

External memo

South East Asia Zone
Schneider Electric Singapore

To : All Customers

Date : 30 April 2009

Subject : **Single unified brand: Schneider Electric – progress update**

Dear Customers,

A stronger brand benefits everyone!

There is nothing like the peace of mind you get when dealing with a strong, vibrant, market-leading brand, especially when so much of your success hinges on the strength of the solutions you invest in.

The simplicity of dealing with a single supplier for every element of a complex solution makes commissioning, fault-finding and problem-solving a great deal easier.

Our core brands - Merlin Gerin and Telemecanique are continuously migrating to a single unified brand: **Schneider Electric** which will go on till 2010.

Since the packaging migration started in 2008, we see a smooth transition in the market worldwide.

Prominent branding

Coming up in the second quarter of 2009, you will see changes in product logo marking. That is switching our product logo marking from Merlin Gerin and Telemecanique to Schneider Electric. The process has already started in our factories on 15th April 2009 and will be reaching our shores very rapidly.

Over the coming months, you will expect to receive a brand mix of products containing the Schneider Electric logo and Merlin Gerin/ Telemecanique logo. For this, we will do everything possible to keep this transition period as short as possible, though it should not have any adverse effect on your everyday work or inventory management.

Similar to the packaging migration, there will be no impact on the product quality, performance, pricing, commercial policy and distribution channels. With regards to the migration, it is confined only to the change in outlook of packaging & labels and product marking (see Appendix 1).

Speed-up distribution

Throughout this transition period, our Distribution Center (DC) will follow a First-In-First-Out (FIFO) process for our products keep in stock. In short, with the influx of new packaging, our DC will start delivering new packaging & old marking product once those in old packaging finishes. Finally, when the product markings are changed, our DC will send out the new packaging with new marking product.

Our DC will try to arrange one order one brand offer, but still because of different offer stock gaps, you may receive mix brand in one order. If you have special one Schneider Electric brand requirement for some dedicated projects and business, you can order the new brand offer by indent order flow, of which leadtime is same as our official leadtime for indent offer.

Communication

During the middle of 2008, we had communicated to all our customers explaining the brand migration process via various media mode.

1. Printed material - leaflets, posters ("Something to Smile About") and official Brand Migration Letter
2. Schneider Link – our quarterly customer newsletter to all our channel of customers in Singapore as well as in Brunei
3. Partner Club Meetings – communicated the brand migration progress update

Enclosed is the Schneider Electric packaging standard (see appendix 1) for your information. This will help you understand the changes set ahead.

We will keep you informed regularly on the progress, which will have absolutely no impact on the products themselves or on the quality of service that we have always provided, and that we will continue to provide. Please do not hesitate to contact your Schneider Electric representative or call our Customer Care Centre at 6484 7877 if you have any queries.

We thank you again for your ongoing support to us during this exciting transition period.

Yours sincerely,

A handwritten signature in black ink, appearing to be "Kresna Widodo", written over a circular stamp or seal.

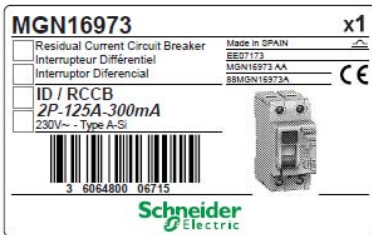
Kresna Widodo
Country Marketing Director
Schneider Electric Singapore

Appendix 1: Schneider Electric Packaging Standard

Brand management :



The logotype printed on the label is the same as the one on the packed product.



Example : DuoLine product (MG brand) + Schneider Electric packaging box + Merlin Gerin label



Example : DuoLine product (Schneider Electric brand) + Schneider Electric packaging box + Schneider Electric label

