



Convincing Cabling Solutions

Company Presentation 2016

10.03.2016



The Company R&M.

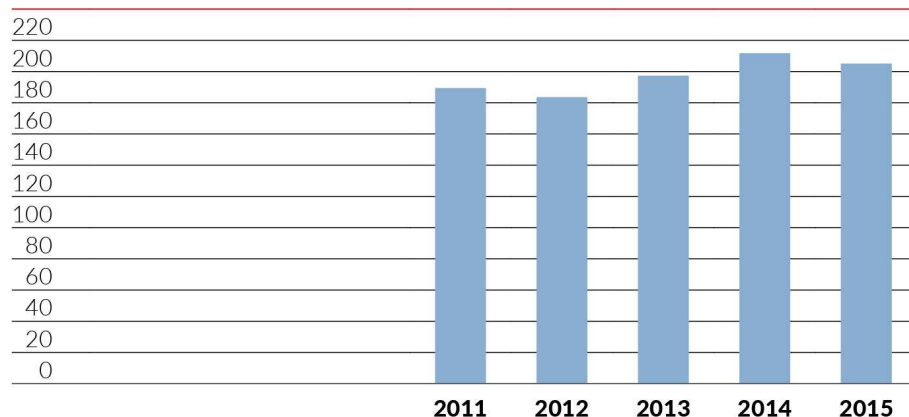
- Leading international provider in information and communications technology
- Independent Swiss family business, wholly owned by Martin and Peter Reichle
- Established in 1964
- Top 3 player in Europe and Middle East
- Own market organizations in 6 continents and over 30 countries
- CSR – Sustainable action in accordance to GRI standard



Key figures at a glance.

Sales performance

(in millions of CHF, consolidated)



Sales

in millions of CHF

2011	2012	2013	2014	2015
189.4	183.6	197.3	211.7	205.1

Growth

compared with previous year

2011	2012	2013	2014	2015
5.4 %	-3.1 %	7.4 %	7.3 %	-3.1 %

(exchange-rate-adjusted: +2.2%)

EBIT

as a % of sales

2011	2012	2013	2014	2015
-0.5 %	0.2 %	2.5 %	4.3 %	4.9 %

International Sales Revenue

Revenue generated outside of Switzerland was 76% of total sales.

Development Expenses

Average development expenditure over the last 5 years: 4.9% of revenue.

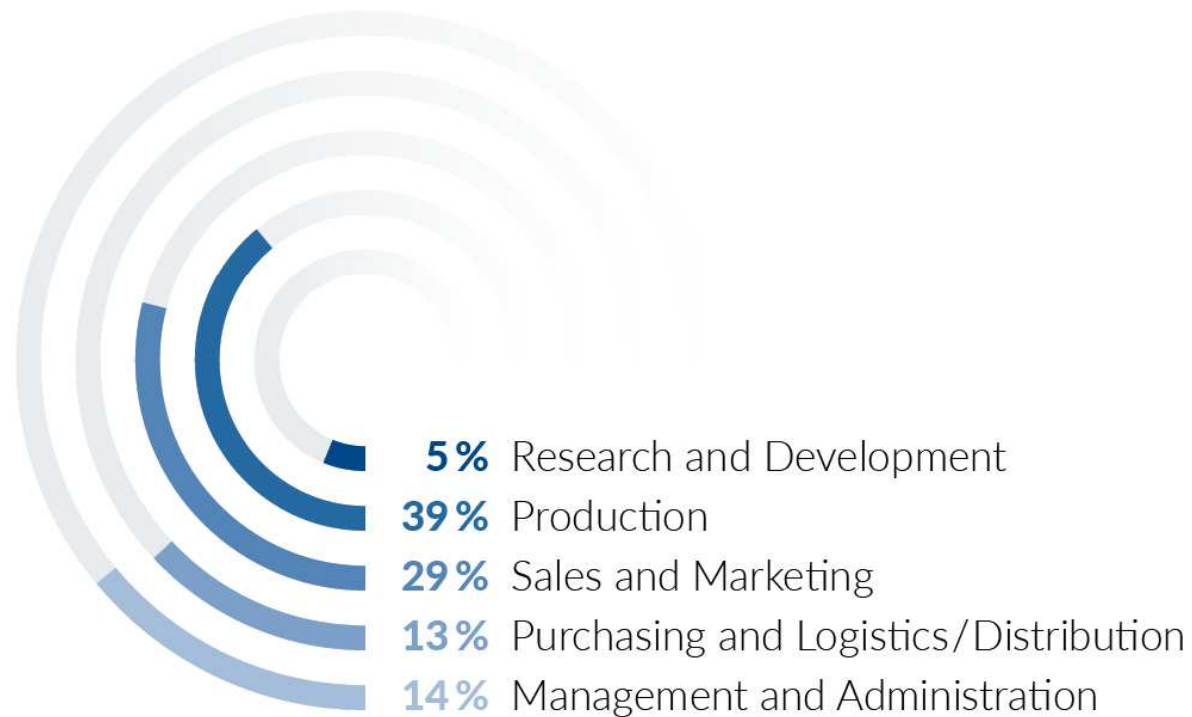
Innovative Capacity

23% of the revenue was generated with products less than three years old.

