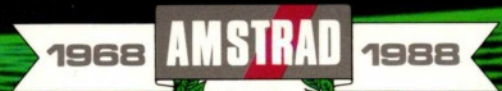


The AMSTRAD logo is displayed in a white rectangular box with a grey background. The word "AMSTRAD" is written in a bold, white, sans-serif font. A red diagonal stripe runs through the letter 'A' and extends across the top of the box.

AMSTRAD

A white banner with a black border. On the left and right ends, the years "1968" and "1988" are written in black. In the center, the word "AMSTRAD" is written in a bold, black, sans-serif font, with a red diagonal stripe running through the letter 'A'.

1968 **AMSTRAD** 1988

A white banner with a black border. In the center, the number "20" is written in a large, stylized font, with the word "YEARS" written in a smaller font below it. Below the number, the word "ANNIVERSARY" is written in a bold, black, sans-serif font.

20
YEARS
ANNIVERSARY

The PPC Portable

- 512 SD
- 512 DD
- 640 SD With Mod
- 640 DD " "





“The Amstrad philosophy is simple and straightforward. Our business is devoted to producing mass market products, be they for the domestic consumer or the business user. It is a simple objective, but one which we have taken through to international success.”

Alan Sugar

Chairman and Managing Director

Amstrad plc



A Success Story

Alan Sugar founded Amstrad in 1968. His plan was straightforward. To find gaps in the consumer electronics market and fill them profitably. He exploited state-of-the-art technology to exclude superfluous components. This expertise, uniquely combined with a remarkable flair for marketing, helped Amstrad to build up multi-national sales to almost £9m (\$15.75m) by 1980, mainly in the audio and TV product categories. In that year, the company was floated on the London stock market. By this time, Alan Sugar had assembled an impressive team of highly talented marketing, financial and electronics experts with which to mount a full scale assault on the worldwide consumer electronics market.

From 1980 sales turnover virtually doubled each year, reaching £511.8m (\$895.7m) for the year ending 30th June 1987. Pre-tax profits for the same period were £131.7m (\$230.5m).

- 1 1980: Stock market flotation, received enthusiastically by the City . . .
- 2 The Japanese were beaten at their own game by a succession of value for money products culminating in the development of the hi-fi tower system which first appeared in 1980.
- 3 Alan Sugar was voted 'Guardian Young Businessman of the Year 1984'. Lord Carrington presented the award.

credit cheque or bankers draft must accompany each Application Form, and bankers drafts, which must be drawn in sterling on a branch in England, Scotland, Wales, Northern Ireland, the Channel Islands or the Isle of Man, of a bank which is a member of the London or Scottish Clearing Houses or which has arranged for its cheques and bankers drafts to be cleared through the facilities provided by one of those Clearing Houses and must bear the appropriate sorting code number in the top right hand corner, must be made payable to "Kleinwort, Benson Limited" or "Not Negotiable", and must represent payment in full of the application price. An application will be considered unless these conditions are fulfilled. All cheques/drafts are liable to be presented for payment on receipt.

Amstrad Consumer Electronics Limited

(Incorporated under the Companies Acts 1948 to 1987)

Offer for Sale

BY
Kleinwort, Benson Limited
of 2,331,250 ordinary shares
of 25p each at 85p per share payable in full on application

Shares	£	Amount payable on application	Shares	£
200	175	2,000	2,000	1,700
400	340	4,000	4,000	3,400
600	510	6,000	6,000	5,100
800	680	8,000	8,000	6,800
1,000	850	10,000	10,000	8,500

Applications must be for a minimum of 200 shares or for the following multiples of shares: multiples of 200 shares not exceeding 1,000 shares, thereafter in multiples of 800 shares not exceeding 1,000 shares not exceeding 10,000 shares, thereafter in multiples of 8,000 shares not exceeding 50,000 shares and thereafter in multiples of 10,000 shares.

1 KLEINWORT, BENSON LIMITED,
Write a cheque/bankers draft for the above-mentioned sum & bring the full amount payable on application at 85p per share for the





In 1984, the company entered the home computer market with its by now legendary CPC464 model, the first computer to combine in one 'ready to go' package a monitor, keyboard, data recorder and software.

By this time Amstrad had opened a 355,000 square foot manufacturing and distribution complex at Shoeburyness, Essex and was about to move into a new headquarters building in Brentwood.

The stage was now set for a further leap forward in the fortunes of the company.

A most momentous product success came in the Autumn of 1985, when Amstrad unveiled its PCW 8256, the word processor that, at £399.00, cost less than most electronic typewriters.

The inspired acquisition of the Sinclair brand name and intellectual property rights in April 1986 further consolidated Amstrad's position in the UK and overseas home computer markets.

In the Autumn of 1986 the company unveiled its first business computer, the PC 1512, a PC compatible range of machines which undercut the price of all competitors. Within three months, the PC 1512 had taken UK market leadership and by May of 1987 Amstrad was declared to be the largest supplier of computers in Europe.



4 1984: Entry into the home computer market with the trail-blazing, award winning CPC464.

5 1985: Launch of the PCW 8256 word processor — a runaway success.

6 1986 May — Marketing Society Award for PCW 8256.

