group to continue their trip with a visit to peiker. Andreas Peiker welcomed the group personally upon their arrival. This was followed by a lecture from Dr Christoph Schillo, CTO of peiker Holding and former Director of Advance Development at PEIKER acoustic.

He provided an overview of the family company's various ranging products, all of which are linked to technological communications. Schillo's talk emphasised the connection between devices and systems. peiker has registered over 100 patents and is an ambitious company that has developed a number of world firsts. "Who invented it?" is well-known slogan in Germany – and, when it comes to communication technology, peiker has secured its claims to inventions on more than one occasion.

THE DIGITAL GENERATION

For well over two hours, Schillo detailed the development of microphones, loudspeakers, two-way radios and hands-free devices. The visiting engineers were specialists in many different fields and are members of the Seniors working group at the VDI, which was established in 1856. This charitable organisation, which has over 135,000 members, provides insights and inspiration for new technology.

gies and technical solutions. The working group enables its members to contribute their experience even after leaving professional life and organises regular excursions. When the lecture turned to plans for the next five years at peiker, the visitors stopped taking notes. A technical discussion soon broke out among the enthusiastic engineers – and only ended when follow-up meetings were agreed.



Dr Christoph Schillo, CTO of peiker Holding

Digitalisation means organisation, communication and the use of media, technology and networks, as well as the Internet of Things (IoT). The fourth generation of the Peiker family is now tackling this challenge. This includes taking on management responsibilities and, just like their father and grandfather before them, registering their first patents in this field. Development inherently requires communication, as the exchange between the VDI and peiker so clearly demonstrated – with further meetings now in the pipeline.

Improved healthcare through DIGITALISATION

Ambulance services in Main-Taunus and Hochtaunus districts adopt AVA

In the Main-Taunus and Hochtaunus districts of Hesse, Germany, the ambulance services are aiming to improve their deployments with a digital communication system.

Michael Cyriax and Ulrich Krebs, leaders of the Main-Taunus and Hochtaunus district authorities respectively, have outlined how the new system will enable paramedics to hold video calls with doctors in emergency departments and exchange data with them. This should facilitate the best possible diagnosis and care for patients. The Ambulance Video Assistant (AVA) was presented at Eschborn emergency clinic (Main-Taunus district) at an event attended by emergency doctors and specialist paramedics, technology developer FTI and Taunus Sparkasse, which provided financial support.

The Ambulance Video Assistant (AVA) is a cloud-based solution developed by FTI, a company of the Peiker family. "I'm pleased that a peiker product is being deployed in the region. AVA removes time-based and geographical boundaries, opening up new avenues of collaboration," explained Andreas Peiker.



Paramedic Jörg Blau communicates with the ambulance crew from the desk-based set-up

Set course for GROWTH

As a medium-sized real estate company, peiker Immobilien GmbH is striving to stick with its growth strategy, even in these uncertain times.

At present, its portfolio includes properties in Karben, Düsseldorf, Giessen and Pots-

dam. The occupancy rate in its existing properties is very high at almost 100%.

It hopes to acquire further properties through strategic acquisitions in the coming year.

Customised SOLUTIONS

Customer-specific cutting of coaxial cables



Cable-cutting machine at the Osnabrück site

Big things are happening at pei tel Communications GmbH in Osnabrück: the site, which is responsible for distribution of the company's communication solutions, has now acquired a cable-cutting machine. This means that, instead of set cable lengths, customers can now purchase cables with the required dimensions – and pay only for what they actually need.

When pei tel, a developer and manufacturer of professional communication solutions, took the decision to establish a new

distribution division over three years ago, it supplemented its headquarters in Teltow, near Berlin, with its first-ever branch office in Osnabrück, Lower Saxony.

Since then, it has distributed radio and infrastructure technology from manufacturers including Motorola Solutions, CommScope, HUBER+SUHNER, KATHREIN DS, PBE Axell, PROCOM and Radio Frequency Systems. The new division has established itself and pei tel has gradually expanded its product range.

