

Dornach, 27 August 2009

## Swissmetal focuses more on its core business and the Swissmetal brand

In Europe and Asia the Swissmetal Group is focusing again on its core business, that is, semi-finished products made of copper alloys. These are produced in the company's own three production plants Reconvilier, Dornach and Lüdenscheid. From 1 October onwards, the overall presentation of the company in Europe and Asia, in particular all marketing and sales activities, will focus exclusively on the well-established and prestigious Swissmetal brand. This will further strengthen the Swissmetal brand.

Furthermore, there will be an increase in personnel in the technical sales support of the sales department. This will also enhance the company's ability to solve metallurgical problems together with the engineers of its customers. This ability is something that has been positively associated with the Swissmetal brand for decades. Efforts must now be made again to raise the awareness of this ability in the market.

The step will also allow Swissmetal to reduce complexity costs involved in administration, since the two Avins subsidiaries in Germany and Switzerland will be dissolved. Due to the present unsatisfactory economic conditions caused by the adverse economic climate, the reduction in complexity costs was a further consideration in the decision to dissolve the subsidiaries. The Avins company in Hong Kong will be renamed to Swissmetal East Asia.

The business involving third-party products which have been successfully conducted by the Swissmetal subsidiary Avins USA Inc., will not be affected by this decision. Also unaffected by the decision is the corporate division Swissmetal Design Solutions responsible for the development and marketing of ATMOVA ([www.atmova.ch](http://www.atmova.ch)).

Swissmetal produces and sells worldwide high-quality special products made of copper and copper alloys which are mainly used in the electronics, telecommunications, air travel, petroleum, automobile, stationery and watch/clock industries and in the architectural sector. In financial year 2008, Swissmetal achieved turnover of CHF 324.9 million. As at end of June 2009, the company had 643 full time-employees. Swissmetal, with its registered office in Dornach (Switzerland) is quoted on the SIX Swiss Exchange as Swissmetal Holding Ltd.

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