



YOUR MAIL IS OUR BUSINESS

FP Group Expands its Business in Asia

- Francotyp-Postalia Opens New Sales Subsidiary in Singapore
- Market Leader in Germany and Austria Sees Growth Potential in Asian-Pacific Region

Birkenwerder, 27th January 2009. The Francotyp-Postalia Group, a world-wide active provider of outbound mail services, has opened a 100-percent sales subsidiary in Singapore. Francotyp-Postalia Asia Pte Ltd has emerged from an existing 3-year joint venture between Francotyp-Postalia and Global Procurement Services Pte Ltd., an international provider for procurement markets.

Francotyp-Postalia is the market leader in Germany and Austria for franking machines, with a share of 45% respectively in these two countries. Using its new subsidiary, the Company now hopes to expand market share in the Asian-Pacific region. "Using Singapore as our base, we intend to build up a dealer network in the Asian-Pacific region. This way we can better exploit local growth potential and sustainably increase our revenues in the high-growth countries there over the medium term," stated the FP Group's CEO, Dr. Heinz-Dieter Sluma.

The markets in the Asian-Pacific region offer big opportunities. "Apart from servicing existing business relations, we are currently involved in projects in India and China. Now we want to ratch up our efforts to win new partners and customers in other countries within the region," explained Marc Sempell, General Manager of Francotyp-Postalia Asia Pte Ltd, Singapore. Sempell holds a German diploma in applied business management and also studied in Japan. He has been working for over ten years in Asia. As Sempell put it, "The market for professional solutions for outbound mail is opening up right now and we have an opportunity to establish ourselves early as a leading supplier in this field."

Francotyp-Postalia Asia currently employs 18 staff in Singapore, with a further seven to be added to strengthen the team over the coming months.



YOUR MAIL IS OUR BUSINESS

Contact

Francotyp-Postalia Holding AG
Sabina Prüser
Triftweg 21 – 26
16547 Birkenwerder
Tel: +49 (0)3303 525 410
Fax: +49 (0)3303 53707 410
E-Mail: s.prueser@francotyp.com

The FP Group at a Glance

Francotyp-Postalia Holding AG (FP Group) is a leading manufacturer of franking machines covering the whole value added chain in the outbound mail market. Its products and services range from franking and inserting machines to the collection, sorting and consolidation of outbound mail, as well as electronic hybrid mail solutions offering 21st century mail processing. Headquartered in Birkenwerder near Berlin, the FP Group offers businesses of all sizes individually tailored mailstream services. The FP Group has local branches in many industrialised countries and currently holds over 9% of the worldwide franking machine market. With a corporate history extending back over 80 years, today the FP Group is profiting from the growing liberalisation of mail markets and the increasing interest of businesses to delegate their outbound mail operations to professional service providers. In financial 2007, the Group employed around 1,100 people, with revenue of 145.1 million euros and an EBITDA of 26.3 million euros.

