



THE STRENGTH OF

INDEPENDENCE

THE STRENGTH OF

AN EXPERIENCED TEAM

THE STRENGTH OF

EXPERIENCE

THE STRENGTH OF

A WORLDWIDE CAPABILITY

THE STRENGTH OF

TOTAL COMMITMENT

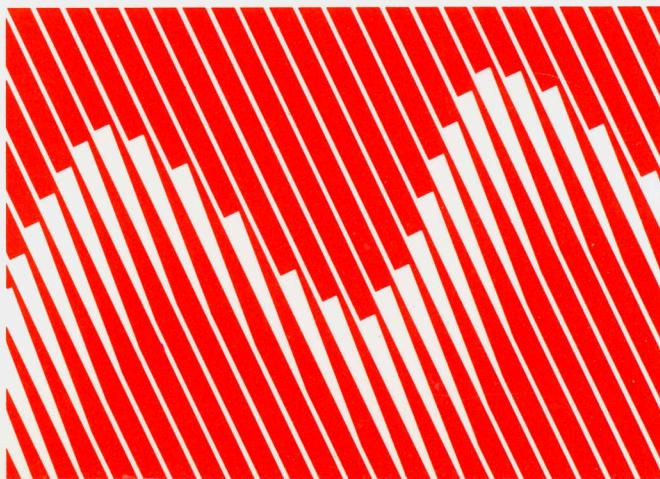
THE STRENGTH OF

A FIRM FINANCIAL BASE

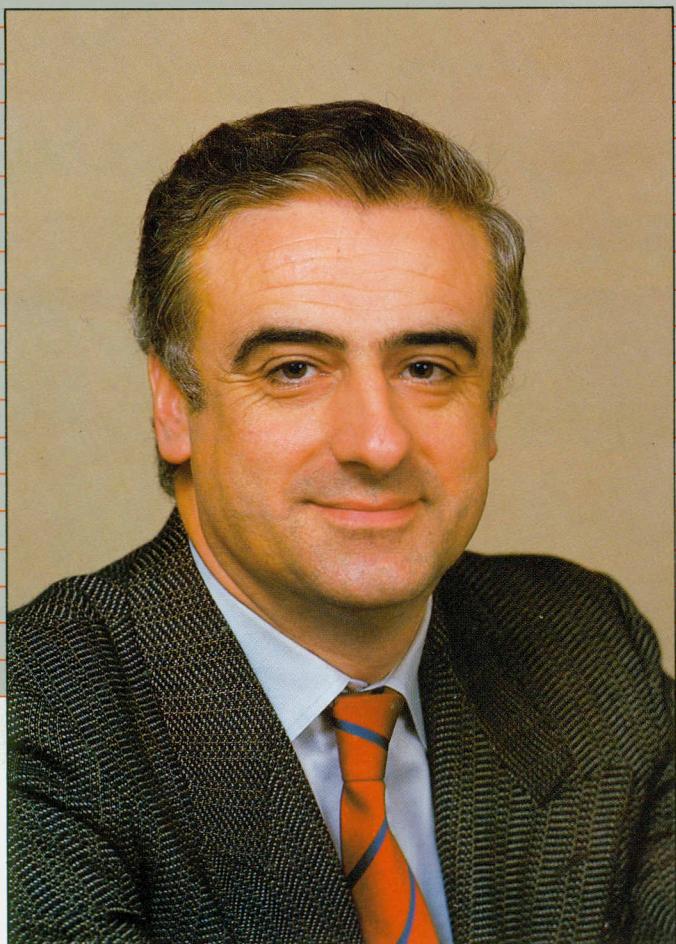
THE STRENGTH FOR

CONTINUED GROWTH

# The strengths of the new Memorex



# The strength of independence



**Giorgio Ronchi**

President and chief executive officer, has 17 years experience with Memorex, in a number of increasingly responsible positions, culminating as vice president for southern Europe, South America, Canada and various export markets. Prior to this he spent four years with IBM.

"Within our company the creation of the new, independent Memorex has been greeted with great excitement. We now control our product range; we determine our future. Reactions from renowned industry observers and our customers alike have been equally enthusiastic.

"Being independent gives us the total freedom to select the best products and technology from the world's best manufacturing plants – both inside and outside our company.

"Being independent enables us to respond swiftly to our customers' needs by providing the right solutions at the right time.

