



OHAUS Global Structure



Wide Range to Serve Lab, Edu and Ind.





Strategic Focus of Ohaus

- To maintain our good market share in AMs and EU, to expand into IND/RET areas and emerging markets
- To compete with 2nd/3rd level competitors and to block new entrants from Asia
 - EU: Kern, A&D, Denver, Radwag, Adam, Gram, CAS,
 - US: A&D, Denver, Acculab, SalterBrecknell (WT 2nd brand), Doran, Rice Lake, CAS, Excell, TorRey,
 - A/P: A&D, Shinko, Denver, Acculab, Digi, Excell

Ohaus business focus in recent years

- Products
 - Focus on expanding into IND; 2 digit growth for IND with rapid unit growth
 - Cost effective lab MFR and portable balances to fight with Denver, Kern, Radwag, A&D...
- Markets:
 - EU VolCo.: blocked Kern, A&D, Gram ...
 - AM: Focusing on industrial channels; still at rather early stage and need 2-3 years to see the results
 - China: achieved fair growth; we still need to improve product strategy for CN, especially IND
 - Other A/P: organizational improvement in SEA/IndoChina, Australia and Japan resulted in good growth
 - India and Russia: progresses are slower; we are committed to grow IN and RU



Successful Stories

MB23/25

- Sold ~1000 units in 2009 (PO delivery); exceeded forecasting
- China sold 417 units without cannibalizing ~200 units of MB35/45 sales

Food/compact portfolio

- Continue to add products in Valor family
- Food scale sales doubled from \$1.2m to \$2.4m from '07 to '09





OHAUS MarCom Material Structures

Dealer Price List / Catalog



Product ordering and pricing tool with product photos, USP, simple descriptions and item numbers for dealers

Market Segment Brochures

Lab Ind. Edu. Food Jewel



Product overview for dealers and end users with:
USP's
Specifications
With or without list prices (varies by regions)

Product Data Sheets



Detailed product information focusing more on technical aspects for single product line for dealers and end users

Promotional Flyers



Specific product information and/or promotion for end users





Branding Initiatives

Objectives:

- Emphasize OHAUS Advantage — brand value, essence and “personality”
- Establish and communicate consistent brand messages to dealers and end users
- All marketing materials will reflect brand image — consistent use of logo, theme lines, color scheme, images, etc.
- Consistent product designs reflect brand “personality”



New Logo

Modified logo

- More contemporary font
- New color gives better visibility on various background color on overlay and housing on products

