

[REDACTED]

From: [REDACTED]
Sent: Wednesday, 8 November 2023 9:59 am
To: Registrar
Subject: AlphaTheta Serato merger support

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To Whom It May Concern,

I'm writing to express support for Serato's acquisition by AlphaTheta.

Serato invented and introduced the new concept of the digital DJ to traditional vinyl DJs with revolutionary technology over two decades ago. This technology made us DJ more accessible and elevated the DJ culture as a whole. A number of DJ companies have introduced DJ products since and that helped us DJs have more choices of the software that works with new and existing hardware. As a DJ, I'm always looking for innovation that flourishes the DJ culture. It's very exciting news for us that Pioneer and Serato are going to team up and create new innovations something I can't even imagine. This acquisition will create more healthy competition in the industry and I'm expecting to have more products coming out in the near future.

Kind Regards,

[REDACTED]

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[REDACTED]