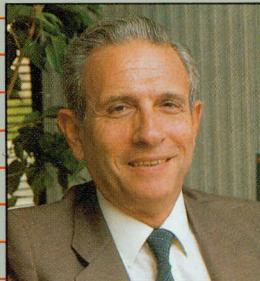
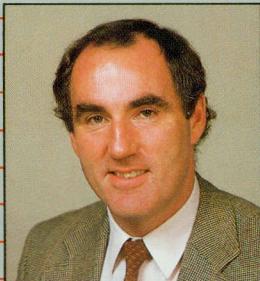
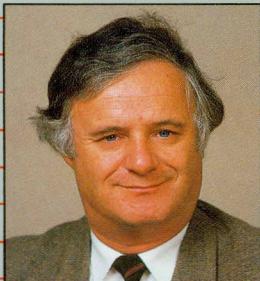
"Controlling our own business means that we can concentrate totally on our chosen markets. We already supply the widest available range of plug-compatible peripherals, and a comprehensive selection of computer supplies. We are a dominant force in the PCM environment worldwide, and we are totally committed to increasing that influential position.

"In a world which recognises the advantages of freedom of choice, Memorex is now even more capable of providing the alternative. That is the strength of independence."

**Giorgio Ronchi**  
President and chief executive officer.

A handwritten signature in blue ink, appearing to read "G. Ronchi".

# The strength of an experienced team



**Jean-Claude Zanolli**

Executive vice president sales and marketing, has spent 15 years with Memorex, most recently as country manager in France.

**Richard Clarke**

Executive vice president of finance and administration, has five years experience with Memorex, as director for legal and business affairs at the company's international head office.

**Bill Mazza**

President manufacturing operations, spent five years with Memorex in charge of the European media manufacturing facilities. His industry experience also includes 13 years with IBM.

**Carlo Papini**

Vice president Italy and Switzerland, has been with Memorex for 16 years, having most recently been country manager in Italy.

**Sergio Mazza**

President US, has seven years experience with Memorex. In the immediate past he was area manager for Latin America, prior to which he held a number of finance, marketing and control positions in the company.

The depth of experience at the top level of the company is to be found throughout Memorex. Around the world our six thousand strong team based in 25 countries has unequalled experience in the PCM world.

Two thousand field engineers are available 24 hours a day to assist customers. The sales support group, composed of systems engineers and skilled sales personnel, advises on the best solutions for individual needs.

Design and development engineers ensure the quality and performance of every product bearing the Memorex name, specifying additional features which set our products apart from the rest.

With this level of support and experience, with a team this strong at their disposal, our customers have greater protection for their investments than found in any other PCM.

**1986 REVENUE BY BUSINESS GROUP \$M**

STORAGE	241
COMMUNICATIONS	253
COMPUTER SUPPLIES	204
SERVICE	208
<b>TOTAL</b>	<b>906</b>

An evenly spread business, with no product group over-dominant, and no single product accounting for more than 8% of revenue.

**1986 REVENUE BY COUNTRY \$M**

CANADA	33	
FRANCE	97	
GERMANY	74	
ITALY	66	
JAPAN	97	<i>A balanced international business, distributed across a number of major markets.</i>
UK	84	
USA	290	
OTHERS	165	
<b>TOTAL</b>	<b>906</b>	

# The strength of a firm financial base

## REVENUE BY YEAR \$M



*A steady growth record*

Memorex has achieved its sound financial position by building a balanced business, with a steady growth trend. No single area of our business profile dominates.

80% of our customer base consists of leading corporations around the world. Not only does this endorsement enhance the reputation of the company and its products, it also means that the vast majority of our business transactions are with financially sound corporations.

The equity of the 'new' Memorex is \$77 million, including ordinary and preferred stock, with shareholders including management, Unisys Corporation and a number of prestigious financial institutions. Following the acquisition, gross assets of the company at 31 December 1986 were in excess of \$850 million, largely consisting of cash (over \$100 million), 'blue chip' receivables and inventory.

The strength of the company's revenue, customer base, assets and liquidity are sound financial reasons for looking forward to continuing growth.

# The strength for continued growth

The computer industry will continue to grow. We have resources, people and experience – the essential strengths to make a major contribution to that growth.

#### **Memorex International BV**

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# **MEMOREX**