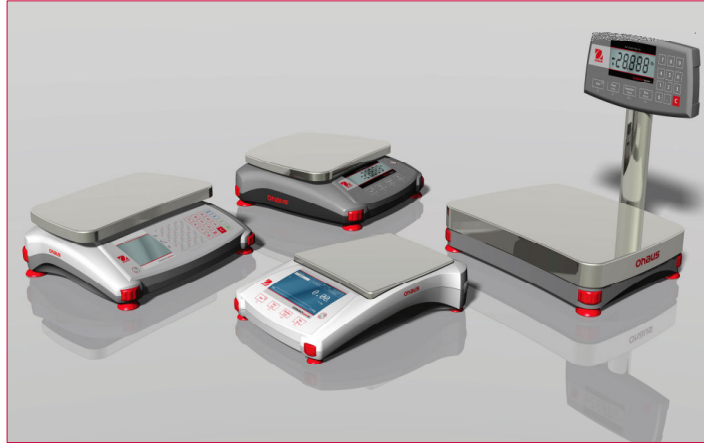


PMS 199C

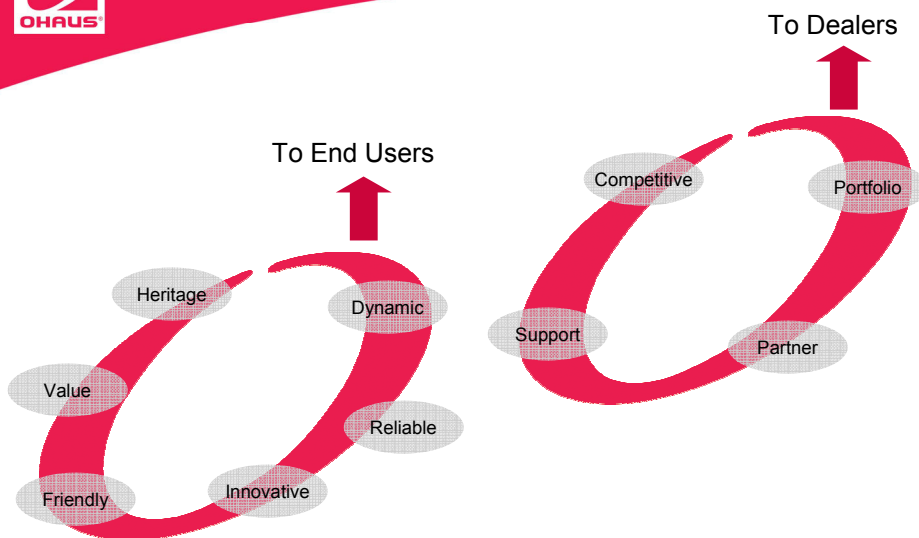




Design Elements



Brand Value - Customers





Brand Essence

All of this will convey
the OHAUS brand essence:

*Ingeniously
Practical*



Brand Meaning

Why Ingeniously Practical?

- **Ingeniously** = OHAUS creativity
- **Practical** = Real-world benefit of OHAUS creativity
- **Ingeniously Practical** says OHAUS always solves customers' problems in both ingenious and practical ways

*Ingeniously
Practical*



Brand Meaning

What Ingeniously Practical means to:

Employees

- Rich history of flexibility and creativity
- Stand out from the competition in everything we do
- Take pride in doing things differently

Dealers

- Doing business with OHAUS is simple and easy
- Complete sales, marketing and service support
- Competitive advantage and favorable margins

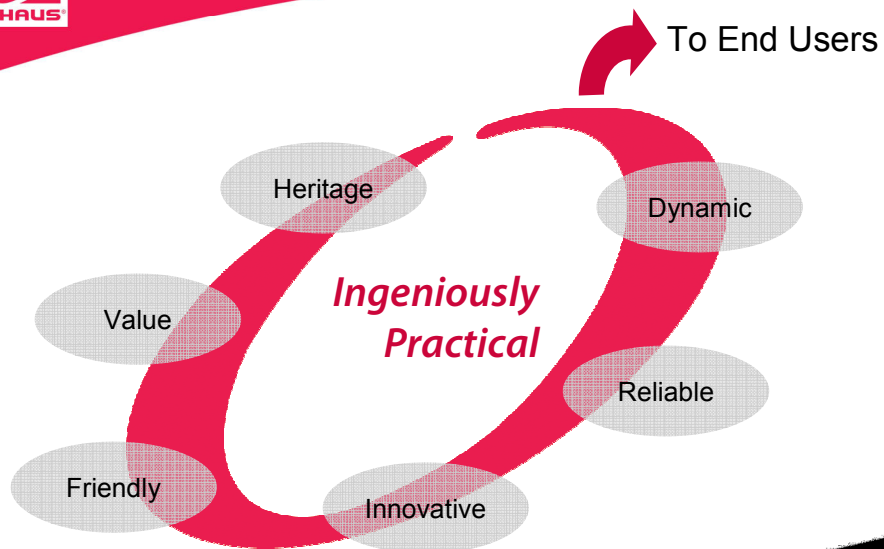
End-users

- Cutting-Edge technology/easy to use products
- Products that perfectly fit applications
- Tough and reliable products

Ingeniously Practical



Brand Value — Customers



Ingeniously Practical



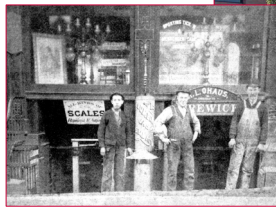
Brand Value — End Users

Heritage

- American—100 years of success started in New Jersey



Gustav Ohaus
Founder



Early years in Newark, NJ



Current headquarters in New Jersey

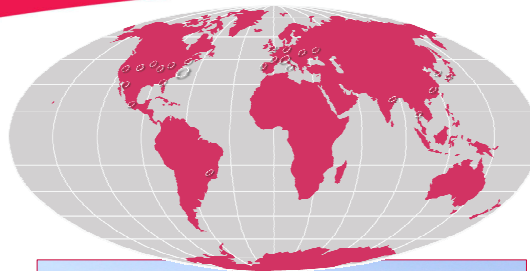
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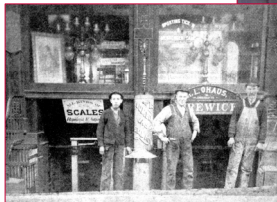
Brand Value — End Users