INVESTMENTS IN INDOOR RADIO TECHNOLOGY PRODUCT RANGE

The new system was installed in late May 2023 and, at 13 metres long and three metres wide, it is difficult to miss. The new cable-cutting machine in Osnabrück is certainly an imposing structure. Its vast dimensions are, however, entirely necessary given the large drums that it handles, which can measure up to 2.5 metres in diameter. The machine can cut all Cellflex and Radiaflex cables from ¼" to 1¼".

Employees must complete specific training before they can operate the machine. So far, five team members in Osnabrück have passed their training.

Among them is Dirk Horstmann, who is responsible for logistics management at pei tel. "You have to get used to the processes to begin with," he says. "But you get the hang of it fairly quickly."

Dirk Grambke, Head of Distribution and Trade at pei tel, is certain that the acquisition will pay for itself soon enough. "We're one of a handful of distributors capable of cutting cables to specified lengths," he explains. "This means we offer our customers real added value and set ourselves apart from the competition." Customers are already taking advantage of this new service, as demand in recent months has shown. Since the new machine was commissioned in late May, it has already cut over 185 kilometres of cable. These cables are used for applications including establishing indoor radio systems in buildings and on other premises. In certain indoor areas and in tunnels, for example, transmitting radio signals often proves difficult. Establishing a stable connection despite thick walls made from concrete or stone – something that is particularly important for emergency services to communicate with their headquarters – requires specialist systems, installed at secure, protected locations.

pei tel supports project managers during the planning phase before supplying all required components and assisting with implementation.

Shift from product focus to TARGETED SOLUTIONS

Communication solutions support measures to improve safety and efficiency

Many different technologies are used for communication. The Osnabrück site focuses on end-to-end solutions, which often require specific frequencies.

In Germany, the Federal Network Agency (BNetzA) is responsible for awarding radio frequencies. "The BNetzA is now increasingly concentrating on specialist users when awarding frequencies," says Peter Stroetmann, Managing Director Sales & Marketing at pei tel Communications GmbH. It is, therefore, increasingly common for entire frequency packages to be awarded to specialist users of end-to-end solutions. Examples include the narrow-band frequency spectrum used by security services, the frequency spectrum awarded by the BNetzA to energy suppliers



Thomas Martin and Peter Stroetmann, Managing Directors at pei tel

ers for millions of euros, and the 100 MHz spectrum, which is reserved in Germany for broadband campus solutions (in a frequency range of 3.7–3.8 GHz).

Technologies and frequencies very often serve as the enablers of communication solutions from peiker. The user's existing end devices and audio accessories are often incorporated as part of a complete solution.

"In this context, we're very proud that we're increasingly able to close functional gaps left by major end device manufacturers with our audio accessories, which allows us to provide

a complete solution from a single source," says Thomas Martin, Managing Director Development & Production at pei tel Communications GmbH.

PTIntercom

Retrofittable intercom system

A convenient, secure solution to communicate from inside a closed vehicle or between up to three spatially separated vehicle sections: that's exactly that the new, one-way and two-way PTIntercom system provides.

The retrofittable solution, which features digital signal processing and echo compensation through a digital signal processor (DSP) for clear voice input and output, can be used in both interior and exterior areas. In addition, it can be supplemented with wide-ranging audio components such as handsets, hands-free microphones, loudspeakers, PTT switches and hand-held microphones. The

system therefore represents a flexible solution for emergency rescue services, fire services, the police, security services and transport companies.

"As in other divisions, solutions that offer a high degree of flexibility are increasingly in demand for safety-critical communications. With PTIntercom, the individual components can be installed in the relevant locations. Thanks to its modular structure, it can also be supplemented with audio accessories as required," explains Matthias Peucker, Product Manager at pei tel. The product bundle for the retrofittable intercom system comprises an electronics box,



PTIntercom – cascable system for one-way and two-way communication

two hands-free microphones, two loudspeakers, two connection cables for accessory devices and a power supply cable.

An extensive selection of compatible audio devices and accessories is also available and can be added as required. The intercom system offers both push-to-talk and

hands-free operation as well as excellent acoustic properties. Furthermore, it meets the requirements for emergency vehicles and their equipment set out in EN 1789:2000.



PTSmartMonitoring

Remote monitoring – smart solution



PTSmartMonitoring – remote monitoring and access to indoor radio systems

In PTSmartMonitoring, pei tel also offers a solution that enables straightforward and efficient remote monitoring and access to indoor radio systems.

