

- Press Release -

SCHNEIDER KREUZNACH enters market for system camera lenses

With sales at prior-year levels, Schneider Kreuznach records increase in profit. Industrial business shows high potential. New product range for system cameras in pipeline. Positive outlook for current year.

BAD KREUZNACH, June 14, 2012.

Jos. Schneider Optische Werke GmbH based in Bad Kreuznach, Germany, and its subsidiaries have recorded an increase in operating results by around 14 %. Total sales of 85.5 million euros in 2011 were roughly at prior-year level. Continual growth at the company's Bad Kreuznach headquarters contributed 51.7 million euros to Group sales, up 6 percent versus the prior-year period. "We have been making major investments at the Bad Kreuznach location and are pleased to see that the headquarters has recorded further growth," said Schneider Group's managing director Dr. Josef Staub.

Particularly the growing demand in the Automotive sector for high-precision test and measurement technology plus the overall Inspection market, for instance in the field of LCD and solar production, account for significant increases in the Industrial segment which the company expects to show continuing growth potential. The simple compact cameras business on the other hand is declining. "This does not come as a surprise. We are placing a strong focus on the innovative market for mirrorless system cameras with their interchangeable lenses and have appropriate developments in the pipeline," Dr. Staub added. Schneider-Kreuznach will launch the first lens of an all-new range of mirrorless system cameras this fall. To develop and produce these high-end lenses the company is planning additional capital expenditures at the Bad Kreuznach location. In the wide range of the Consumer market, the group has already been active with B+W filters. In addition, the portfolio was enhanced by lens attachments for Apple's iPhone last year.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance photographic lenses, cinema projection lenses as well as industrial optics and precision mechanics. The group consists of Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), ISK Optics (Göttingen), Schneider-Optics (New York, Los Angeles), Schneider Bando (Seoul), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". The group has around 660 employees worldwide, with 360 based at its German headquarters, and has been a world market leader in the field of high-performance lenses for many years.

Contact:

Jos. Schneider Optische Werke
Wolfgang Berger
Ringstrasse 132
55543 Bad Kreuznach
Phone: +49 671-601-287
Fax: +49 671-601-289
bergerw@schneiderkreuznach.com
www.schneiderkreuznach.com

fishermen communications GmbH
Fabian Parusel
Kaiserstrasse 61
60329 Frankfurt am Main
Phone: +49 69-210860-0
Fax: +49 69-210860-21
fparusel@fishermen.de
www.fishermen.de