



Océ furthers commitment in Singapore

Singapore, 12 May 2009

Singapore, 12 May 2009 - Océ (www.oce.com), an international leader in digital document management, announces continuous investment and furthers its commitment in Singapore at the official opening of its new premises for Océ (Singapore) Pte. Ltd. and Océ Technologies Asia (OTA) today.

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“The official opening of our new premises marks the growth of Océ operations in Singapore and is an accumulation of our added investments in Singapore and the region. It is also a demonstration of our continued commitment and confidence in the region and Singapore,” said Rokus van Iperen, CEO of Océ N.V. “Last year, we announced the opening of OTA, our first research and development facility in Asia. Today, we are pleased to announce continuous investments as we are confident of continued growth globally and see Asia Pacific as an important growth region for Océ.”

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Océ expands in Singapore to serve its customers better

OTA expects to double its research and development headcount in 2009. OTA’s research and development operations in Singapore will play a greater role and focus on contributing to state-of-the-art platform developments for very high volume cutsheet digital printers. Océ currently employs more than 160 staff, about 50 of whom are with OTA. Océ’s total headcount in Asia is about 1,000.

The floor area of Océ (Singapore) Pte. Ltd. and OTA’s new premise is 34,000 square feet and represents an approximate 50% increase when compared to its old office premises.

Asia – an important growth region for Océ

In 2008, Asia represented 6% of Océ's total revenue (based on FY 2008 financial results). Asia's contribution to Océ's annual revenues has risen by double digits year on year due to the accelerated growth of Océ's sales volumes in Asia compared to Europe, US and the other regions. Asia's contributions now exceed EUR174 million.

"Océ Singapore Pte. Ltd. predicts that our sales operation revenue will increase by double digit year over year in 2009," said Andre Hoeben, Managing Director, Océ (Singapore) Pte. Ltd. "Océ plans to grow in the Asia region by focusing on its three pillar growth strategy which includes increasing our distribution power, prioritizing product innovation and ensuring operational excellence."

Océ to increase its distributorship network

In Asia, more than 65% of Océ's revenue is generated through distributors. To serve its customers better, Océ aims to increase its network of valued distributors in Asia by 50% by the end of 2010. Océ intends to expand its distributorship network by increasing the number of countries where its products and solutions are available. In addition, Océ (Singapore) Pte. Ltd intends to increase the number of distributor-supporting business developers.

Océ Technologies Asia's – moving from strength to strength

OTA forecasts that its manufacturing revenue will double from 2008 to 2010, partly due to OTA's research and development organization becoming a strategic hub in Océ's supply chain. Océ's decision to establish a research and development center close to its manufacturing activities in Asia has reaped several advantages for the company. It has provided Océ with access to a large pool of talented resources with specific printer-related experience. In addition, by having a dedicated site with a specific focus on sub-components, OTA has been able to increase its research and development effectiveness and efficiency. OTA's engineers are also able to easily access its manufacturing facilities, thereby increasing their execution power during the start-up of production lines.

“OTA was established in February 2008 as the control tower for Océ’s Asian activities including research and development, product introductions, supply chain management and procurement, said Tjebbe Smit, Director, Océ Technologies Asia. “Today, I am proud to say that OTA together with our partner Flextronics developed the manufacturing and supply chain for Océ ColorWave™ 600 and conducted its pilot manufacturing here in Singapore.”

Singapore - the right investment and management choice

Océ’s decision to further its commitment and investment in Singapore is due to the country’s strategic position, pro-business environment and the Singapore government’s supportive measures during this economic climate. As the Océ Asia Hub, Singapore is an important base for Océ’s growth ambitions in this region as the country is an ideal regional center and gateway to the printing and imaging industry in the Asian region. Singapore’s leading engineering talent is apt in contributing to OTA’s high value-added engineering R&D solutions. Océ is confident that the close partnership it has with Singapore and the Economic Development Board (EDB) will further establish its position in the printing and imaging industry.

About Océ

Océ is one of the world's leading providers of document management and printing for professionals. The broad Océ offering includes office printing and copying systems, high speed digital production printers and wide format printing systems for both technical documentation and color display graphics. Océ is also a foremost supplier of document management outsourcing. Many of the world’s Fortune 500 companies and leading commercial printers are Océ customers. The company was founded in 1877. With headquarters in Venlo, the Netherlands, Océ is active in around 100 countries and employs some 23,000 people worldwide. Total revenues in 2008 amounted to € 2.9 billion. Océ is listed on Euronext in Amsterdam. For more information on Océ, visit www.oce.com.

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