

Messages to Rexroth Pneumatics User!

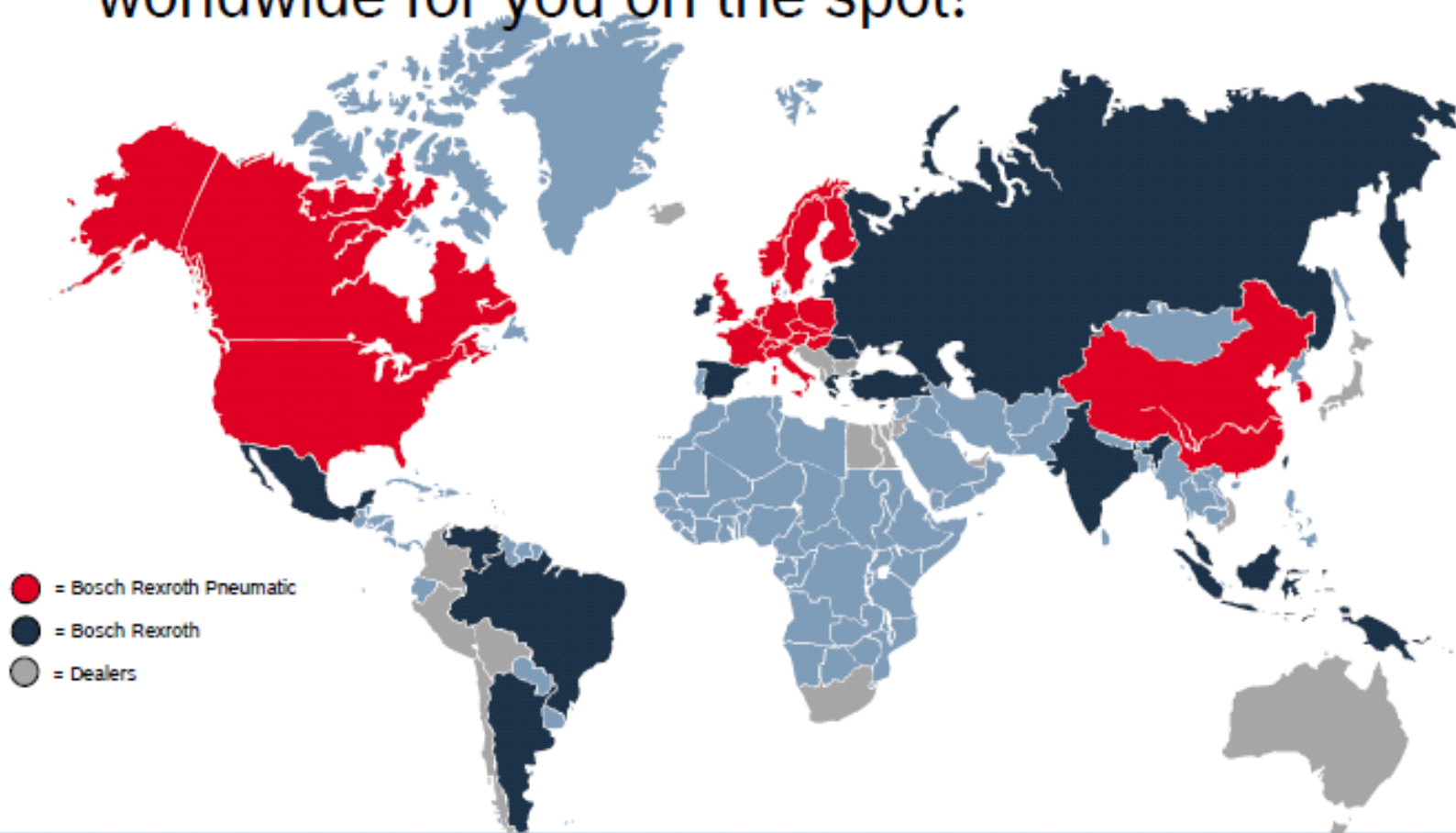
Our target is to create a stronger, more innovative, more customer-focused pneumatic business together with Sales Partner!

We assure you will be enjoying more added value services provided by our authorized Sales Partner in your region.



The Introduction of Bosch Rexroth Pneumatics !

International pneumatics-sales network
- worldwide for you on the spot!



The Introduction of Bosch Rexroth Pneumatics !

Locations with pneumatics production facilities



Head-Quarters in Laatzen, Germany.



