

Press Release

SCHNEIDER-KREUZNACH sets up subsidiary in Shenzhen to intensify its sales activities in Asia

Schneider Optical Technologies (Shenzhen) Co., Ltd. with headquarters in Shenzhen will open up the Chinese market for the Schneider Group.

BAD KREUZNACH, 28 October 2008. The Schneider Group, a leading manufacturer of high-precision lenses and servo hydraulics, is expanding its position in the Chinese market with a subsidiary in Shenzhen, a city with twelve million inhabitants in the south of China. Schneider Optical Technologies (Shenzhen) Co., Ltd. is a wholly owned subsidiary of Schneider Asia Pacific Ltd. in Hong Kong. "China is on the way to becoming one of the most significant industrial locations in the world. By setting up a local presence we aim to capture a bigger chunk of this growth," claims Dr. Josef Staub, CEO of the Schneider Group.

The Shenzhen subsidiary will give the Schneider Group better access to local companies. "Proximity is particularly important in China. Demand for our high-quality products will soar over the next few years," Dirk Muschert, Managing Director of Schneider Asia Pacific Ltd., predicts. Sales activities will initially focus on industrial lenses used by inspection machine makers for quality assurance equipment in manufacturing companies as well as high-performance servo-hydraulic products.

About Schneider Group:

The Schneider Group specialises in the development and production of high-quality photographic lenses, cinema projection lenses, high-quality lenses for industrial applications and precision mechanics. The group consists of the 1913 founded Jos. Schneider Optische Werke and its affiliates Pentacon (Dresden, Germany), B+W Filterfabrik (ISCO) (Göttingen, Germany), Praktica (London, UK), Schneider Optics (New York, Los Angeles), Schneider Bando (Seoul) and Schneider Asia Pacific (Hong Kong). The main brand is "Schneider-Kreuznach". Schneider Group has 650 employees worldwide, with 345 at its German headquarters. The group is the long-time world market leader for high performance lenses.

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