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From: [Redacted]
Sent: Wednesday, 8 November 2023 2:47 pm
To: Registrar
Subject: Submission re Serato Ltd

Categories: [Redacted]

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To Whom It May Concern,

I am writing to submit a statement in support of the proposed merger between Serato and ATC. I believe that this merger is beneficial to the continued growth and innovation within the tech industry.

My name is [Redacted] I'm a technology investor, commentator and advisor to private and public companies. Serato has been instrumental in establishing New Zealand as a hub for music technology. Their success has not only carved out a niche for local talent in the global market but has also showcased the potential of New Zealand-based companies to lead entire industries. This merger will propel the New Zealand music technology industry forward, fostering an ecosystem for creativity and technological advancement. Serato's track record as a technology innovator is undisputed. They have repeatedly redefined the DJ industry, enhancing the skill set of local talent and bringing international attention to New Zealand's technological capabilities. Serato's ingenuity has already contributed substantially to the sector, and its union with ATC is a logical progression in this journey of innovation.

Pioneer DJ, like Serato, is a name synonymous with innovation, particularly in the hardware space. The combination of Serato's software expertise with Pioneer's hardware acumen will amplify the capacity for invention. With both innovators under one banner, the merged group will continue to push the industry forward to the benefit of consumers

This merger will place New Zealand at the heart of the music technology narrative, not as a peripheral player but as a centre of innovation and excellence. It represents a strategic consolidation of expertise that will benefit not only the entities involved but also DJ consumers and the New Zealand technology sector.

In conclusion, I strongly advocate for the approval of the Serato-ATC merger. It is a forward-thinking alignment that will ensure the sustained growth and evolution of our beloved music technology industry. It is an opportunity to foster an environment where innovation can flourish, benefiting New Zealand's economy, culture, and global standing.

Thank you for considering this submission.

Ngā mihi

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