In the event of an alarm, the on-site LTE router automatically sends an email to an address defined by the customer. Technical specialists can then use smartphones or tablets connected to mobile network with an encrypted VPN connection to directly access the devices behind the router. This enables

technicians to work remotely to diagnose issues and identify causes. The system can also be adapted to specific customer requirements.

"When it comes to indoor and building radio communication systems, there's no standard procedure. Each case requires specific consideration and therefore calls for customised solutions," explains Carsten Spinner, Technical Consultant at pei tel.

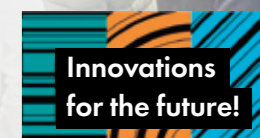


INNOVATIONS for the future

pei tel at PMRExpo

PMRExpo, Europe's leading trade fair for secure communications, takes place in Cologne in late November and is a key event for pei tel and its partners.

It provides an excellent opportunity to showcase and discuss the latest pioneering products and services at the company's trade fair stand.



Skyline Cup returns with RECORD PARTICIPANT NUMBERS

PSV secure a podium finish in several events



Wide-ranging obstacles

Over the last two weekends in September, Pferdesportverein Hofgut Liederbach e.V. (PSV) and Hofgut Liederbach hosted the Skyline Cup. The equestrian competition began with eventing followed by dressage and show jumping.

Following the success of last year, the eventing tournament was held for the second time as part of a renowned series of events – the Skyline Cup. A field of 130 horses and their riders started the dressage and jumping events on Saturday before moving onto the decisive discipline, the cross-country ride. The schedule was organised this way despite (or perhaps because) of the fact the cross-country course is known to be demanding.

Representing PSV Liederbach, Carina Peiker entered with her seven-year-old dressage horse, De Christo. The pair completed the dressage with a magnificent score of 9.0, putting them among the leading contenders at the end of the initial class E eventing contest. Peiker followed this up with a clean ride in the jumping event, putting herself in an excellent position



Sponsors and management express their thanks

for the final day. Carina's focus, however, was introducing De Christo to eventing for the first time. She therefore completed a steady ride through the varied course, which features a range of assembled obstacles. In the end, the pair finished mid-table in the final rankings.

Another young pair, Sarah Matarrese and her Haflinger horse, Wonderstar, also represented PSV Hofgut Liederbach. It was their first eventing competition as a pairing. They finished in 2nd place in the dressage before scoring 8.6 in the show



Carina Peiker and Lord Carnaby

jumping. The poles were left wobbling slightly, so there was great anticipation ahead of Sunday's cross-country course. Despite their nerves, the pair secured second place in the eventing, finishing runners-up in the final rankings. Matarrese's delight on the podium was clear to see.

The final part of the first weekend saw the district champion crowned by the Kreisreiterbund Wiesbaden-Main-Taunus (KRB). The Skyline Cup provided the setting for the final for the second time and, as the

hosts, the Hofgut Liederbach team were delighted that Carina Peiker once again finished in the podium places. Her 3rd place finish in the district championship for eventing class A** marked a successful end to the season. The awards ceremony for the IGV Trophy – in which riders collect points over the season at selected tournaments across Hesse – also took place on Sunday.

The following weekend, more riders than ever before entered the dressage and show jumping events. Hofgut Liederbach once again demonstrated its credentials as an ideal venue for an event of this stature. Almost 1,500 pairs of horses and riders – a record figure – travelled from southern Germany, Rhineland-Palatinate and Westphalia to compete.

Thursday, the opening day, was dominated as usual by the young horses. They complete less rigorous events to introduce them to tournament events and acquaint them with their future tasks. For some horses, this was their first appearance in



Show jumping under the floodlights



Victory for the Hofgut team

a dressage arena or a show jumping course. Dr Diana Sewing took the opportunity to enter Matchpoint in the young horse examination, finishing in 7th place. Jacinda-Jo Pratschke, a qualified groom at Hofgut Liederbach, entered Dancing Love in a more advanced class – dressage class M* – and achieved 5th place. Carina Peiker and her horse, De Christo, also performed brilliantly. She was delighted with her 1st place finish in dressage class L. The PSV quartet of Emelie Borchardt on Dancing Love, Sarah Matarrese on Spix, Klara Wagner on La Baule and Helena von Rudzinski on Wonderstar brought the day to a close. They entered dressage class A* and proved a simply unbeatable team. Congratulations to the quartet for their success!

