

AUGUSTA Subsidiary Allied Vision Technologies Establishes Sales Office in Singapore

- **Singapore office reinforces market presence in Asia**
- **Boon-Keng Teng appointed Sales Manager**

Munich, March 15, 2010. Prime Standard-listed AUGUSTA Technologie AG (ISIN DE000A0D6612) has set up a sales office in Singapore via its subsidiary Allied Vision Technologies (AVT). The newly established Allied Vision Technologies Asia Ltd. is a wholly-owned subsidiary of AVT that will be responsible for developing the camera business in the promising Asian market. The establishment of AVT Asia Ltd. represents another milestone within the framework of the internationalization strategy, under which the AVT subsidiary in the USA (AVT Inc.) was established in 2006 and AVT Canada Inc. was acquired in 2008. "The establishment of AVT in Asia is a logical step in the global alignment of our camera business. With our new office, we will be able to address the Asian market more intensively," explains Amnon Harman, CEO of AUGUSTA.

Promising Asian market

In the Asia/Pacific region, AVT is already present with 11 distributors in 12 countries. Despite the economic crisis, AVT was able to considerably expand its market presence in this region. "Asia is a key driver of our future growth in the field of vision technology. Through our local distributors, we have already gained an excellent position in this market. However, our site will carry our presence to a new level. Among other things, the AVT subsidiary will intensify the service activities at our partners and customers and serve as the local contact partner," says Frank Grube, CEO of the AVT Group, concerning the new location.

New sales manager appointed

In January 2010, Boon-Keng Teng was appointed Sales Manager for Asia. As an engineer, Teng has already served in various leading positions in the microelectronics, entertainment electronics, and image processing industry in Singapore, India, Japan, and Germany. Apart from the sales organization, he is responsible for the existing network of distributors and the setup of the technical support on site. "In view of the continually growing demand on the part of our Asian customers, we considered it to be important to be present directly on site in order to ensure optimum care," adds Harman.

Corporate News

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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 **Sensors** division, 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** division delivers solutions for process flow automation and quality management. A wide application spectrum targets various markets such as industrial image processing, medical technology, and traffic control.

AUGUSTA's sales revenues totaled EUR 106.5 million in fiscal year 2009, with earnings before interest and tax (EBIT) of EUR 10.2 million.