

A frontier of excellence in Singapore's music industry

We are in the *creative* business

As a leading force in Singapore's music scene, we combine extensive experience with a forward-thinking approach to drive innovation.

Our established music retail and distribution business serves a diverse clientele, from aspiring musicians and dedicated hobbyists to seasoned artists and everyone in between.

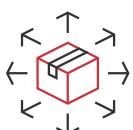
We excel in offering personalized music and audio solutions that help our customers bring their creative visions to life. We pride ourselves on providing clients with tailor-made music and audio solutions to realise their creative ideal.



ABOUT US



City Music is an established musical instrument distributor and retailer with over 56 years of experience and more than a hundred business partners, associates, and resellers in the region of Singapore and Malaysia.



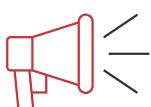
DISTRIBUTION

From traditional musical instrument dealers to some of the most unexpected clients, brands trust City Music to drive market success with our inventive sales strategies tailored to amplify distribution.



RETAIL

Our ever evolving retail business utilises both multi-channel and omni-channel shopping experiences that span physical retail stores, online marketplaces and social commerce.



MARKETING

By leveraging our creative insights to craft targeted marketing campaigns, brands love partnering with City Music to boost product visibility, brand awareness and drive sales.



SERVICE & SUPPORT

From providing sales support, education, training to troubleshooting and equipment repairs, customers rely on our team of highly qualified sales consultants and product specialists to provide a suite of comprehensive solutions, while our trusted team of service engineers and reliable service centers provide our clients with a peace of mind.



CITY MUSIC 1.0

ESTD 1968

Founded by Mr. Hoe Chian Kok in 1968, City Music began life at a shophouse on Bras Basah road in the bustling heart of the city, as a newcomer to the already bustling musical instruments scene in Singapore.

Our core business back then, revolved around the retail of acoustic pianos and classical guitars. Besides being a trained piano technician, Mr. Hoe was a visionary who was constantly looking for new innovative products that were not available locally.

Hence, our first foray into the distribution business came in the 1970s, where City Music took on the distribution of Hammond organs, Acetone organs and amps (founded by Kakehashi; Roland), and C.F. Martin guitars.



OUR HISTORY

CITY MUSIC 2.0

EMBRACING TECHNOLOGY

As the business grew, we needed a bigger space to expand our product offerings. In 1980, we moved to a brand new shopping mall not far away from our previous shophouse and built a 2,000 square feet showroom.

If music was in our blood, then technology is what drives our passion. After the organ boom of the 60s and 70s, Mr Hoe saw the new potential in synthesizers, keyboard and digital effects processors and secured the distribution rights of Casio, KORG and Zoom.

We made our first foray into music education when we opened our first music school in the 80s. Besides offering piano, organ and keyboard classes, we were the first company in Singapore to introduce computer music, featuring the SoundTracker on the Amiga, and Cubase on Atari ST.



Following the success of our entry into music technology products, City Music expanded into neighbouring Malaysia, setting up its sister company CK Music in 1988. Based in Kuala Lumpur, the company replicated the success which was seen in Singapore.

As technology advanced, musical products became more complicated. While others fell out of times, we continued forging ahead with our belief that digital technology will change the world forever. This was only the beginning. In line with its vision, City Music acquired the distribution rights of a variety of brands including Alesis and Line 6 in the 90s.