The success continued for the Hofgut Liederbach riders on Friday. Carina Peiker finished second in dressage class S* with Lord Carnaby, Pauline Jüstel secured victory in dressage class A* with Buona Sera, and Johanna Rüter repeated the feat with Licora in style jumping class E. In dressage class L, Carina finished in 6th place with Dressed Boy, while Sarah Matarrese can also expect to be among the starters in the future. She finished 3rd in this year's contest with Wonderstar. Alongside the sporting ambition, it is also important to enjoy these events. The jump and drive event, for example, tested both the horses' jumping abilities as well as their riders' speed and skill driving a car around a slalom course. The riders first negotiated the course on their horses before dismounting, sprinting to the prepared BMW and manoeuvring



Jump & drive with BMW

The competition continued on Saturday in bright sunshine. The audience packed into the stands around the dressage arena. In the class S* Prix St.-Georges freestyle event, they cheered on Carina Peiker and Lord Carnaby to 4th place and Franziska von Zydowitz to 7th place. Maike Höck-Lange also finished in 7th place with Rocky Lou, this time in the class M** dressage. Besides enjoying an ice cream or two, the audience packed into the stands at the show jumping arena also applauded Felizitas Judith and Petit Prince as they finished 5th in the class S jumping event. And, while the course for the class A* style jumping event was challenging, Talisha Scholz tackled it with aplomb, securing 7th place for PSV Liederbach. The day still had some surprises in store with appearances from Olympic-level equestrians:



Isabell Werth, dressage world champion

Dorothee Schneider competed in the dressage event, while Isabell Werth signed autographs at the peiker CEE stand. The queue to meet equestrian influencer Anja Fee soon came to a complete standstill, as young girls waited for a moment with their role model. And, at the end of the day, Isabell Werth took the time to present the awards for the freestyle event.

For the first time, the dressage event also determined the district championship titles. The winners received their medals at a ceremony on Sunday morning. The cheers were particularly loud when Carina Peiker, riding Lord Carnaby, took to the podium and climbed to the central step. Congratulations to Carina for securing the championship title in class 2 of the dressage. Another highlight was the contest for the Linsenhoff Advancement Award, which offers very young participants the chance to qualify for the

final at Frankfurt Festhalle Riding Tournament. The final event was the challenging class S* show jumping. It was contested by 14 riders and, once again, proved thoroughly exciting. The audience played their part, offering plenty of oohs and aahs but, above all, thunderous applause. Felizitas Judith of PSV finished in 4th place, which provided a fitting present on her birthday.

With that, six days of competition across two weekends came to a close, leaving behind wonderful memories and real anticipation for 2024. For the time being, however, the contestants can enjoy a well-deserved break. The team behind the Skyline Cup 2023, comprising members of PSV Liederbach e.V. and the staff at Hofgut Liederbach, would like to thank everyone who contributed, from speakers and judges to first-aiders, caterers and registration staff. Thanks also go to the sponsors, whose financial support makes an event of this scale possible. Congratulations once again to all riders who competed – we look forward to seeing you again at the 2024 Skyline Cup!

CHRISTMAS MUSICAL

Hofgut stages 'Little Lord Fauntleroy'

The final weekend before the First Sunday of Advent is the perfect time to get into the festive spirit. Little Lord Fauntleroy is a novel by Frances Hodgson Burnett.

Told by Nele Neuhaus, depicted by the riders and horses of Hofgut Liederbach, accompanied by music from violinist Natascha Naon and directed by Susanne Peiker, it was tremendous fun for the audience and ensemble.



ELITE equestrian events

Gestüt Schaffhof and peiker CEE nurture their partnership



Carina Peiker presents the awards



Winning smiles

peiker CEE GmbH, the Linsenhoff family and the Schaffhof equestrian centre in Kronberg have enjoyed a close relationship for many years. They have supported each other through their partnership-based collaboration, above all in the context of the elite equestrian events hosted by Schaffhof Connects GmbH & Co. KG.

