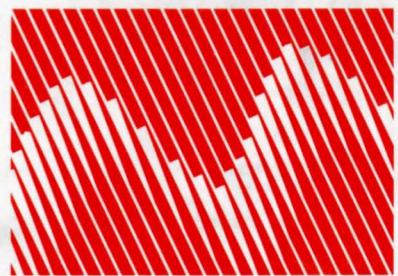


MEMOREX TELEX



Designed and produced by Bell Carter Elliot Richards Limited, Basingstoke, England



MEMOREX TELEX

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CB 3/88 E

The global strength



System/3X

A wide range of storage and communications products

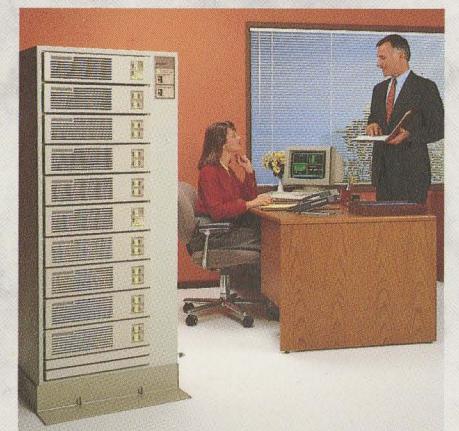


Versatility and efficiency are the hallmarks of the Memorex Telex range of /3X printers.



Disk and tape storage devices

Our /3X storage devices cover both disk and tape applications.



Compact, high performance disk storage devices enable Memorex Telex to solve users' data storage problems even in the office environment.

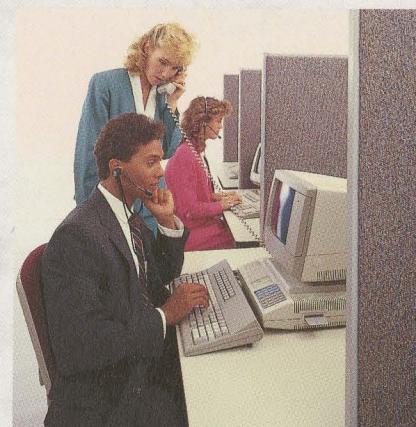
The product basket available to System/3X users is extensive, covering disk and tape storage devices, add-in memory and other system upgrade features, system and communications printers, terminals and workstations.

In common with all Memorex Telex terminals, our /3X range of 12" and 14" displays incorporates many well-proven features to enhance user comfort and productivity.

The twinax printer range, with its proven reliability and versatility, provides customers with a choice of impact and non-impact equipment capable of handling a wide variety of applications. Users can select devices for light or heavy duty cycles, able to produce anything from draft to near letter quality print. Such output variations as colour and bar coding are also part of the Memorex offering.

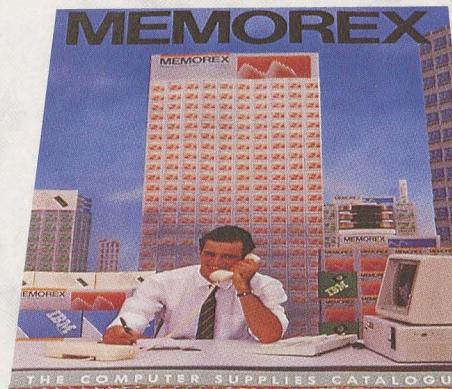
Complementing our communications products, the company also offers a complete range of /3X disk and tape storage devices.

An extensive range of monochrome and colour terminals offers users many advanced features.



Computer supplies

Everything for the computer user



Our computer supplies catalogue offers a comprehensive range of products and supplies.

Whatever the computer supplies requirement, the company has a product to provide the solution.



The company's most widely distributed products are its comprehensive range of computer supplies, marketed under the Memorex name.

The range includes magnetic media, such as reel-to-reel tape for computer, geoseismic and instrumentation applications, tape cartridges, all sizes of flexible disks, disk packs and disk cartridges. Supplies such as printer ribbons, toners, paper products and cleaning kits, and accessories such as storage systems, cables and plugs, furniture and PC accessories and software are all part of the product range. These, and many other lines, are supplied to customers, large and small, in all types of activities around the world.

