



Press Release

**Brother named the best seller for multifunction laser printer  
three years in arrow, targeting 15% growth  
with its three deploying strategies**

Bangkok, 25 June 2009 – Brother Commercial (Thailand) Ltd. is proud to announce its leadership in the multifunction laser product segment, aiming 15% sale growth from the base year 2008 despite the current economic downturn.

“Brother is delighted to be the best seller in the segment of multifunction mono laser products with consecutive growth. According to IDC’s product survey in 2006, 2007 and 2008, Brother has been unchangeably number one. Brother is also able to secure more market shares in 2008 for multifunction inkjet printer, leaping from number four to be number three in the market within a year”, said Mr.Takao Shima, Managing Director of Brother Commercial (Thailand) Ltd.

In overall, Brother’s printer business in 2008 enjoyed 10% growth from 2007, although IDC forecasted that the printer market would decline due to economic and politic factors.

Nonetheless, in the year 2009, Brother is fearlessly targeting 15% growth. Mr.Teerawut Supapunpinyo, General Manager, Sales & Marketing Division, of Brother reveals the deploying strategies to pave the way through the economic crisis that “It is found from our market audit that there are still numerous channels that Brother can penetrate. This year, Brother comes with three strategies to capture more sales volume:

**Stepping UP** - Brother will heavily penetrate mid and high-end markets since they are the segments that get less impact from the economic meltdown.

**Expanding distribution channel** - Brother will create more chains of distributors to reach more consumers.

**Penetrate the enterprise customers** - Brother will focus on expanding its territory to enterprise or corporate customers such as academic institutions, banking business, and government agencies while still keeping its strength in the SME sector.



The outstanding specifications of Brother's products are considered as the company's competitive strategy. Its superb R&D has delivered technology that serves the need of today's consumers such as inventing the world's first A3 multifunction inkjet printer to support enterprise A3 printing and offer value-added features like copying and scanning, making it easier for users to manage their document printing and space.

Brother never stops on its development and continuously expands its service branches to support the market growth. At present, there are 142 Brother service centres in 68 provinces nationwide. By the end of this year, Brother expects to have service centres ready in 76 provinces, making the company a client-service leader in the printer industry.

To celebrate this success and show appreciation to its customers, Brother arranges a special promotion campaign, "Brother Thank You Sale" offering discounts on Brother's product with maximum discount as much as 10,000, 0% installments, and premiums from 27 June - 5 July 2009 at Brother's dealers nationwide.

Brother's strategic move in 2009 is challenging. The mission is under Brother's philosophy that strives to meet consumer's needs with value-added and high-performance products together with contributing to the country's social development and environmental conservation, portraying the spirit of Brother to be "at your side".

#### **About Brother Commercial (Thailand) Ltd.**

Brother is a leader in the development and manufacturing printing technologies, which encompass digital imaging for homes, small and medium enterprises, and large organisations that demand solutions that empowers businesses and individuals to communicate ideas. As a world-wide trusted brand that believes in the 'Customers Come First' principle, Brother is able to meet every customer's need by offering high-quality printing products such as office supplies, IT devices, label printers etc. With 142 service centres nationwide, superb specialists and warranty, consumers can always place their confidence in the brand.