Our employees.

Number of employees

as of December 31, 2015: Total 816



Our Market.

Complete Cabling Solutions for high end Communication Networks in the fields of

- Office Cabling (LAN)
- Data Center
- Public Networks

R&M provides a vital contribution to a secure transmission of voice, data and video using

- copper and
- Fiber optic systems

designed for use in office buildings, in data centers, in homes, in hospitals, in the industry as for Telecoms. Worldwide.



Our Solutions.



LAN

Future-proof and installer friendly solutions for reliable data transmission from the backbone to the workplace.



Data Center

Innovative solutions for enterprise and commercial data centers.



Public Networks

Customized solutions based on leading products, systems and services for WAN, MAN and FTTX.



Health Care

Secure, protected and proven solutions for the individual requirements in the healthcare industry.



Industrial

Robust and highly available solutions for industrial networks.

Application Fields of our Products.



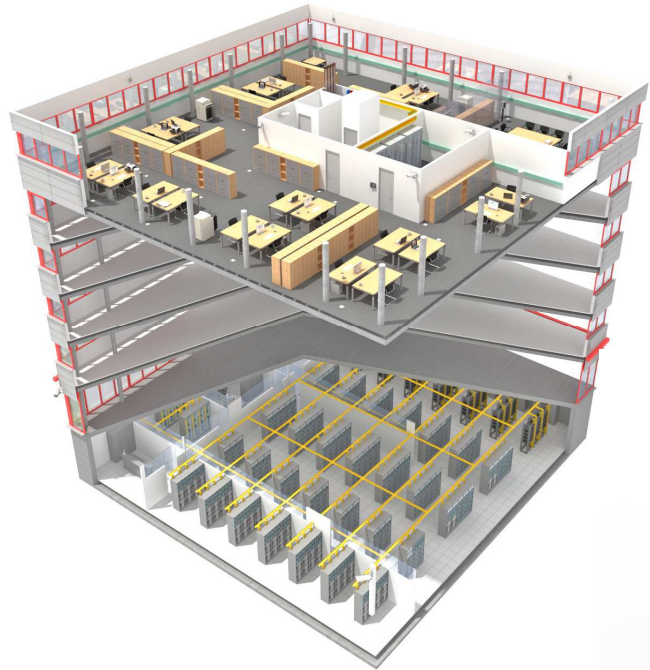
LAN

Data
Center

Public
Networks

 **R&M**

Application Fields of our Products.