Rexroth
Bosch Group

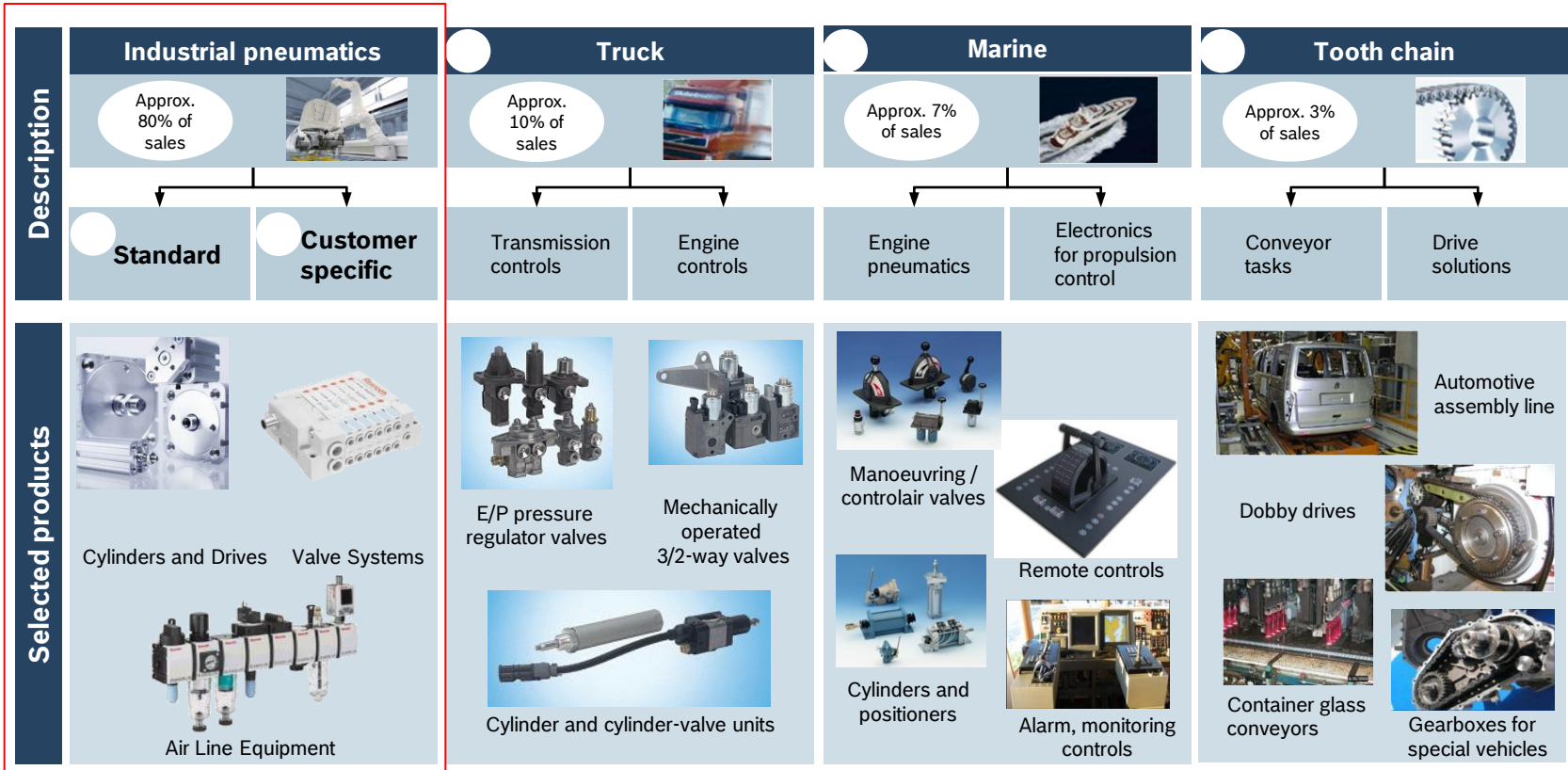


Optimized for even shorter response times:

- The European central warehouse for standard components is in Laatzen, Germany – for efficient packaging and delivery
- Short delivery times (24h service from the warehouse; 5 days for configured products)



Rexroth Pneumatics – group overview



Rexroth Pneumatics organizes its business through four segments: Industrial pneumatics, Truck, Marine and Tooth chain

Bosch Rexroth Malaysia.