This year, peiker CEE GmbH not only sponsored the Schaffhof

Dressage Festival (12 to 15 July 2023) but was also represented at the FEI European Championships for Junior and Children (19 to 23 July 2023).

The company also presented its products at the tournament with an information stand in the catering and merchandise area. Competitors, visitors and people watching via online streams were able to see peiker CEE GmbH directly linked to equestrian sport.

The product presentation, sponsored awards and repeated mentions of the brand shone the spotlight on peiker CEE GmbH in many respects as a partner of both events. During the FEI European Championships, for example, the athletes also had the opportunity to test out different communication systems

in training situations. This facilitated a dialogue with existing customers and also created potential situations to acquire new customers. peiker employees were available to answer questions about products and provide all kinds of advice during the events.

The highlights included the awards ceremony for sponsored competitions at both events. Representing the companies of the Peiker family, Carina Peiker and our sales specialist Harald Haselwander presented the awards to the winners and runners-up.

We are delighted to have been able to support Schaffhof once again this year and look forward eagerly to our future together.



High-profile visit to the peiker CEE GmbH info stand

Skyline Cup 2023

Successful event in September

A highlight in the Hofgut Liederbach calendar is hosting the annual Skyline Cup in September.

In addition to show jumping and dressage (28 September to 1 October 2023), eventing was added to the schedule in 2022 (and took place from 22 to 24 September in 2023). As peiker CEE GmbH, we were pleased to be able to support

this lovingly organised event once again this year, providing our products and experiencing the sporting events up close. In addition to the sporting performances in the arenas, spectators and participants enjoyed a range of gastronomic pleasures and had the opportunity to purchase an array of products from various segments. We were also represented at the Skyline Cup

by peiker CEE GmbH, which hosted an information stand and showcased our products. Customers could also purchase a number of accessories, such as headsets, from our stand directly. All other products were available to order from our webshop using an iPad at the stand. We were thrilled to welcome so many visitors and were on hand to offer customers advice and answer their questions on specific products.

On Saturday 30 September 2023, we welcomed a very special visitor to our stand. Our long-serving brand ambassadors and cooperation partners Isabell Werth visited us for a meet and greet – as did Anja Federwisch – and took the time for some group photos. Not only did we enjoy the thrilling sporting competition, we were delighted to see so many faces at the events, both familiar and new.



The equestrian INFLUENCER event

FN Creator Event 2023 with Waldhausen and peiker CEE

In 2022, the FN Creator Event was hosted for the first time at Hofgut Liederbach and at DOKR in Warendorf.

The idea behind the event arose from the partnership with the German Equestrian Federation (FN) as the official outfitter and partner of elite junior equestrian sport. It aims to create a platform to facilitate an exchange between aspiring young social media creators, elite equestrian trainers and cooperating companies, such as peiker CEE GmbH.

Participants enjoyed creative workshops and fascinating talks. The event was open to anyone with a public Instagram



Participants in the 2023 FN Creator Event

or TikTok profile dedicated to horses and equestrianism. Creators had to submit an online application, with collaborative decision-making used to select winners from the thousands of applicants. The criteria includ-

ed not only the applicants' social media but also the content and quality of their accounts. The event is organised by the German Equestrian Federation (FN) and supported by cooperation partners Waldhausen

(in relation to equestrian outfitting) and peiker CEE GmbH (in relation to communication solutions). This year's Creator Event was held as a stand-alone event in Warendorf from 22 to 24 September 2023, taking place in parallel with the Skyline Cup at Hofgut Liederbach.

peiker CEE GmbH was represented as a partner on-site and also provided the CEECOACH PLUS communication system, with specialists available to answer questions and provide advice in person. As a result, this year's event provided both a communication platform and a networking opportunity.

peiker CEE TRADE STAND

International Frankfurt Festhalle Riding Tournament 2023



Internationales Festhallen Reitturnier Frankfurt

The IFRF at the Frankfurt Exhibition Grounds marks the end of the equestrian tournament season and welcomes visitors from around the world with its relaxed, festive atmosphere.

Organised by Schaffhof Connects GmbH & Co. KG of the Linsenhoff family, the event features exceptional attention to detail.