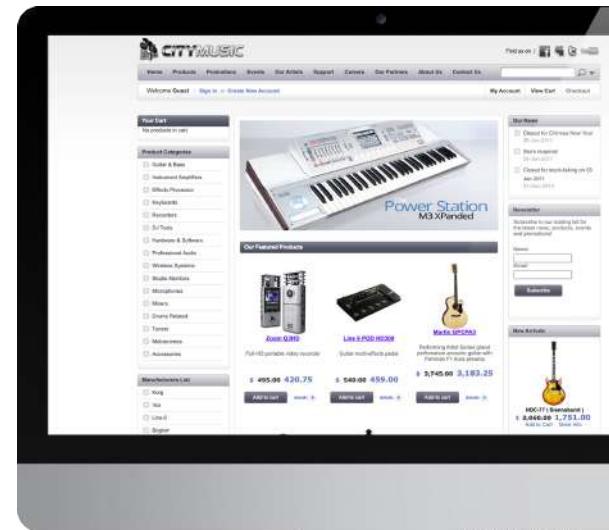


CITY MUSIC 2.0 (cont'd)

FIRST-MOVER IN DIGITALISATION

As the 2000s came about, City Music continued to expand its distribution portfolio. In order to manage our growing product range, we decided to launch the first musical instrument e-commerce website in Singapore and Malaysia in 2009.

We saw the importance of Web 2.0 early on. Utilizing custom built e-commerce engines made it easier to manage our product listings while our quick adoption of social media boosted user generated content and enhanced our customer engagement.



City Music is also one of the few leading distributors to have its products represented in various consumer electronics chains, FMCG and lifestyle stores, as well as top marketplaces, Shopee, Lazada and Amazon.

CONSUMER ELECTRONICS



FMCG & LIFESTYLE



ONLINE MARKETPLACES





CITY MUSIC 2.0 (cont'd)

SINGAPORE'S FIRST MUSICAL KEYBOARD

With our decades of experience in music technology, City Music also launched Singapore's first music keyboard for its nation's 50th birthday in 2015.

Using KORG's arranger keyboard series as the base architecture, City Music partnered with the students and lecturers of Republic Polytechnic in R&D, sampling and programming to develop the KORG Pa600SG, a keyboard that is uniquely Singaporean.

On top of the factory preset sounds and styles from KORG's arranger series, the Pa600SG expands the functionality of the keyboard by adding more than 30 ethnic instrument sounds and a library of over 40 localised styles unique to our Chinese, Malay and Indian communities.

Each instrument features multiple sound samples, painstakingly recorded from professional musicians and real live instruments at Republic Polytechnic's recording studio.

The unique SG sounds and styles have since been expanded to KORG's other range of arranger keyboards like the Pa700, Pa1000, Pa4X and Pa5X.

Jointly developed by

CITY MUSIC 2.0 (cont'd)

EMBARKING ON OUR EVOLUTION

The world came under lockdown in 2020 with the onset of the Covid 19 pandemic. Many businesses and performance venues had to close, and musicians found themselves without jobs.

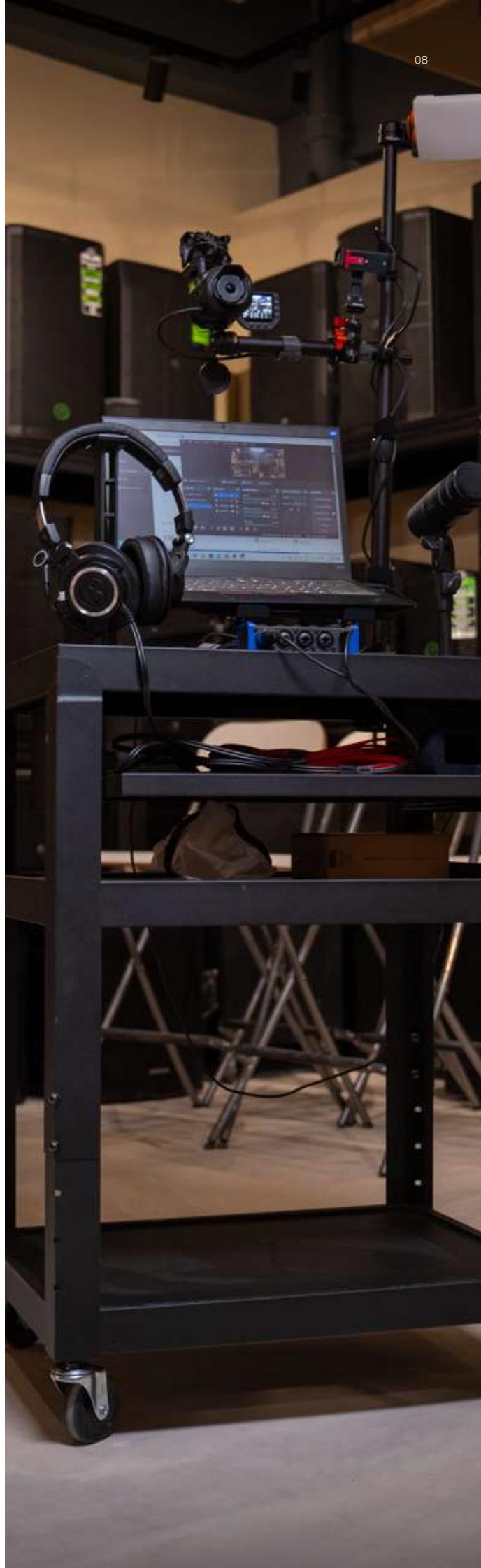
Our biggest priority was our manpower. We had to protect our own team who had been with us for many years. Luckily, we had a robust e-commerce platform and established ourselves within multiple marketplaces.