Supporting our customers are a direct sales force, distributors, retailers and a Memorex catalogue backed by a dedicated telemarketing organisation. The varied distribution channels ensure that customers can choose the method of purchasing our products which offers them the most convenience and the greatest level of service.

The Memorex brand name is well-known to every type of user - professional and domestic.



Global business balance

Building on a firm base

Tender offer accepted

Synergy provides excellent basis for growth

Well balanced across geographical markets and product areas; that, in a few words, describes the financial profile of Memorex Telex.

That equilibrium was just one of the many reasons which persuaded the financial institutions to back the merger between Memorex and Telex at the beginning of 1988.

This endorsement is as sound a view for optimism as any new enterprise could seek.

In January 1988 stockholders of The Telex Corporation overwhelmingly accepted the tender offer made by Memorex International NV, leading to the merger which will result in the creation of Memorex Telex NV.

Prior to this development, Memorex had just successfully completed its first year as an independent company, following its management buy-out in December 1986.

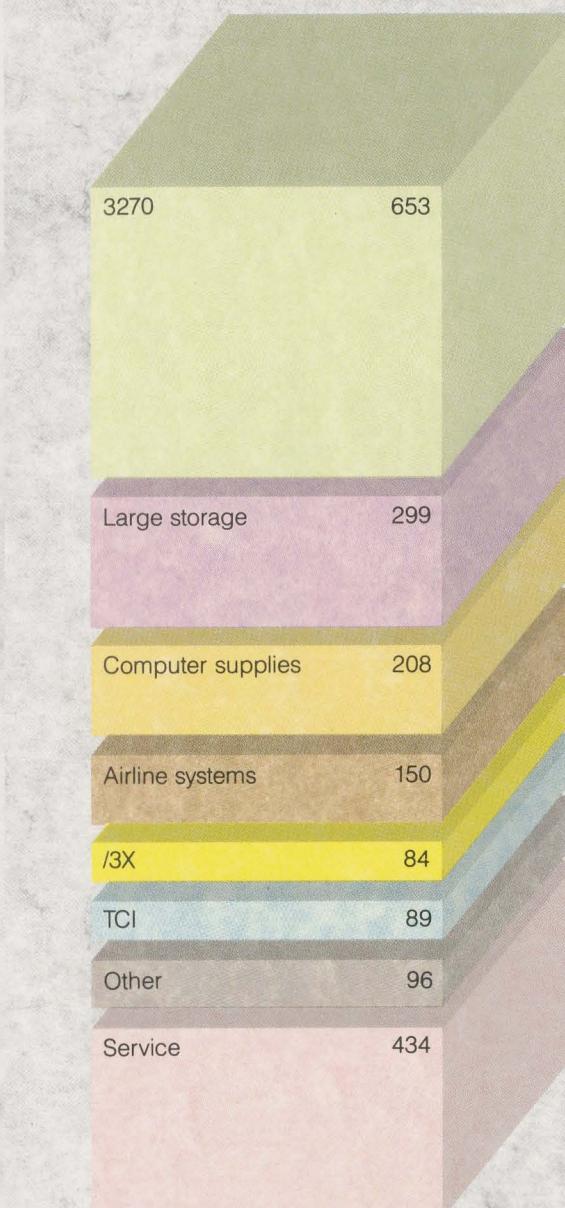
During its first twelve months of trading as an independent company, Memorex achieved revenues of \$1.09 billion, with an operating profit of \$102 million. Both figures were in excess of the targets set at the beginning of the year, and considerably better than the performances of the previous year. These results, naturally, materially assisted in securing the backing of the merger by the financial institutions. The obvious synergy between the two companies, and their potential for growth as a combined force were seen as an attractive and exciting opportunity by the investment/lending community.

The Telex Corporation reported revenues of over \$840 million for its fiscal year ending 31 March 1987 – an increase of 19 per cent over the previous twelve month period. Operating profits increased by 20 per cent to \$150 million.

Memorex Telex 1987 revenue analysis (\$m)

By market

Total 2013



Memorex Telex 1987 revenue analysis (\$m)

By area

Total 2013

