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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.

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."

