

## **AUGUSTA Acquires Majority Stake in Chinese Distributor Dewetron Ltd.**

- **Acquisition of 85 percent of shares through Dewetron subsidiary in Graz**
- **Consolidation of market presence in China's major growth market**

**Munich, September 25, 2008.** AUGUSTA Technologie AG (ISIN DE000A0D6612), which specializes in sensor systems and automation technologies, has acquired a majority stake in the Hong Kong-based distributor Dewetron Ltd. 85 percent of shares were acquired by Graz-based AUGUSTA subsidiary, Dewetron GmbH. This is an assertive step in AUGUSTA's global strategic direction, allowing it to substantially expand its presence in mobile measuring systems in the promising Chinese market.

### **China's Growth Market**

The niche market in China that AUGUSTA handles shows a market growth of more than 20 percent per year in the field of data acquisition and analysis. The Hong Kong-based Dewetron Ltd. has already been growing above market averages and, since 2006, has been able to increase its sales by more than 40 percent per year. By the end of the year, Dewetron Ltd. is expecting revenue of around EUR 3 million, showing above-average profitability. In the future, the company's growth will continue to be above the market average. First and foremost, the combination of Graz-based Dewetron GmbH's development potential with the distribution capabilities of the local team at Dewetron China Ltd. establishes the groundwork for continuing dynamic market expansion. This acquisition seamlessly intertwines a global distribution and marketing strategy with on-site service and support operations, ensuring formidable market penetration for the future.

"In the fields of dynamic data acquisition and analysis, we target major growth clients in China in the automobile, aviation and aerospace industries. The majority acquisition of Dewetron Ltd. will critically strengthen our marketing base in China and continue to ensure our dynamic growth in this important future market," says AUGUSTA CEO Amnon Harman.

### **Accelerated internationalization**

By the end of 2007, AUGUSTA had already increased its share in the distributor Dewetron Inc. in the USA from 10 to 80 percent. Dewetron Inc.'s positive development in the current 2008 fiscal year, which has been accompanied by increases in sales and performance, confirms AUGUSTA's strategy of internationally positioning itself in major growth markets. AUGUSTA's investment in Dewetron in China

## **Corporate News**

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gives it a directly controlled subsidiary in an additional key market. "The majority acquisition of both companies in the USA and China ensures AUGUSTA long-term controlled access to the key markets in mobile measuring technologies, and is a part of our international growth strategy," says Amnon Harmon of their global orientation. At the same time, this move establishes the basis for the partial relocation of production processes and optimization possibilities in order to reduce dependence on currency fluctuations.

Further information is available at [www.augusta-ag.de](http://www.augusta-ag.de)

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### **The Company**

AUGUSTA Technology AG is an integrated technology group with a focus on the niche markets of sensor and automation technology.

In the area of sensors, the company develops, produces and sells sensor systems for customer-specific applications. The product portfolio ranges from the sale of individual pressure sensors to the development of complex sensor and measuring systems. The main areas of application are medical technology, industrial plant construction, the automotive industry, and the aviation and aerospace industries.

The company's controls segment delivers solutions for process flow automation and quality management. The application areas range from industrial image processing to automation solutions for logistics and special vehicles.

In the fiscal year 2007, AUGUSTA's sales totaled EUR 119.3 million, with earnings before interest and tax (EBIT) of EUR 17.5 million.