

Press Release

## **Schneider Group looking ahead with optimism**

**Global economic crisis year handled well. Minor decline in revenues in 2009 through divestment. Focus on innovation and growth markets pays off.**

BAD KREUZNACH, 17 June 2010

Jos. Schneider Optische Werke GmbH, based in Bad Kreuznach, and its subsidiaries have come through the economic crisis in good shape. Total revenues in 2009 were down 7 million to 77.5 million euros (-8.2%) compared to the previous year. However, this decline is primarily due to the previously planned divestment in early 2009 of company shares in commercial trade with digital cameras under the Praktica brand in the UK. In 2008, this subsidiary generated 5.3 million euros in revenues. A second reason for the decline was the reluctance of industrial companies to invest during the downturn. The Bad Kreuznach headquarters contributed 40.6 million euros (4.2% less than in 2008) to total revenues.

Schneider-Kreuznach stepped up its development and sales activities early on, and was therefore able to tap additional product fields, such as 3D technology, measuring systems and LED illumination technology for sophisticated industrial optics applications. "We are pleased that our strategic decisions have born fruit despite the difficult conditions, and are confident that the current year will again be a strong one," said Dr. Josef Staub, CEO of the Schneider Group. The company is planning to grow primarily in the industrial segment. To this end, the company has invested in additional sales and development capacities at its Munich and Boston (USA) sites, and created a new application technology function in Bad Kreuznach. It has also recently added camera lenses for motion picture, television and video (MPTV) to its product areas.

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 comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Kreuznach Isco Division (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". It has around 620 employees worldwide, with 330 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

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