

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

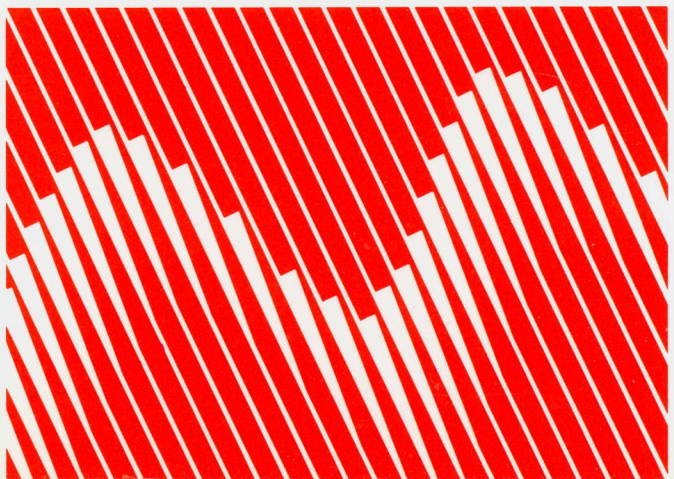
THE STRENGTH OF

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.

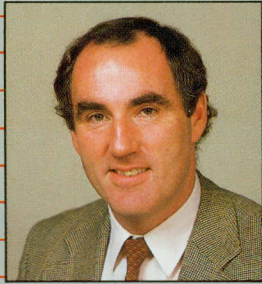
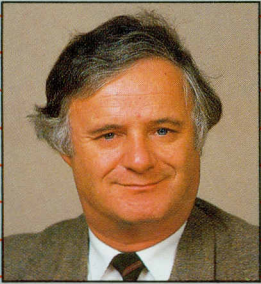
"Controlling our own business means that we can concentrate totally on our chosen markets. We already supply the widest available range of plug-compatible peripherals, and a comprehensive selection of computer supplies. We are a dominant force in the PCM environment worldwide, and we are totally committed 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 blue ink handwritten signature of Giorgio Ronchi, written in a cursive style.

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 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







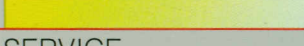

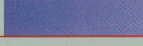
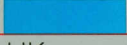

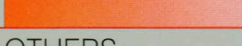
President US, has seven years experience with Memorex. In the immediate past he was area manager for Latin America, prior to which he held a number of finance, marketing and control positions in the company.

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		1986 REVENUE BY COUNTRY \$M	
	 241		 33
STORAGE		CANADA	
	 253		 97
COMMUNICATIONS		FRANCE	
	 204		 74
COMPUTER SUPPLIES		GERMANY	
	 208		 66
SERVICE		ITALY	
			 97
TOTAL	906	JAPAN	<i>A balanced international business, distributed across a number of major markets.</i>
			 84
	<i>An evenly spread business, with no product group over-dominant, and no single product accounting for more than 8% of revenue.</i>	UK	
			 290
		USA	
			 165
		OTHERS	
		TOTAL	906

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

Nieuwe Weteringstraat 38
NL 1017 ZX Amsterdam
The Netherlands



MEMOREX