Riding in the Frankfurt Festhalle is the dream of every equestrian – for high-profile international athletes but, above all, for German participants. The organisers also offer all wide-ranging exhibitors from every area of equestrianism the opportunity to showcase their products at stands around the arenas. peiker CEE GmbH has been a loyal partner to the International Frankfurt Festhalle Riding Tournament for many years. We will be represented again in the coming year, both as a sporting sponsor and with a sales stand

at the event. We look forward to welcoming a whole host of visitors to our stand.



Isabell Werth, brand ambassador of peiker CEE GmbH, with Andreas Peiker at the company's stand

Straightforward communication with the CEECOACH PLUS, with your surroundings in view and a shared love of the sport.

- up to 16 people
- hands-free
- weather-resistant
- up to 18 hours' battery life





FTI team photo



Aviation demands SAFETY

FTI successfully combines aviation and cloud development

Flying is the safest form of transport on the planet. This safety is the result of uncompromising implementation of stringent quality standards.

For a company to position itself successfully in the aviation sector, it must embrace and apply these standards with no ifs or buts, devoting its every effort to meeting the industry's foremost commandment: ensuring the safety and protecting the lives of all passengers and crew.

A central aspect of this safety concept is the human factor – that is, the influence that people have on every process. This insight, and the fact that flying has always held a special fascination for people, goes a long way to explaining why “aeronauts” love, and often even live, aviation. People in the industry see their work not

just as a job but as a profession, even a vocation.

TEAMWORK MAKES THE DREAM WORK

FTI is no exception. The employees at its headquarters in

Wildau, who work on and for aircraft as design and production specialists in the certification process, are the basis of the company's success.

They have proven their value countless times since FTI was es-

tablished. From video solutions for refuelling and wide-body aircraft, such as the A380, to redesigns for luxurious business jets and scientific applications for research aircraft, the teams at FTI have shown what they can do in every area of aircraft



Thorsten Robrecht from SkyFive and Michael Weisel, Managing Director of FTI, present a united front.

development and, on occasion, even pushed the apparent limits of technological possibilities.

Thanks to the innovation and creativity of its employees, FTI has consistently progressed from strength to strength. Its ability to develop and license software for the aviation industry is almost unmatched in Germany. This expertise was leveraged in an outside-the-box approach to build on the Ambulance Video Assistant (AVA) and develop a cloud-based emergency telemedicine system. Its value to patients is now being examined following initial installations.

New partnership

FTI and medDV have agreed to leverage the synergies between them in order to better achieve their common goals in the emergency services market.

FTI (with its AVA emergency telemedicine system) and medDV (with its NIDA documentation platform) are highly complementary, so the two companies can submit proposals to equip emergency telemedicine solutions as partners in large-scale tender processes.

industrial software development and state-of-the-art decentralised technologies, such as the cloud, FTI has opened up entirely new market segments

nication system produced by the company's partner, SkyFive. This technology, to which FTI made a significant contribution, makes it possible to offer a previously unavailable bandwidth for aircraft telecommunications while also cutting costs.

STRONG PARTNER(S)

Another niche carved out by the team is the structural modification of aircraft for special missions. This can include equipping existing aeroplanes and helicopters with sensors and cameras. Where necessary, this work can also involve installing workstations to record or even process the collected data during the flight. In such cases, FTI is responsible for planning and licensing all necessary modifications to the aircraft. It installs equipment in partnership with Atlas Air Service, which operates a hangar and maintenance station in Bremen.

Its successful collaboration with Airbus subsidiary KID-Systeme

is currently advancing through new projects in the fields of video monitoring and entertainment systems. This time, the long-time partners are developing a solution for the new Airbus flagship, the A350. The aim of the joint project is to develop a digital product platform that offers passengers enhanced safety, comfort and entertainment. The FTI team's primary expertise in software development and aviation once again plays a central role. This major project is scheduled for completion in 2025, with its first customers likely to be based in the Middle East.

INNOVATING INTO THE FUTURE

Thanks to its employees and partners, FTI is well prepared for the future. With its unwavering focus on future-ready products and markets, the company is on a steady growth course and already has its sights set on the next major issue: AI-based solutions.