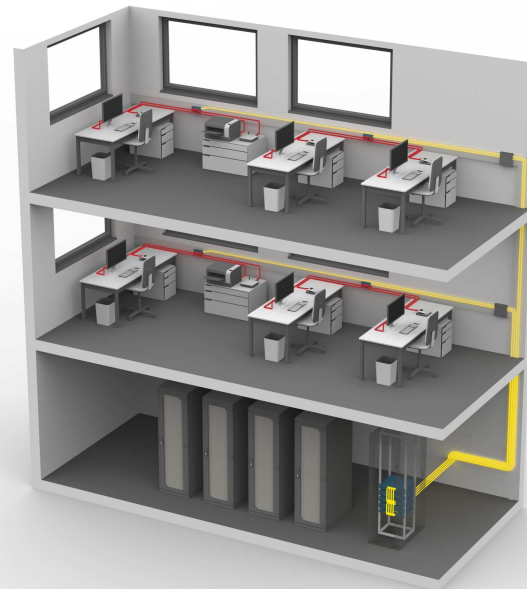


RDM-Bürohaus/Ser

From the backbone

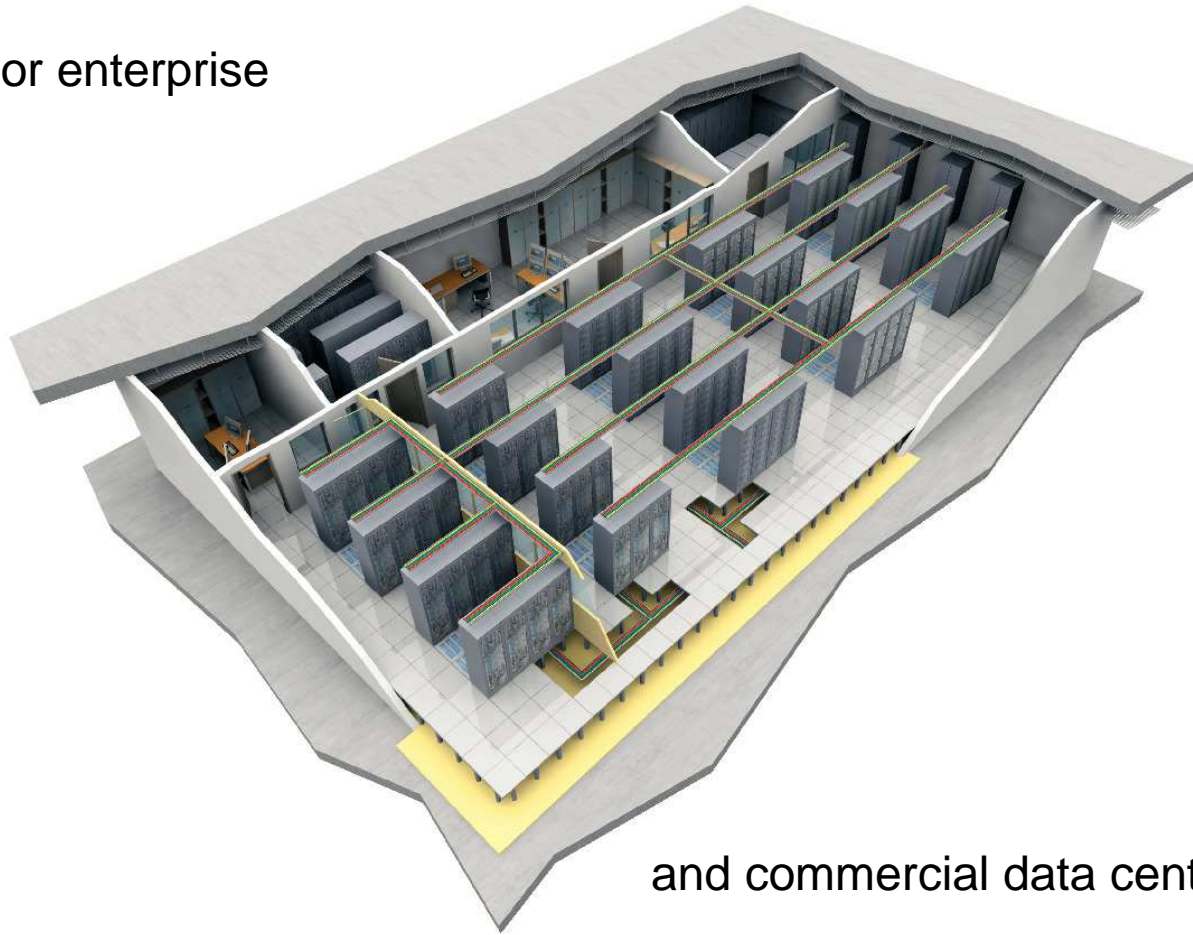
LAN

to the workplace



Application Fields of our Products.

