



August 2008 • RoodMicrotec

In this special edition of the newsletter we focus on

Rood Technology's merger with Microtec

Special edition

Rood Technology becomes European market leader after takeover of Microtec

The combination of Rood Technology and Microtec, with consolidated sales in 2007 of approx. € 17.5 million and close to 165 employees, will have a strong European market position and will be the undisputed largest independent European testhouse based on its present service provision: testing, test engineering, failure analysis and qualification. *Press release, July 4, 2008*

Philip Nijenhuis points out that he prefers to call the joining of the two companies a merger in order to stress the equality of both companies; this is also highlighted by the new organisation's name, RoodMicrotec, and the new logo, which you can see on page 4. He also prefers to use the word 'optimisation' rather than 'synergy'. 'Our aim is to join forces and to be more than the sum of our parts.'

The near future will be taken up by the integration of the companies. 'That is our number one priority. I feel that a well-executed integration process is essential for

the success of the takeover. Over the next few months, I will be working on the internal organisation, aiming to reduce costs, to use our capital goods more efficiently and to optimise the organisation. I will also step up our communication with the financial world by organising information meetings, which we call 4-hour discussions, and in which we focus in particular on (technical) developments in the semiconductor industry.

In the four sectors - test, test engineering, qualification and failure analysis - we have divided our duties as follows. Hans-Peter

Neuber will take responsibility for the entire testing operation and for supply chain management. Thorsten Bucksch will be taken on the operational side with test engineering, qualification and failure analysis, while Reinhard Pusch will be responsible for strategy implementation. In this way, we have a strong team of people who have a proven track record in this business.'

'I am proud that this takeover has been successful in spite of the unfavourable stock exchange climate, and I am confident that we are well set for the future.'

Double interview

Philip Nijenhuis and Reinhard Pusch

Philip Nijenhuis and Reinhard Pusch appear to have found each other. They are convinced that the combination of Rood Technology and Microtec will be more than the sum of its parts.

What is your favourite film?

Since I have worked in the semiconductor industry, I have no time for films anymore.

Your favourite book?

I am interested in books about human behaviour.

Car?

Jaguar E-type.

Food?

Asian food.



Philip

How long have you known each other?

Three years.

Philip: 'We met for the first time at Microtec in Stuttgart. This was three years ago.'

Reinhard: 'You invited yourself.'

What was your first impression?

Philip: 'We soon found out that we had worked for the same company, Alcatel. That created a kind of understanding, a kind of a click. I felt comfortable at Microtec. I was impressed by the nice rooms and surroundings. And I saw the familiar names of Bosch, Siemens and so on. That also made me feel comfortable.'

Reinhard: 'Philip is a nice guy. We understood each other right from the start. At the time I was not particularly happy with Philip's intentions, but on a personal level we got on very well.'

Philip: 'Did I specifically explain my reasons for coming?'

Reinhard: 'Oh yes you did. You asked if you could come and talk about the future. You brought your controller along, so I got the impression that we were being taken over. At the time, I was managing director at Microtec for one year, so I felt it was much too early to discuss such things. And finally it took three years.'

How would you characterize each other?

Philip: 'Reinhard is a very pleasant person to work with. He knows very well what he wants, and he can explain it in a very friendly way. He also has a good sense of humour. He likes the pleasant side of life, but on the other hand he is very serious. It is in balance.'

Reinhard: 'In German we would say that Philip is someone you can steal horses with. Stealing horses is not easy; you have to be silent, you have to coordinate things, etcetera. So you have to be very confident. We have built up good communication. That was essential for me. You can talk straight with Philip and you usually get a straight answer.'

Reinhard



Your favourite film?

Casablanca, I have seen it many times, both in English and in German.

Your favourite book?

The Bible.

Car?

Jaguar E-type.

Food?

Lamb and salad.

How would you characterize the combination Rood Technology & Microtec?

Philip: 'I see it as a perfect chance. We share many things. We are from the same region. Stuttgart and Nördlingen are both in Schwabenland. I think this basically makes life far simpler than when you work for example: with German and French people or with German and Spanish people.

I see us working as a team, strengthening our position in a competitive environment. We will also be able to create more stability. I think there is a place in Europe for a company of this size. And interestingly enough, we had formulated more or less the same strategy, which reinforces my idea that

our strategy is on the right track.

I also consider it very important that the people we work with are proud of their company. That is why we have combined the names into RoodMicrotec and we have designed a new logo.'

Reinhard: 'The companies are relatively small in the area of testhouses, at least Microtec is. Both companies go a long way back. The key people at Microtec have been with the company for at least 20 years and they are deeply involved in their company. I have the same feeling with many of the people at Rood Technology, so that should provide a good basis for building up a bigger and more powerful company that will be able to rise

to the challenges of the European industry. So from my point of view it is the right time to join together and build a bigger company that can move up from the regional league into the European league. Even if there may be some differences between us, I think there is a lot of understanding and a strong joint basis for this new powerful company. And as Philip already mentioned, our strategies for the future are the same. So now we can combine all our efforts to build towards the future. If we had stayed separate, we would have faced much more competition.

We both feel that RoodMicrotec is more than the sum of its constituent parts. We have discussed this formula several times.'

RoodMicrotec Logo presentation



RoodMicrotec
powerful solutions

Key words used as starting points in order of importance:

- Power
- Cooperation (of the two companies)
- Solutions
- Quality
- Engineering
- Test
- Supported

RoodMicrotec

The ball in the logo symbolizes technology and power. Roundness symbolizes primordial power and coherence, as well as infinity, since



a circle has no end point. It is a shape that people remember due to its simplicity and distinctiveness. It is based on the Microtec logo (the legs), and uses a red ball (the earth, prominently displayed on Rood's website) in order to show that Rood and Microtec have merged and are now one entity.

The 5 lines intentionally point upwards, indicating progress.

Upwards, infinite, unlimited... the progress of technology and inventiveness... the sky is the limit.

Colours:

Red and black: red stands for activity, fire,

love and attention. Burgundy makes it chic and stylish. Black stands for a powerful mind, effectiveness, honesty and concentration.

Font:

To make the logo look still more technological, a font has been chosen that is associated with computers. It is a font that despite its special character is very readable and friendly.

Ball:

A three-dimensional ball gets more life and seems rounder; the shadow is placed in such a way that the ball comes off the ground. Off the ground means being higher than the rest, being above the average; it is a sign of power, of having a bigger perspective.

Agenda 2008

17 September 2008

4-hour discussion for a broad group of interested parties from the world of finance

14 October 2008

4-hour discussion for a broad group of interested parties from the world of finance

13 November 2008

interim business update, published before trading hours

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