Heritage

- American—100 years of success started in New Jersey
- Global Coverage—20 sales offices to support customers around the world



Gustav Ohaus
Founder



Early years in Newark, NJ



Current headquarters in New Jersey

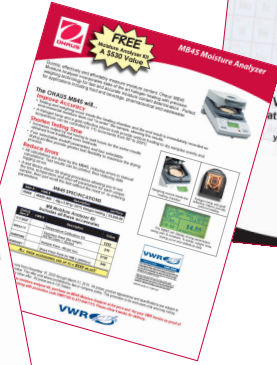
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Brand Value — End Users

Value

- Good price/performance ratio
- Best-in-class value
- Competitive in all target markets



Ingeniously Practical



Brand Value — End Users

Innovative

- Innovation that delivers practical benefits to users
- Enhancements to make products easier to use
- Incorporate cutting-edge technology to products



Easy to carry compact scale



Easy to clean draft shield



Overload protection



360 degree view indicator

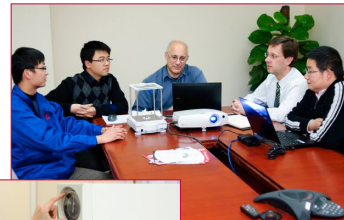
Ingeniously Practical



Brand Value — End Users

Reliable

- Excellent quality control throughout production
- Three global assembly hubs
- Identical processes in all hubs to ensure consistent quality



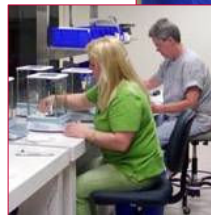
Quality improvement



Component Inspection



Production Control



Final Testing

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Brand Value — End Users

Dynamic

- Fast response to market needs
- Continually developing new products that best serve customers
- One of the widest product portfolios in the industry



New products launched in the last four years



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Brand Value — End Users

Friendly

- Flexible and personal staff that supports customers
 - Technical support line
 - Regional sales managers

Regional Sales Managers



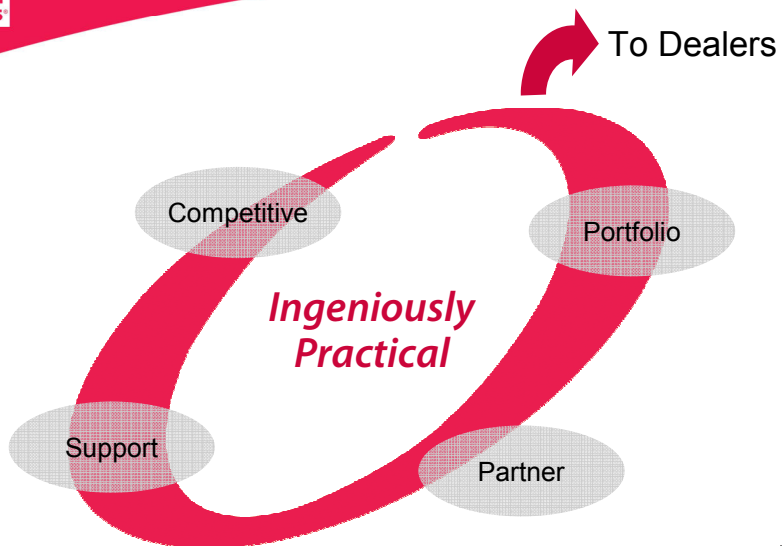
Technical Support line



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Brand Value — Customers



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Brand Value — Dealers

Partner

Ingredients for success

- Broad product line
- Sales tools
- Marketing materials
- Technical support



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Brand Value — Dealers

Portfolio

Sales Tools

- Market-specific brochures and datasheets in both printed and electronic formats
- Dealer price list, model comparison booklet, datasheet binders



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Brand Value — Dealers

Support

Marketing Materials

- OHAUS works with dealers to:
 - Design catalogs on OHAUS products
 - Develop email/direct mail campaigns
 - Conduct seminars/participate in exhibitions
 - Create portable stand banners, posters, displays, etc.