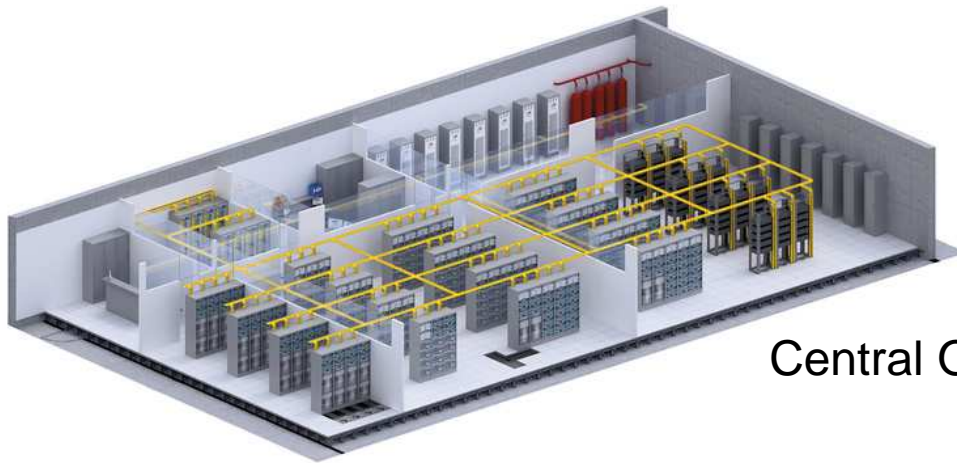
For enterprise



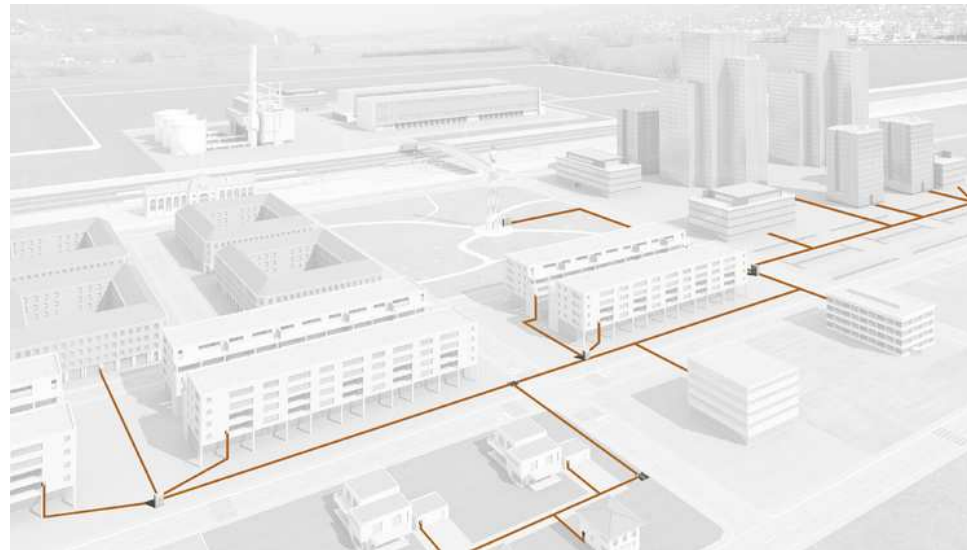
Data
Center

and commercial data centers

Application Fields of our Products.



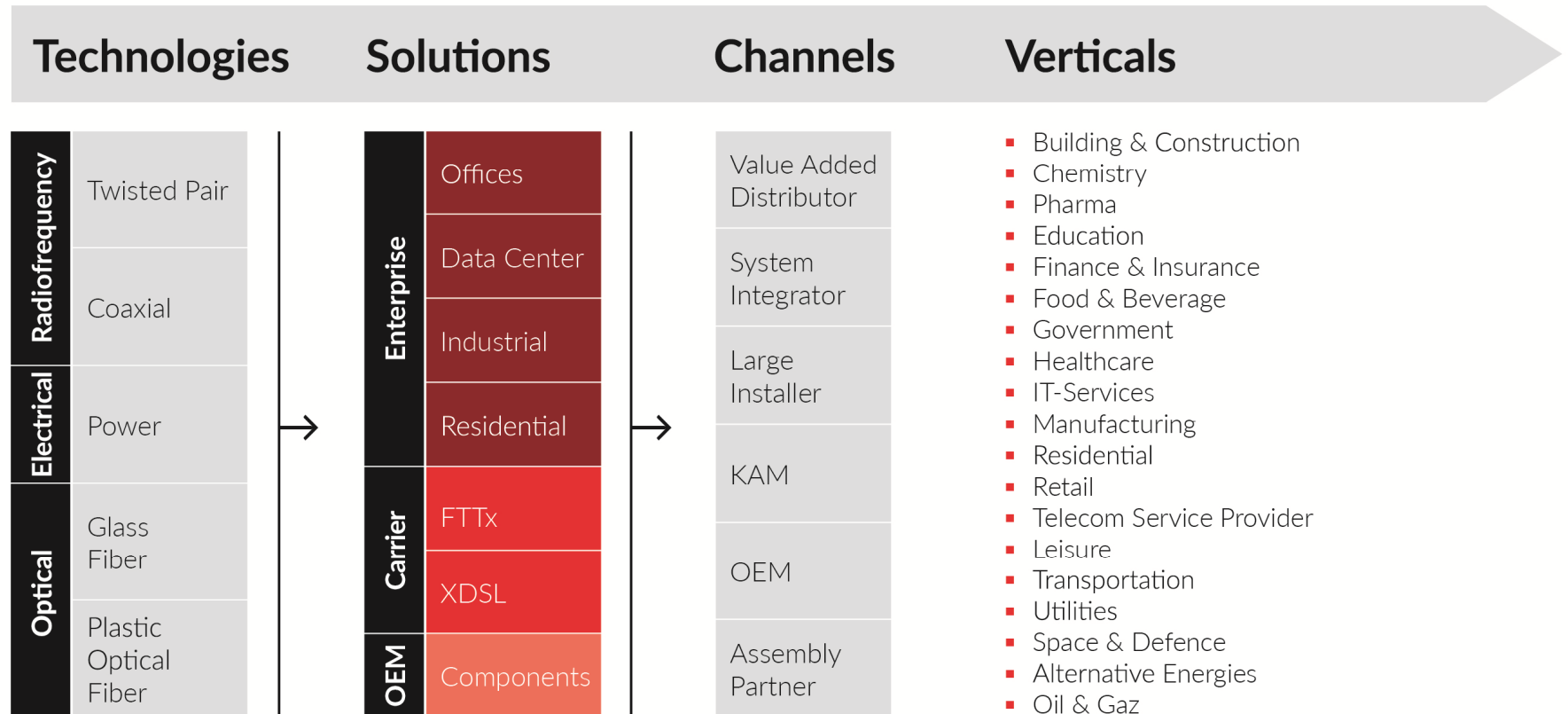
Central Office



Outside Plant

Public
Networks

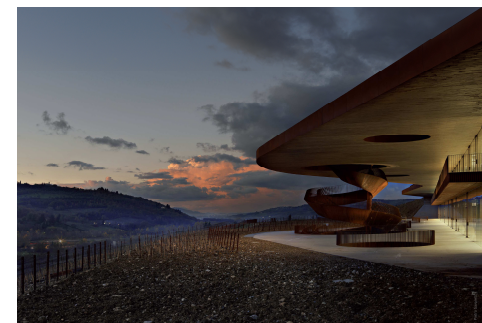
Our Business Model.