As we adapted to a new work-from-home culture, we transitioned to live-streaming and social commerce to help us connect with our clients and we were fortunate enough not to layoff any of our team.

It was during this time that City Music ramped up its efforts to support our fellow musicians, friends and the wider creative industry to go digital.

Independent freelance creatives were able to loan equipment free of charge, and City Music would help and guide these musicians with live-streaming on the various social media platforms.

City Music eventually established itself as the go-to place for new users looking for live-streaming and podcasting solutions.





SAY HELLO TO CITY MUSIC 3.0

City Music recently underwent a major transformation as we looked to revamp our business and engage with a new generation of music lovers.

As many businesses started to focus more on e-commerce, a common question that we encountered was the sales ratio between online and offline channels. What we realised over the years, was that the line was getting blurred. Why should we prioritise one over the other? Why not do both?

Hence, we decided to shed the traditional business model of a musical instrument shop, as part of City Music's massive rebranding strategy, to create a hybrid digital and physical experiential gallery for e-commerce, catered to customers and stakeholders in the local music industry.

We continued our adoption of technology by using a plethora of automation and AI tools for our daily operations, sales and marketing workflow. This has allowed us to stay ahead of the curve in the rapidly changing retail industry, as well as to provide customers with a truly immersive and interactive experience that allows them to explore the latest music trends and technology.

Customers will also be able to speak to City Music sales consultants virtually, powered by a suite of professional audio and video equipment through online portals. This huge upgrade from the traditional tele-sales or consultation services allows them to bring the City Music experience right into the comfort of our customers' home.

CITY MUSIC 3.0 (cont'd)

BUILDING A COMMUNITY SPACE



In 2023, we bid farewell to our previous retail showroom of 43 years and moved into a bigger 8,000 square foot unit that housed our offices, service center and an all-new e-commerce gallery that supported our wholesale distribution, retail and e-commerce operations.

At the same time, City Music was also appointed as Southeast Asia's first Martin Guitar Custom Shop Expert Dealer. Through the use of our decades of extensive knowledge, expertise and bespoke service, customers are able to custom design and build their dream acoustic guitar from the world's oldest guitar manufacturer.

Our new space is designed to be modular, flexible and highly customisable to suit a variety of community events and activities.

Besides focusing on the traditional B2B or B2C business, our new space also allows us to build on our existing "C2C" initiative, ie. "community to community".

With our growing reach of KOLs and brand partners, City Music is committed to bringing people together, helping individuals and bridging communities so that the industry as a whole can achieve greater heights.

CITY MUSIC 3.0 (cont'd)

ONE-STOP SOLUTIONS PROVIDER

As our expertise in content creation grew, so did our portfolio of products. We also realised that there was a disconnect between our local audio and video industry.