Textron Aviation is a leading force in aircraft construction

By combining approaches from the aviation sector – and its high quality and safety standards – with agile concepts of modern

for itself. This technological leap forward serves as the basis for providing software for the innovative ground-to-air commu-

FTI at a glance:

Aviation

- Development of aircraft modifications
- Production of aircraft components

Software for aviation and industrial applications

- Embedded software solutions
- Modern cloud solutions
- Front-end and back-end development

Industry solutions

- Emergency telemedicine system

Certified for quality and safety in relation to aviation and industry

- EASA Part 21J
- EASA Part 21G
- ISO 9001
- EN 9100
- ISO 27001

peicom goes INTERNATIONAL

From Bad Homburg to 20 European countries – and all the way to the USA

peicom GmbH continues to drive forward its internationalisation initiative. In 2020, the company was only supplying its products to one country outside Germany. In 2021, this increased to seven countries. Today, peicom has customers in 20 countries across Europe.

However, as peicom's major customers have a global footprint, the company is now striving to serve these customers on a global scale. Consequently, peicom attended the largest retail trade fair in the USA, which attracted 35,000 visitors from 90 countries.

The company was represented alongside peiker International

– a Dallas-based company of the Peiker family.

It presented its proven and innovative communication solutions in the start-up zone – always in connection with its new development, peiECO.

EXPANSION INTO NEW INDUSTRIES: RADIO DEVICES ACCESS SWARM INTELLIGENCE

From its beginnings in the food retailing industry, peicom now serves a number of sectors, from the construction and fashion industries to pet supplies, garden centres, department stores and specialist electronics retailers. Radio communication devices manufactured by Motorola



From left: Malte Krautwald – Head of Sales & Marketing, peicom; Reinhard Kromer-von Baerle – Managing Director at peicom and peiker International; Mike Bailey – Head of Sales & Marketing, peiker International



We are ISO 9001-certified

peicom GmbH recently obtained ISO 9001 certification. ISO 9001 is an internationally recognised standard for process-oriented quality management systems. Its primary aims include continuous improvements in customer satisfaction, fulfilment of legal and statutory requirements, and continuous improvement of company services.

ISO 9001 requires constant, ongoing analysis and monitoring of external and internal influencing factors on the company. The purpose of this is to identify problems and challenges at an early stage and implement appropriate measures. As a result, the company will also conduct monitoring audits in the future.

For peicom GmbH, obtaining this certification emphasises the high quality of its services. It strives to remain the number one provider of in-store communication technologies in the future.

Solutions often provide the basis for internal communications. They enable all colleagues to communicate at the push of a button. This saves up to 20% of all physical journeys – and therefore saves precious time during a stressful working day.

matter of months – making it a profitable solution for everyone involved.

In the fashion sector, the company has secured customers such as KULT and Takko. It has also made gains in other

to disseminate information and assign tasks swiftly and directly, the radio communication devices have markedly increased the efficiency of our internal processes."

peiECO – AN IN-HOUSE DEVELOPMENT TO SUPPORT TRADITIONAL RETAIL



Advice boosts shopping experience at EDEKA

Nevertheless, these radio communications devices only network the human employees. This is why customers are increasingly deploying the company's in-house development, peiECO. The solution vastly extends the range of possibilities and use cases. This has been borne out in practice, with deposit return machines and in-store baking ovens connected to the solution. The machines inform employees directly when human intervention is required, announcing "deposit return machine full" or "baked goods ready" over the headsets. In addition, cameras report attempted thefts and raise the alarm when someone enters a restricted area. They also identify empty shelves. Automated systems can also inform employees when temperatures rise above or below suitable thresholds. In this context, artificial intelligence opens up further exciting use cases.

exciting part of the package. They enable customers and delivery firms to contact an employee, sending out an appropriate message, such as: "Assistance required in the vegetable aisle."

If an employee is in the vicinity, they accept the call. Meanwhile, in the background, data is collated in a dashboard, detailing how often a button has been pressed and how swiftly assistance was rendered. This facilitates comparisons between individual buttons and different stores. Ultimately, it is the end customers who determine whether brick-and-mortar stores survive. These stores strive to impress customers with innovative concepts and ideas. peicom GmbH helps them do just that. In addition to the food retailing industry (see image from EDEKA), the solution has also been deployed at Hagebau, DECATHLON and Fressnapf.