Our Customers.

- Smart City solution for Panorama, Oman
- FTTx solution for Vodafone, Portugal
- Most modern data centers for Swisscom and Green
- Office solution for die Swiss Railways
- Solution for the Formula 1 in Sotchi, Russia
- Cat.6_AEL for IKEA, Australia
- Campus solution for leading winemaker in Italy

R&M customers rely on uncompromising high quality



Customer Voices.

«R&M is our first choice for global communications infrastructure – professional, local and competent»



«Our FTTH rollout has been a success – R&M's managers and technical teams have over the years always been supportive to our needs and requirements»



«We chose to work with R&M as the Swiss company offered the best technological cabling system solution and provided valuable support»



«R&M was chosen as a partner because Swiss quality enjoys an excellent reputation and R&M constantly delivers outstanding solutions»



«R&M is our long-term supplier in the area of universal communication cabling and is all about first-class support, total reliability and adherence to delivery dates »



Our Customers.



amazon



ABN-AMRO



green.ch



BOSCH



SBB CFF FFS



Continental

CREDIT SUISSE

Deutsche Bank



Google



Holiday Inn



mobily



HSBC



Fairmont
HOTELS & RESORTS

IBERIA



IKEA



LG



vodafone

عمانتل
Omantel



Nestlé

NOKIA



NOVARTIS



RAIFFEISEN

EuropeArabBank



TAP PORTUGAL



TOYOTA



SIEMENS



swisscom

e-shelter



R&M

Our Leaders.

Board of Directors



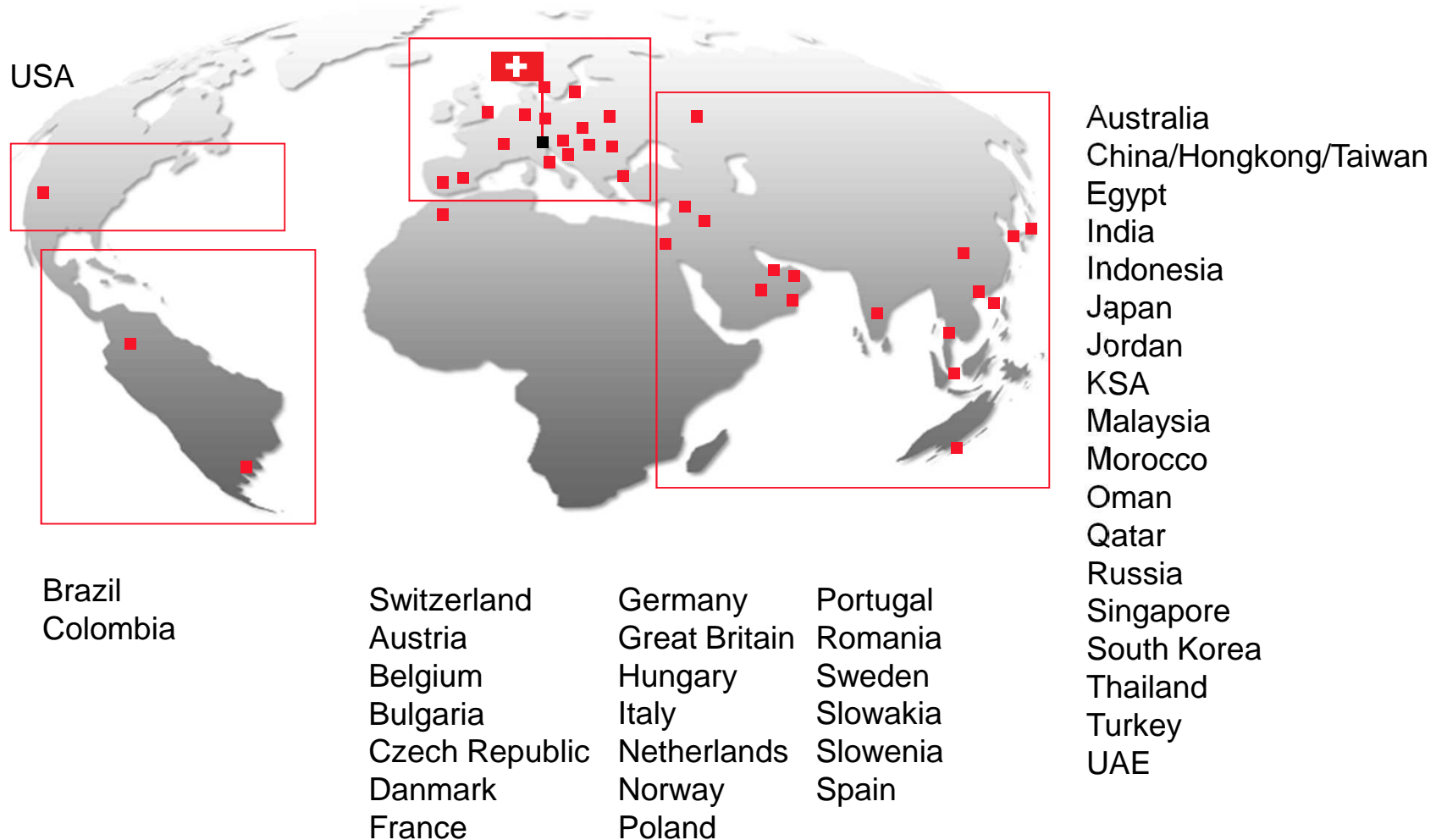
Dr. Michael Reinhard; Adrian Bult; Hans Hess, President; Andreas Spreiter; Peter Reichle; Martin Reichle