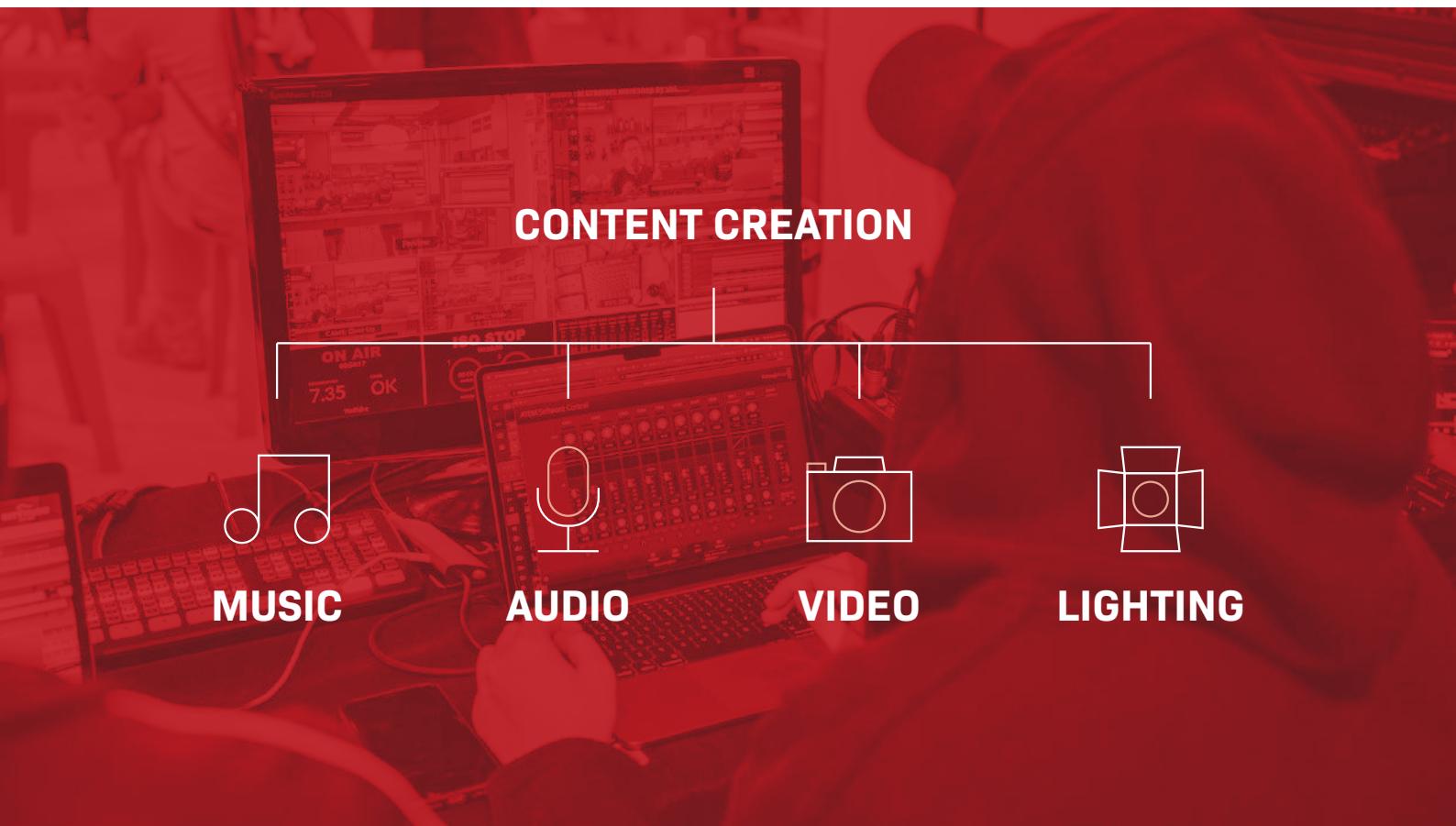
Traditional camera shops only have limited audio products, while musical instrument/audio dealers did not have any knowledge on lighting or cameras.

