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# Press Release

Jauch and Siward create a strategic alliance



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- SAW-RESONATOR

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At the beginning of the year the Jauch Quartz Group (Germany) and the Siward Crystal Technology Group (Taiwan) signed a strategic alliance in order to intensify collaboration between the two companies. For over ten years now the two companies have worked successfully together, particularly in the product segments SMD quartz crystals and SMD oscillators. Together the companies now want to significantly increase their current market position and, for the benefit of both companies, want to prepare themselves for the future requirements of an ever-changing global market with a new strategic orientation.

Jauch, which in 2004 celebrated its 50th anniversary at its headquarters in Germany, is one of the leading companies in the quartz crystal and oscillator technology industry. As early as 1974 Jauch started dealing in these swinging electronic components that are used as pulse generators for micro-controllers, micro-processors and other intelligent devices in all electronic circuits. However, during the 1980s Jauch was not just a pulse generator for the technology but was also a pioneer that was producing quartz crystals and oscillators in its own factories in China and in partner factories elsewhere in



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the Far East long before the advent of globalization. Nowadays the Jauch Group of companies records an annual turnover of US \$50 million and has become one of the largest specialists for quartz crystals and oscillators. As well as concentrating production to Eastern factories, Jauch maintains a manufactory at its headquarters in Villingen-Schwenningen - Germany, for tightly toleranced quartz crystals – high-end quartz crystals – which must fulfil special mechanical requirements and electronic parameters for use in special applications. With partners in all relevant countries as well as their own subsidiaries Jauch Quartz America, Jauch Quartz France, Jauch Quartz United Kingdom, and Jauch Quartz Taiwan, the company is represented worldwide. Jauch's business activities are concentrated in Europe and North America. Particularly due to the clear concentration on frequency technology, Jauch, as a specialist for technical product consultation, has achieved application support and reliable needs security as well as an exceptional market position due to a high product quality on these continents.

This market position can now be even further expanded. Through close cooperation with Siward, Jauch now has, in addition to its own capacities, access to high-professional, high-performance product development in Siward's Japanese Development and Technology Center.

With these opportunities, Jauch will be able to implement customer and also application-specific solutions even more flexibly and will make a new range of services available to their customers.

In addition to product development, the advantage of Siward is that due to its various factories around the East, the company can cover the complete production chain from raw quartz bars and blank production through to ready-to-install SMD quartz crystal or oscillators. In 2009 the company achieved a turnover of US \$65 million and employed 1,200 members of staff.

As well as the new structuring of both Jauch and Siward's production factories, an external sign of this alliance is the founding of a Joint Venture Company in Singapore, Jauch & Siward Holdings Pte. Ltd. However, there is more to this formal procedure than meets the eye. Today with its own production facilities, Jauch has factories in Surabaya (Indonesia) and Suzhou (China), which are certified according to TS 16949. In order to make use of the advantages that Siward provides with regards to product development and production management, the two companies plan to integrate Siward's Chinese factory in WuXi with the existing Jauch factory in Suzhou so as to be able to achieve efficiency, performance and cost benefits through a central production facility.

"Agreeing to this strategic alliance will turn the strengths of both companies into a particularly powerful market force", write the companies in their press release. Jauch expects that over the next three years, the advantages of the alliance will double the quantities that they have sold up to now. In order to fulfil the new requirements of the markets and the alliance, Siward has already begun expanding its manufacturing capacities. Since fall 2009 more than \$7 million US has been invested in the production facilities. The expansion is due to be completed by the end of the first quarter of 2010.

Today they are already pursuing the aim of aspiring to an even more intensive collaboration beyond the strategic alliance in order to optimize the competitive advantages for both companies in the future by means of joint measures and thus creating an exemplary market position for Jauch and Siward.

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