Executive Board



Markus Stieger; Patrick Steiner; Michel Riva, CEO; Marilena Della Casa; Andreas Rüsseler; Stefan Grätzer

International Presence.



Regional set up – close to the Customer.



R&M USA
Since 2016



R&M Western Europe
Since 2010



R&M Germany
Since 1982



R&M North East Europe
Since 1993



R&M Switzerland
Since 1964



R&M MEA
Since 1998



R&M LATAM
Since 2014



R&M Iberia
Since 2012



R&M South East Europe
Since 2008



R&M APAC
Since 1993

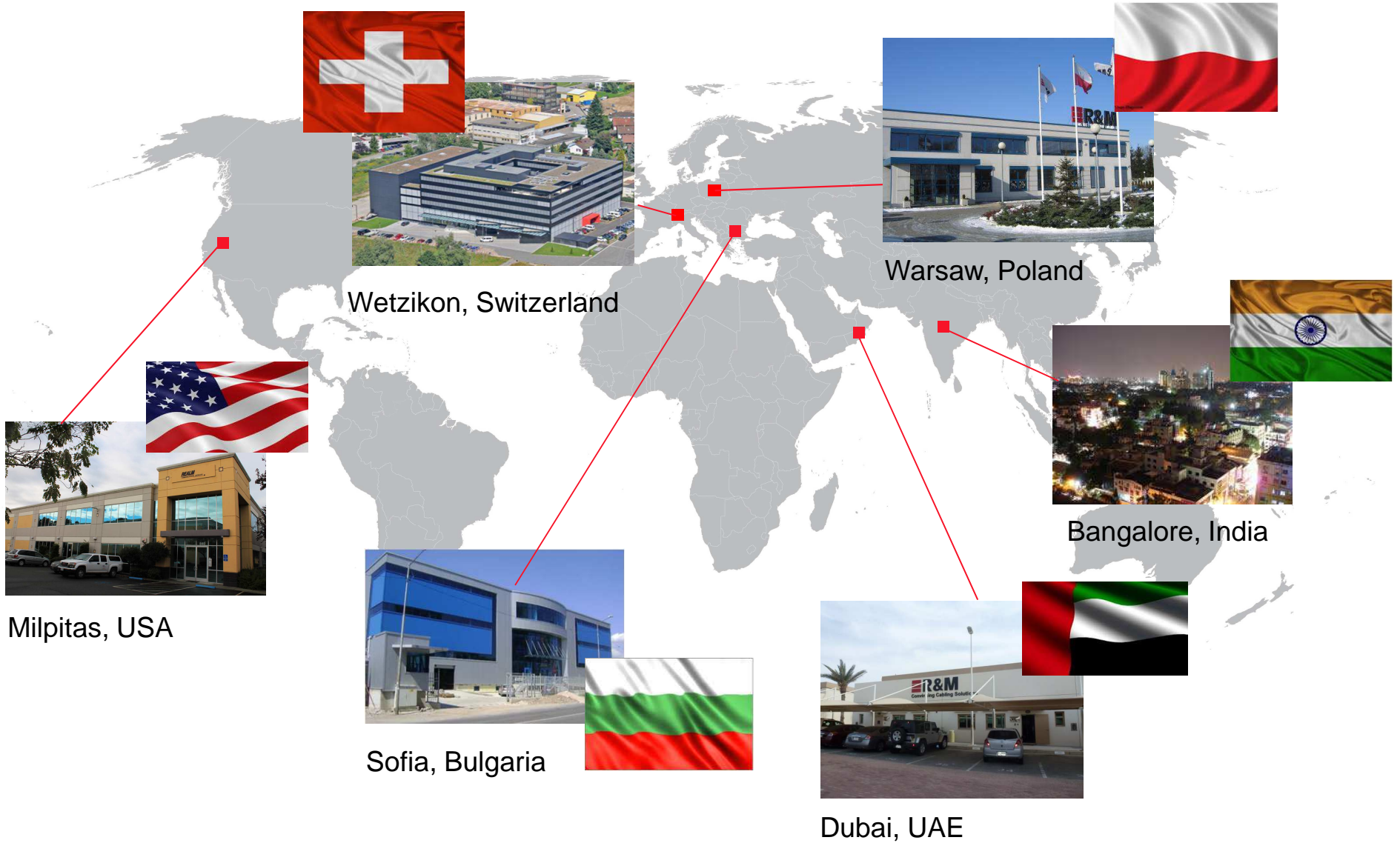


Regional Hubs.