Hence we decided to create a one-stop shop centred around content creation solutions, divided into the 4 core pillars of music, audio, video and lighting.



We want to build a destination hub for creatives, a place for musicians as well as content creators who are looking for the latest technology, audio & video solutions, or just the know-how.

Today our retail offerings include a mix of entry-level and professional broadcast equipment like cameras and video switchers from Blackmagic Design and Sony, as well as lighting equipment and accessories from Aputure, Amaran and Zhiyun.



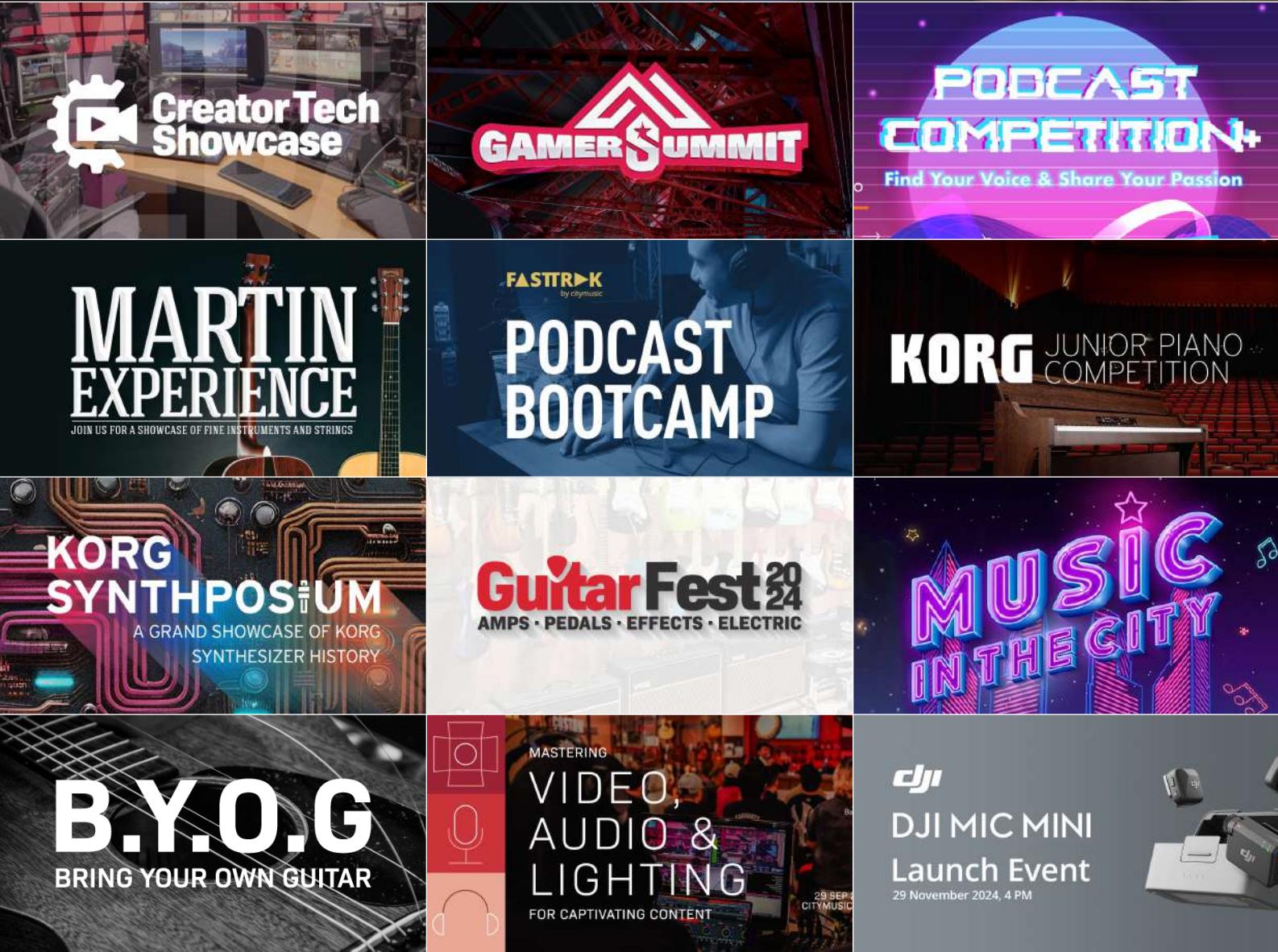
CITY MUSIC 3.0 (cont'd)