Head Office:
Location: Shah Alam
Activities: Sales
Warehouse
Customizing
Service



Branch Office:
Location: Prai
Activities: Sales
Warehouse
Service



Rexroth Pneumatics today?



Why **Rexroth** implementing Sales Partnership Strategy?

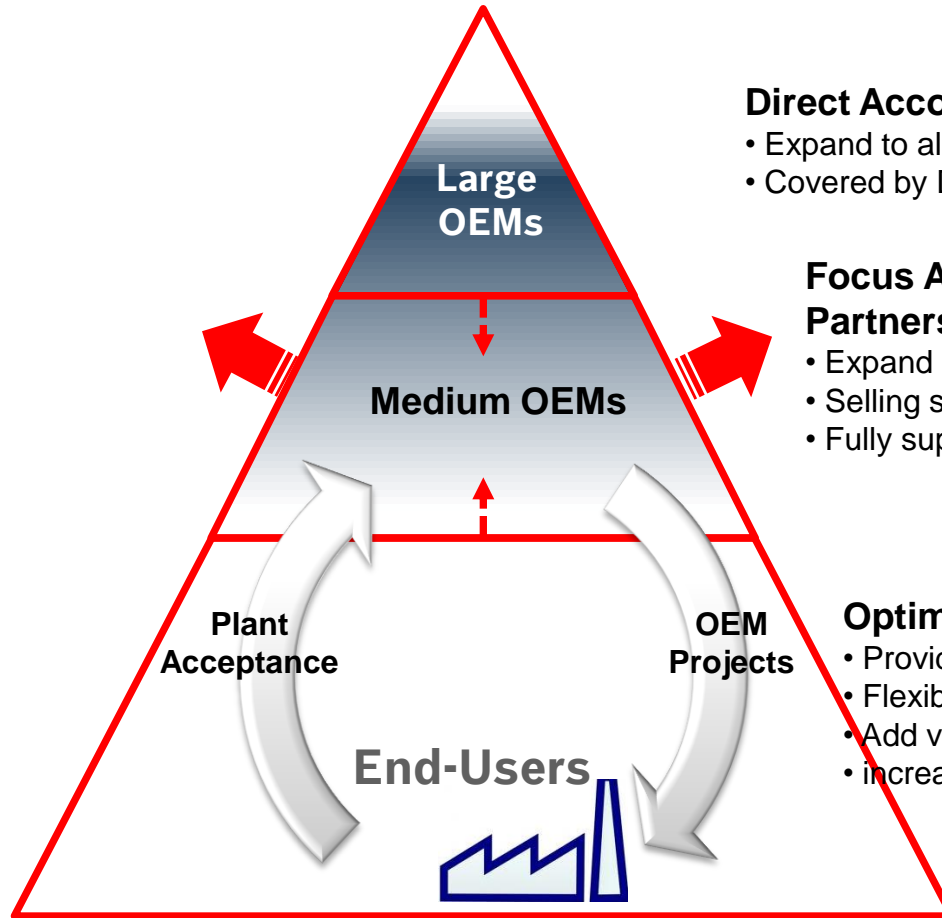


1. Optimizing sales force with minimal overheads and resources
2. Enhancing coverage areas and quick response to the end-users
3. Develop reliable; long term relations for Rexroth's end-user together with sales partners.
4. Deliver quality products and added value after sales services.

How does IAP Sales partnership work?



Application Focus + Sales Partners “Mindshare” = Growth !!!



Direct Accounts

- Expand to all focus application areas
- Covered by DCMY / IAP

Focus Application & work with Sales Partners

- Expand local value-add capabilities
- Selling systems and technology instead of spare part.
- Fully supported by DCMY / IAP

Optimized Sales Partnership Strategy

- Provide strong and reliable after sales support.
- Flexible pricing policy for small value orders
- Add value services provided by Sales Partner
- increase market share with Sales Partners.

How does IAP Sales Partner performs as a reliable supplier to the end-user?



1. Provide excellent after sales support to the end-users
2. Flexible pricing policy (offers same / lower price compare to Rexroth)
3. Carrying common stock for emergency needs
4. Quick response / action when it's on demand
5. Well trained on Rexroth product knowledge's and pneumatics system
6. Time to time product and information update to end-users.
7. Not only selling spare part, they are also a solution provider!



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We welcome your favorable feedbacks and comments.

We assure no any reduction in level of support and service provided by our Sales Partner compare with direct support from DCMY / IAP

We thanks for your support in making the IAP Sales Partnership Strategy a success!