- Fast responsiveness to customer needs
- Flexibility to develop specific solutions
- Ensure Swiss Quality worldwide
- Swiss Engineering

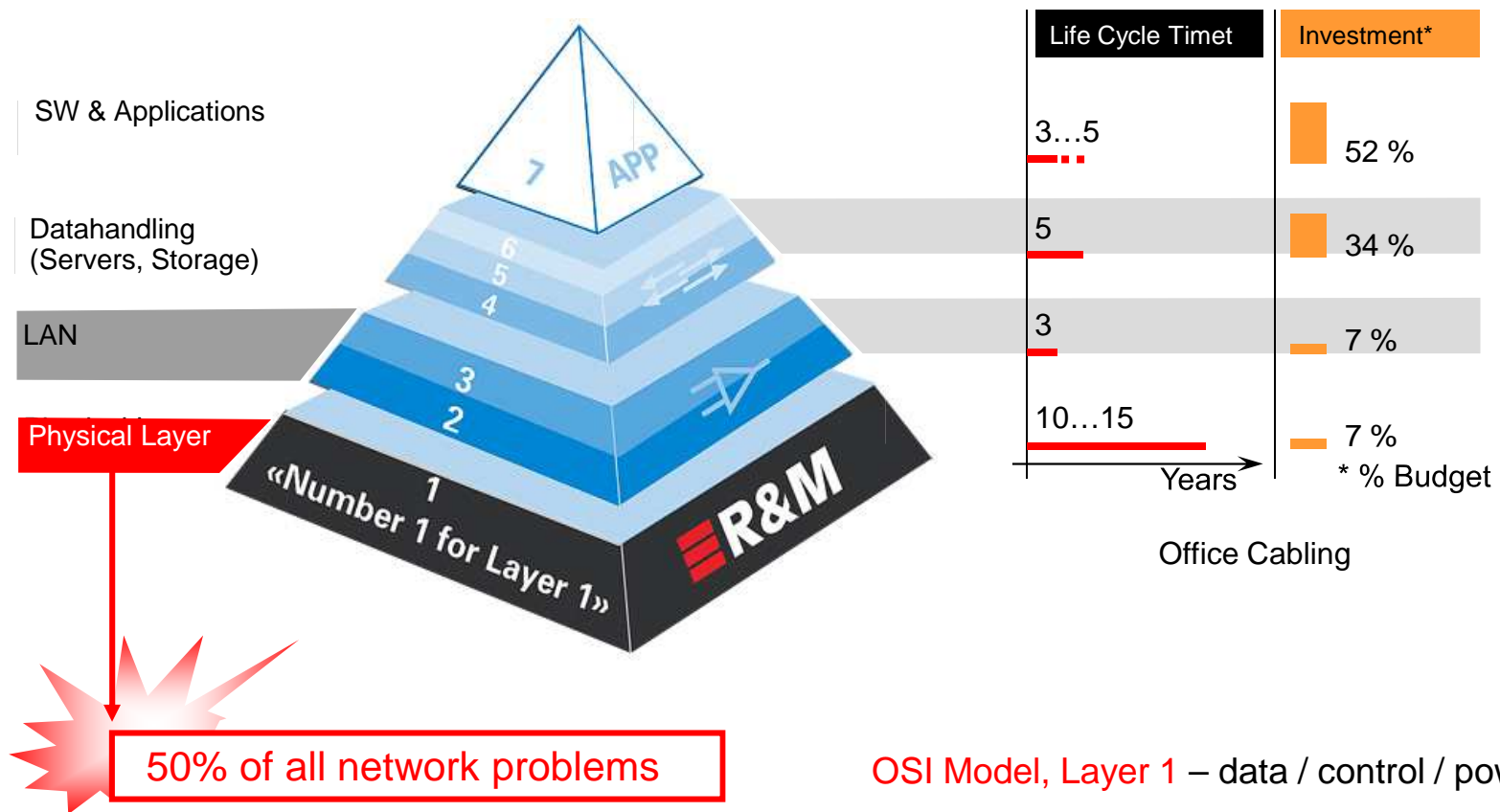


Decentral Production – Global Quality.



Our Vision.

«R&M is the No 1 provider of Convincing Cabling Solutions»



Our Motivation.

«70 % of all car accidents are related to bad roads or happen at problematic intersections.»



Hardware problems
(Layer 1) cause
44 % of all data losses.

Our mission

"We offer fast deployment of secure data networks"

Success Drivers.