OUR KEY EVENTS

As an important stakeholder in Singapore's music industry, City Music isn't just focused about selling products.

Over the years, we have crafted creative and engaging events that include workshops, product launches, contests, performances and roadshows in a variety of physical spaces and online platforms.

We are City Music, and we inspire dreams.



AWARDS AND ACCOLADES

City Music turned 50 in 2018. We had the honour of being featured at the NAMM Oral Archives and presented with the NAMM Milestone Award.



Here's some of our achievements over the years.



NAMM Top 100 Dealer Award

for 2021, 2022, 2023 and 2024



The Straits Times - Singapore's Best Customer Service 2024/25



Total Defence Awards - NS Advocate for SMEs

for 2016 and 2022

BOSCH (Electro-Voice)
Double Digit Growth Singapore 2017

C. F. Martin
International Sales Award 1994
Award for Sales Excellence 1995
Outstanding Service Award 2007
Highest Percentage Growth 2010

Hartke
Distributor Of The Year 2014

Mackie
Distributor Of The Year APAC 2019

ZOOM
Distributor Of The Year - Marketing 2013
Distributor Of The Year - Marketing 2018

OUR BRANDS

DISTRIBUTED BY CITY MUSIC

Ableton

bespeco

Blackstar[®]
AMPLIFICATION

Craftsman

Custom
acoustic

Carry-on

7TH

GATOR[™]

GL

Hartke

KORG

KYSER

MACKIE.

Martin & Co.
EST. 1833

Michael
Kelly[®]
Guitar Co.

MUSIC NOMAD[™]
EQUIPMENT CARE

PreSonus[®]

SAKAE
OSAKA HERITAGE

SAMSON[®]

udo
J.
acoustics

VIBES

VOX
AMPLIFICATION LTD.

ZOOM

OUR PARTNERS

TRUSTED BRANDS THAT WE WORK WITH

S12

ADAM AUDIO

AKG[®]
by HARMAN

amaran[®]
by Aputure

Antelope

audio-technica

Blackmagicdesign

beyerdynamic

Cort[®]

dji

Epiphone[®]

EST

GENELEC[®]
the sonic reference

ghs

Gibson[®]

Harmony

Heritage
Guitar Inc.

HOLLYLAND

Insta360

KRK
SYSTEMS

NEUMANN.BERLIN

novation

SENNHEISER

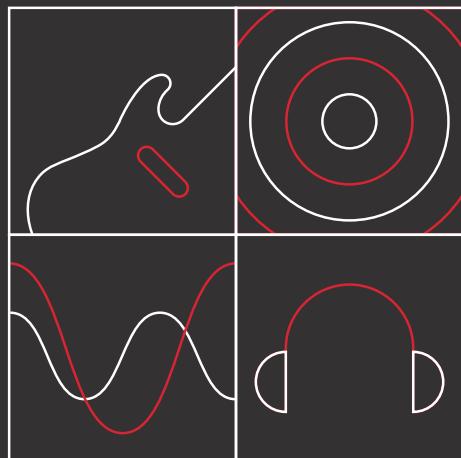
SHURE[®]

Solid State Logic

SONY

WARM
AUDIO

ZHIYUN



WE INSPIRE **DREAMS**



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