PRESS RELEASE

Cooke Optics welcomes new CEO

Leicester, UK - 29 October 2026 - Cooke Optics announces that David Hancock has decided to step down from his position as Chief Executive Officer. David will remain on the Board of Directors as a Non-Executive Director, continuing to provide his experience, insight and guidance to the business.

Cooke would like to express its sincere appreciation to David for his dedication, commitment and leadership throughout his tenure as CEO. During this period, he oversaw the successful launches of three new lens ranges: Panchro 65/i, AP3 and S4 FF/i, contributing to the continued development of Cooke's product portfolio.

As Cooke enters its next chapter, the company is pleased to announce the appointment of Rob Haycock as Chief Executive Officer.

Rob brings extensive leadership experience, having previously held CEO positions at four small to medium-sized enterprises (SMEs), building a strong track record across these roles. His expertise in UK manufacturing, business development and finance provides a solid foundation to lead Cooke through its next phase of growth and development.

Cooke looks forward to this next chapter under Rob's leadership, building on its established heritage, reputation and commitment to excellence in cinematography.

David Hancock's comments:

"I am grateful for my colleagues at Cooke who have encouraged me and worked tirelessly to move Cooke forward. It has been wonderful to be a part of what they have achieved these past few years – especially regarding our company's resiliency, adaptability, and accomplishments in product and sales-reach expansion. I have full confidence that Rob will take Cooke to even greater heights, under his leadership."

Rob Haycock's comments:

I am delighted to be joining to the Cooke Optics team at this stage in the company's development. It is at an interesting time with a raft of new exciting products to address the changing times in the Cine and Owner Operator markets. The strategy set up by David will increase the strength of the company and its position in the industry.

About Cooke

Cooke is a storied name in cinematography, known worldwide for the “Cooke Look”, and the precision, exacting tolerances and superior quality of its products. Cooke lenses are specified by many of the world’s most respected cinematographers.

Cooke is also the inventor of /i Technology, the protocol enabling vital lens and camera information to be captured and passed digitally to post-production teams. Cooke was honoured with a 2013 Academy Award® of Merit (an Oscar® statuette) for its continuing innovation in the design, development and manufacture of motion picture camera lenses.

Features recently shot with Cooke lenses include Sentimental Value, No Other Choice, Sound of Falling, The Phoenician Scheme, Caught Stealing, Waltzing with Brando, Late Shift, The Brutalist, Kneecap, All we Imagine as Light, Queer, Wonka, Asteroid City, Christopher, Matilda the Musical, Purple Hearts, The Batman, Poker Face, Birds of Paradise, The Mauritian, The French Dispatch, Bombshell, Little Women and The Irishman.

Television shows recently shot with Cooke lenses include Adolescence, How to get to Heaven from Belfast, Stranger Things 5, Squid Game 3, The Last of Us Season 3, Only Murders in the Building, Kaos, 100 Years of Solitude, The Crown Season 6, Lupin, Obi Wan Kenobi, Euphoria, Star Trek: Strange New Worlds, The Luminaries, The Umbrella Academy, Dead to Me, Lost in Space, Watchmen, Hunters, The Wonder and Chernobyl.

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