DECATHLON employee coordinates her colleagues to boost efficiency

This is where radio communication devices come in: they allow employees to pass on customer queries directly at the touch of a button. This way, the query is presented to the entire team. Everyone hears the question and the subsequent answer. This helps the team's expertise to grow, creating a sort of swarm intelligence. Employees are completely in sync with each other.

areas: from expert and egesa Zookauf to Thomas Philipps and DECATHLON. Furthermore, the company has acquired Woolworth as the first department store among its customers. The feedback from the customer has been entirely positive. "Introducing radio communications technology has been a significant process optimisation in our stores," says Bianka Wellnowski, Head of the Sales Organisation department at Woolworth, who led the negotiations and oversaw testing from the outset. "We're absolutely delighted with the results to date. By allowing us

Visitors to the store benefit from an enhanced customer experience, while management benefits from satisfied employees and rapid amortisation within a

INSTORE-COMMUNICATION



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peiker INTERNATIONAL, Inc. takes stock

2023 Annual Report



The peiker International team (from left): Mike Bailey, Christi Diamond, Alex Deli, Cinda Rodriguez and Bruce Clutton (Catie Hoofnagle and James Zheng absent.)

peiker International, Inc. (pII) is based in Frisco, Texas, USA, and coordinates business development and product distribution activities in North America for companies of the Peiker family. Its team comprises Cinda Rodriguez, Mike Bailey and Bruce Clutton, supported by Christi Diamond, Catie Hoofnagle, Alex Deli and James Zheng.

pII collaborates closely with the pei tel team and sells gooseneck and desktop microphones, KL1/KL34 loudspeakers and HA10/HA40/HA87 handsets to numerous OEM and retail customers in the USA and Canada. The pei tel development team has developed a new hands-free microphone for use in motor vehicles – the ME18 – which is sold in high volumes via its customer (PanaPacific)

to Daimler Truck. There is also a new broadband version for which the design phase has been completed and which will be distributed in the new year.



James Zheng

The PTCarPhone6 has also been certified for the T-Mobile network with assistance from pei tel engineering (having already secured certification AT&T) and is currently undergoing testing for FirstNet certification. These additional certifications will open up new

sales channels for the product. CEECOACH remains an important product for pII, including all versions and accompanying accessories. There are three major retailers, several smaller retailers and, increasingly, direct B2C sales via the company's own website. Its primary market is the equestrian sports industry. Nevertheless, the company has implemented several initiatives to expand into the outdoor sports market.

One of its key customers is JVCKenwood. The company also plans to introduce the peiECO communication system in the near future. The first product samples have already been delivered to key retailers. Further new possibilities with JVCKenwood include a GPS speaker/microphone and integration of the PTCarPhone into trunking systems.

An intensive collaboration with the development and product management teams at peiker Holding and FTI is underway to develop two new software-oriented products for the US-market – the Cellular Network Relay (CNR) and the Ambulance Vehicle Assistant (AVA). The CNR is a new concept that combines a special high-power cellular modem (HPUE) supplied by a

third-party provider and an access point with mesh capability (manufactured by peiker). It will increase network coverage for first responders and thereby improve their ability to react to emergency situations.

AVA is a system for transmitting critical patient data (voice, video and vital data) from the site of an accident to a hospital or a doctor, who can then monitor the patient's care directly during their journey to hospital. FTI is already introducing the system in Europe. pII is now working to introduce it into the large-scale healthcare institutions in the USA. A cooperation with AT&T has been initiated in relation to both products, with the telecommunications form interested in implementing the market launch together with peiker.

IMPRINT

Publisher:
peiker Holding GmbH
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Printing:
Druckerei Spiegler
Im Rosengarten 23
D61118 Bad Vilbel
www.druckerei-spiegler.de

Image rights:
Main-Taunus-Kreis Pressestelle;
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Our many years of experience in radio communications, mobile telephony, digitalisation and connectivity enable us to develop and distribute pioneering communication systems for use in industry, by public authorities, in the transport and logistics sector, and by customers in sports settings.

Our aim is to connect people, bringing them together by providing modern communications solutions. Every one of our varied projects is geared towards this common goal.

For more information, visit: www.familie-peiker-unternehmen.com



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COMPANIES of the Peiker family

Please note the changes to our addresses!

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