

Press Release

Brother aims for 15 per cent year-on-year growth

Leading company announces appointment of Soichi Murakami as new Managing Director for Middle East, Turkey and Africa

February 23, 2012

Brother International (Gulf) FZE, one of the global leaders in the development and manufacturing of technologies in the printing industry that focuses on the 'Customer-First' approach, has confidently revealed its plans to achieve a 15 per cent Year-on-Year (YoY) growth in the region. The company has expressed its plans to become a major player in the office and home segments of the market, which has demonstrated robust growth over the last two years despite the impacts left behind by the recent economic downturn. In line with the move to mark a stronger market presence across the region, Brother has announced the appointment of Soichi Murakami as the new Managing Director for the Middle East, Turkey and Africa (which includes South Africa and excludes French speaking African countries). The announcement was made during a specially hosted event held today (Thursday 23rd of February, 2012) at The Monarch Dubai Hotel.

The event also saw the launching of Brother's new call centre service. The new offering will now allow existing and potential Brother end-users access to a call centre that can help address their queries on products/services and receive key technical support. Initially made available to the UAE, customers can simply dial 800-BROTHER (800-2768437), wherein a Brother support representative can guide users through any queries regarding Brother products.

"These are truly exciting times for the region's printing industry, where growth has managed to continue in an upward streak," said Soichi Murakami. "The predicted growth comes as a welcome challenge for me to drive in efforts of achieving 15 per cent YoY growth in key areas like the Middle East, Turkey and Africa. Despite being new to the region, I am confident that

the presence of a highly skilled and qualified Brother team will not only help in reaching our targets and goals but also consolidate our market presence across the region.”

Murakami, who holds a bachelor’s degree in Business Administration from Kwansai Gakuin University, brings to the region over 28 years of experience and loyalty with Brother. Joining the company immediately after college in 1984, he has since then held key posts for Brother, widely being credited for his excellent leadership and business skills. In 1992, he was named as a core committee member for the company’s Olympic Project. Seven years later, Murakami was then appointed as Chief Executive for Brother’s Labeling machines division and in 1999 he was promoted to being Product Manager for the European operations of Brother for the UK region. Six years later, he was appointed as General Manager for Printing and Solutions products for Asia Pacific in Japan. Prior to being appointed to his present position, Murakami also served as Brother’s General Manager for Product Planning, handling new category products like electronics stationary related lines in Japan.

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About Brother International (Gulf) FZE:

Brother International (Gulf) FZE is a subsidiary of Brother Group, Japan, one of the global leaders in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises. The company’s headquarters for Middle East, Africa and Turkey, with fully integrated sales, marketing and services capabilities, is located at the Jebel Ali Free Zone in Dubai. Brother International (Gulf) FZE has authorized distributors across the MENA region, including Africa and Turkey. The core products of the company are Laser printers, Facsimile machines and Multi-Function Centres. Brother’s product range also includes Labelling machines, Electronic Typewriters, Mobile Printing Devices, Home Sewing machines and Embroidery machines.

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