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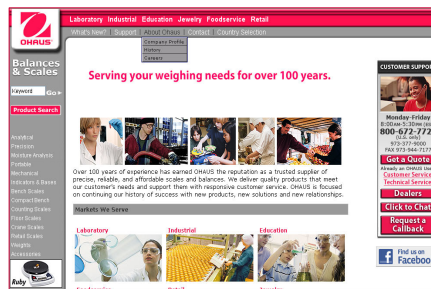


Brand Value — Dealers

Support

Marketing Materials

- Newsletters:
 - Provides dealers with product/technical information, application stories, etc.
- OHAUS.com:
 - Resource offers online communication with end users
- Leads:
 - OHAUS forwards sales leads to dealers



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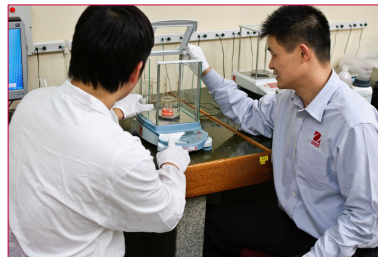


Brand Value — Dealers

Support

Dealer Support

- Regional and country support
- OHAUS Dealer Managers conduct product demos at user sites
- Product training by Dealer Managers at dealer sites



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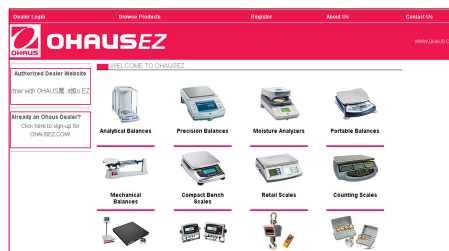


Brand Value — Dealers

Support

Customer Support

- Online *e-shop* in North America and Europe; fast and easy ordering and tracking
- Friendly, local customer service globally to resolve and logistic and commercial issue
- Fast email and phone messages for order and ship acknowledgements
- Competitive price and dealer discounts = good margins and selling advantage



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Brand Value — Dealers

Support

Technical Support

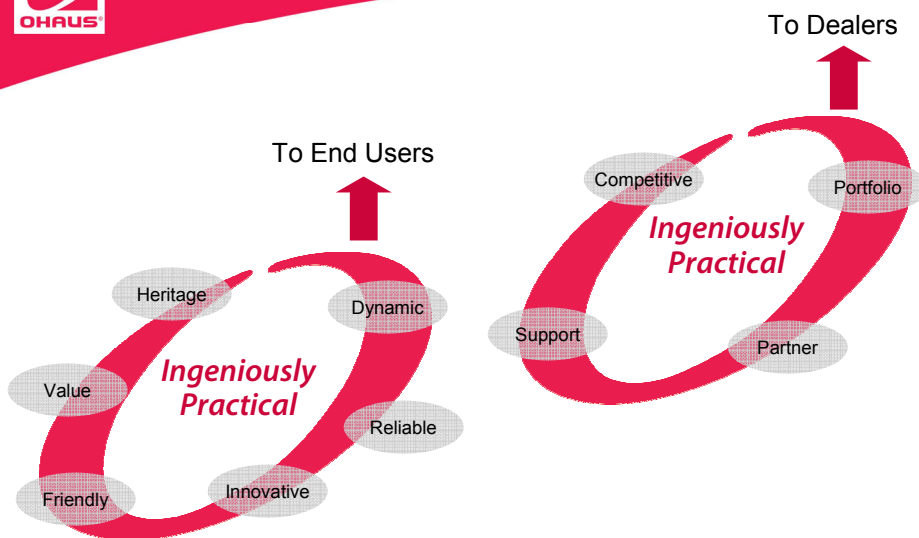
- Support Center
 - Phone support to answer technical and service questions
- Training
 - Instruct dealers on service techniques to build relationships and grow dealers' service business



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Brand Value - Customers



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