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## **MEDIA RELEASE**

# **ISDN Forms Joint Venture with Interelectric AG to Extend the Reach of maxon motor in Southeast Asia**

- *maxon motors are used to power consumer products and industrial applications ranging from medical instruments , robots and cobots , surgical tools to Mars rovers ....*

**Singapore, 22 January 2019** – ISDN Holdings Limited (“ISDN”, and with its subsidiaries, the “Group”) has formed an joint venture company in Singapore with Switzerland’s Interelectric AG to offer the maxon motor in Southeast Asia, further deepening their nearly three-decades-long business partnership, which now spans nine markets including Greater China.

Founded in 1961, maxon motor manufactures micro motors and drive systems used in a myriad of consumer products and industrial applications, including insulin pumps, surgical power tools, tattoo machines and even Mars rovers.

maxon motor, which generated revenue of 459 million Swiss francs (S\$635 million) in 2017, has production plants in Switzerland, Germany, Hungary, France, Netherlands, the United States, South Korea and China. Its products are sold in 40 countries worldwide.

Under an agreement signed recently between Interelectric AG, which is maxon motor AG holding company, and ISDN’s wholly-owned Servo Dynamics Pte Ltd, the joint venture will market and sell these products in Singapore, Malaysia, Indonesia, Thailand, Hong Kong, the Philippines and Vietnam.

The formation of a joint venture to target Southeast Asia is a natural progression as ISDN has been Maxon Motor’s exclusive distributor in Singapore since early 1990. ISDN, an integrated precision engineering firm listed in Singapore and Hong Kong, went on to form an joint venture with maxon motor in 1995 to offer motion control solutions in China. A similar arrangement followed in 2007, when both companies teamed up to expand into Taiwan.

Mr Teo Cher Koon, ISDN’s Managing Director and President, said: “As a motion control solutions provider, we don’t just distribute products like those made by maxon motor. We also design and customise motion control systems to help companies automate their factory operations so they can reduce costs and optimise production efficiency. This joint venture further reinforces our longstanding business ties with maxon motor, especially in Southeast Asia, where we believe maxon motors will be well sought after by a wide array of industrial application like Robots , Cobots , AI , IOT , medical and aerospace ”

Mr Gottenkieny Marc, Head of Business Management APAC at maxon motor, said: “Southeast Asia has become an important base outside China for many manufacturers and global companies. This is all the more so now as the trade war between the US and China pushes companies to review their supply chains and consider having a larger presence in this region. This joint venture with ISDN will better position us to tap opportunities in this part of the world.”

**Office Opening Ceremony in Singapore**



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## **About ISDN Holdings Limited**

Founded on its precision and motion control engineering capabilities in 1986 and listed on the Main Board of the Singapore Exchange Securities Trading Limited since 2005, ISDN Holdings Limited has today transformed into a multi-industry corporation with more than 60 offices spanning key Asian growth markets. ISDN is also listed on the Main Board of the Stock Exchange of Hong Kong Limited since 12 January 2017.

ISDN is dominant in the niche areas of motion control, other engineering solutions and industrial computing. ISDN's customised engineering solutions cater to different industrial sectors including medical, robotics, factory automation, energy, manufacturing, hard disk and semiconductor industries. By leveraging its alliances with strategic partners in Europe and Asia, ISDN is able to combine and thereupon benefit from the best-in-class technology and business systems these collaborations have to offer.

For more information, please visit [www.isdnholdings.com](http://www.isdnholdings.com)