

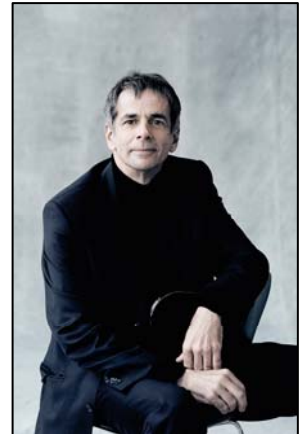
**Martin Hoffmann****General Manager to Stiftung Berliner Philharmoniker, Germany**

Martin Hoffmann was born in Nussloch, near Heidelberg, in 1959. He studied law at the Universities of Saarbrücken, Lausanne and Hamburg, completing his studies with the bar examination in 1991. Until 1993 he was a research fellow at the Max Planck Institute for Comparative and International Private Law and practiced law in Hamburg.

In 1994 Martin Hoffmann became Director of the Sat. 1 Management Office and in the same year head of Sat. 1 Business Affairs - Programming. He became Managing Director of Sat. 1 Boulevard TV GmbH in 1997 and subsequently Managing Director of Sat. 1 SatellitenFernsehen GmbH until 2003. From 2004 to 2010 he was Chief Executive Officer of the television production company MME MOVIEMENT AG.

Martin Hoffmann took on the role of managing director of the Berliner Philharmoniker Foundation on 1st September 2010.

He is an Advisory Board Member of the Entertainment Master Class.

**Stiftung Berliner Philharmoniker**

The Berliner Philharmoniker, founded in 1882 as a self-governing body, has long been considered one of the world's finest orchestras. Hans von Bülow, Arthur Nikisch and Wilhelm Furtwängler were the principal conductors who each left their distinctive mark in the early decades. In 1955 Herbert von Karajan became their artistic director, who, in the ensuing years, worked with the orchestra to develop a unique tonal quality and performing style that made the Berliner Philharmoniker famous all over the world. Claudio Abbado, chief conductor from 1990 to 2002, devised a new type of programme characterized primarily by contemporary works, an increased number of chamber recitals and concert performances of operas. Sir Simon Rattle took over the helm in September 2002.

The orchestra's change of status to a charitable foundation (the Stiftung Berliner Philharmoniker) has created new opportunities and ensured its economic future. The foundation is supported by its principal sponsor, Deutsche Bank. Central to this support is the orchestra's education programme Zukunft@BPhil, which was set up at the time of Sir Simon Rattle's appointment and which is intended to ensure that the orchestra reaches a broader and above all younger audience. In November 2007, the Berliner Philharmoniker and its Artistic Director, Sir Simon Rattle, were appointed international Goodwill Ambassadors for UNICEF. Thanks to the support by its long-time partner, Deutsche Bank, the Berliner Philharmoniker were enabled to start an innovative project in January 2009: the Digital Concert Hall, which broadcasts the orchestra's concerts worldwide live via internet.