- Systems with innovative functionality, Swiss quality and reliability
- Installation-friendly design
- Customized solutions with high customer benefits
- Maximum availability and short delivery times
- High level of expertise and customer focus
- Investment protection



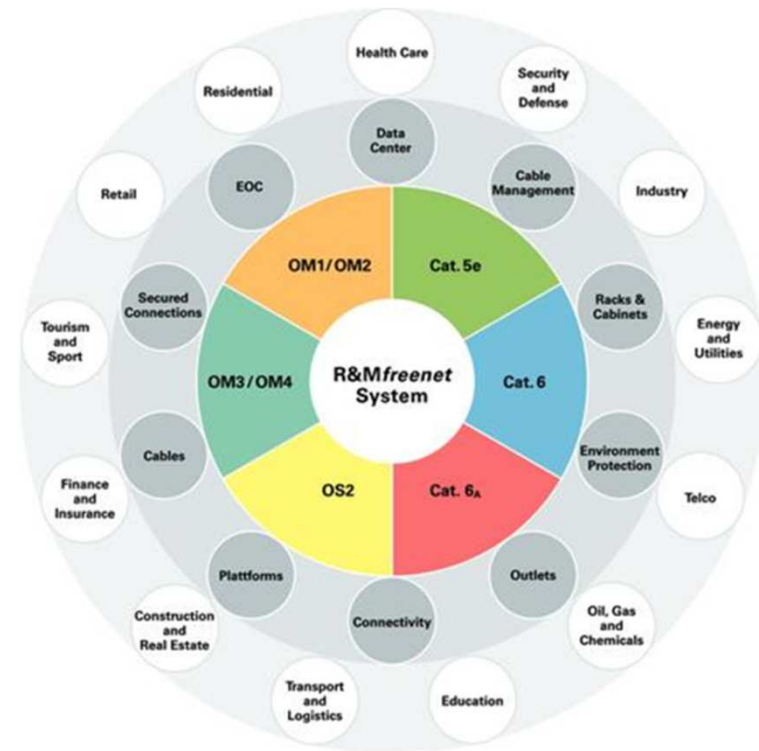
Our Core Competences.

- Close customer focus and good understanding of their applications
- Continued innovation with high customer benefits and easy installation at competitive prices
- High quality, reliability, and transmission security of the systems
- Easy-to-combine, fully configurable and scalable modular system that is configured by our sales partners at the customer's site
- Order processing and delivery performance
- Fast and efficient project management



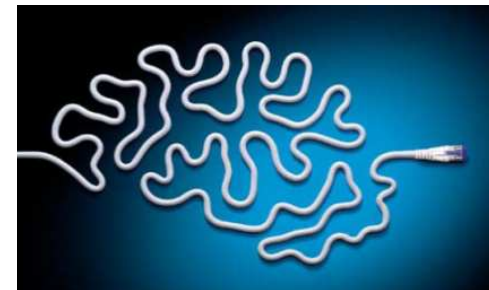
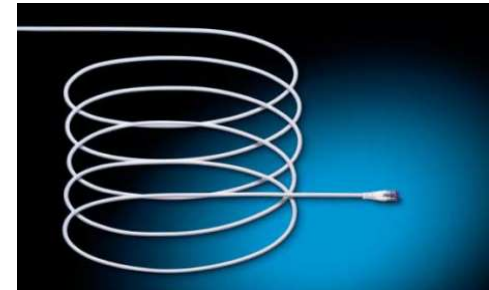
Fit for the Future.

- Innovation and training center facilities
- Clean room and customizing lab
- In-house trainings
- Trainings at customers' site
- Technical training expertise as per industry standards



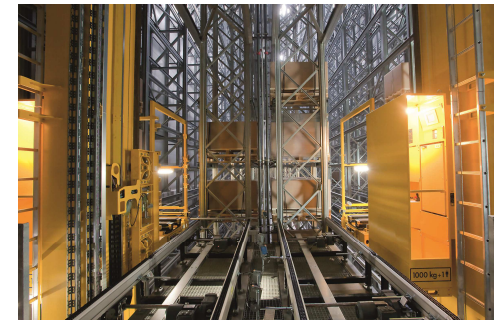
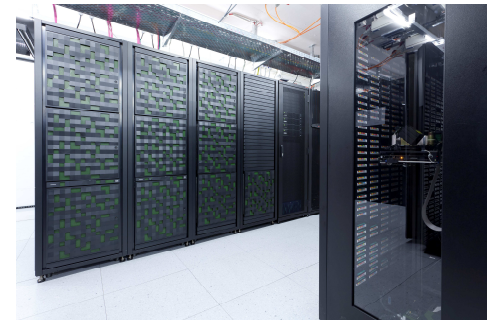
Swiss Quality.

- R&M Solutions ensure highest network stability and availability
- Unrivalled product quality
- Guaranteed longevity and high performance
- Dedicated Sales force
- Trained Technical expertise - Copper and Fiber solutions
- Fast delivery time
- Storage and stocking facility
- Customization capability for the regional specific needs
- Fast Prototyping



Growth at all Levels.

- Growing markets Data Center and FTTx
- Strong position in Public and Private Networks
- Present in international growth markets
- Component supplier and system provider
- International Supply Chain Set-up
- Clear focus on growth strategy



Customer First.

‘Putting customers
at the heart of everything we do’

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