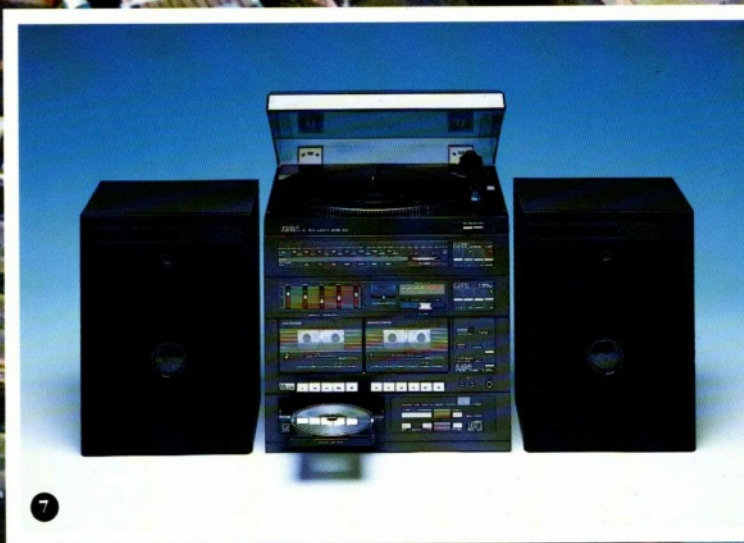
By mid 1987 the company had launched the PC 1640 and in the Autumn of that year, to underline its commitment to the PC market, simultaneously announced to all its markets the introduction of the company's first portable PC range.

By December 1987 Amstrad was capitalised at over £700m (\$1,225m) and is listed in the top 100 companies on the London Stock Exchange.

Amstrad has a significant share of the home market in hi-fi and audio products as well as in computer products — both in the home and business sectors. And overseas, from where Amstrad generates most of its sales, the company continues to expand rapidly.

1987 saw the company pursue a policy of overseas acquisition, for it recognises that continued stable growth depends on its ability to expand and control its overseas markets.

Wholly owned subsidiaries were formed in Italy and Germany and the company's highly successful Spanish distributor, Indescomp SA was acquired, as was the company's exclusive distributor for the North American market, Video Inc.



国際優良企業 ランキング 本社調査			
国際優良企業ランキング			
① 1000	IBM	(米)	電機
② 957	ロイヤル・ダゲッ	(米)	電機
③ 956	シェル	(蘭・英)	石油
④ 946	エクソン	(米)	石油
⑤ 932	トヨタ自動車	(日)	自動車
⑥ 928	グラクソ	(英)	薬品
⑦ 926	DEC	(米)	電機
⑧ 925	リーマン・クレイボーン	(米)	電機
⑨ 912	フォード	(米)	自動車
⑩ 890	G M	(米)	自動車
⑪ 888	デュポン	(米)	化学
⑫ 887	B T	(英)	通信
⑬ 878	アメリカン・ホーム・	(米)	化学
⑭ 876	プロダクツ	(米)	電機
⑮ 875	G E	(米)	電機
⑯ 871	プリストル・	(米)	薬品
⑰ 870	マイヤーズ	(米)	化学
⑱ 869	ラスベリ	(米)	化学
⑳ 868	スリム	(米)	化学
㉑ 867	アマストラッド	(英)	電機
㉒ 854	松下電器産業	(日)	電機
㉓ 853	U S T	(米)	食品
㉔ 852	ワイズ・マーケッツ	(米)	小売
㉕ 851	バイエル	(西独)	化学
㉖ 850	ファイザー	(米)	薬品
㉗ 849	ヒューレット・	(米)	電機

INFORMATICA

Sempre più accesa la lotta sul fronte del PC

Amstrad affila le armi per il mercato italiano

Tre nuovi prodotti, Amstrad presenta a Sintra 87, la serie 1640, il primo che raggiunge il 100 per cento di compatibilità con l'hardware di IBM. Amstrad ha anche presentato tre nuovi modelli di software, in collaborazione con la divisione italiana di IBM, per il mercato italiano. Amstrad ha anche presentato tre nuovi modelli di software, in collaborazione con la divisione italiana di IBM, per il mercato italiano.

A £21.6m Spanish buy for Amstrad

Amstrad group is buying Indescomp, the Spanish distributor of its products, for £21.6 million, funded by the issue of 8.8 million new shares, with the balance in cash.

Mr Alan Sugar, Amstrad's chairman, said yesterday that Indescomp's performance during the past three years has been almost a mirror image of Amstrad's own history.

The purchase illustrates the company's policy of controlling its destiny in the key overseas market. Its company's name will be changed to Amstrad España SA.

Sugar noted that the deal follows on from the purchase of

Video, the group's US distributor, in September, and the recent formation of a company to exploit the Italian market.

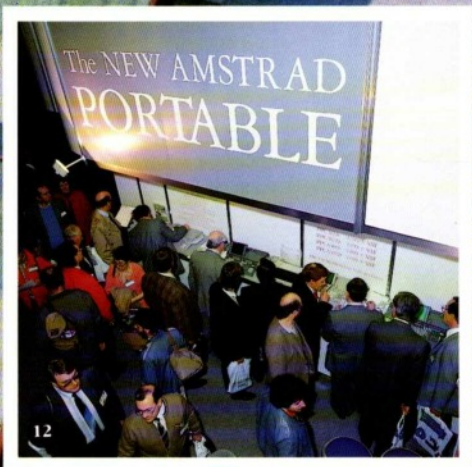
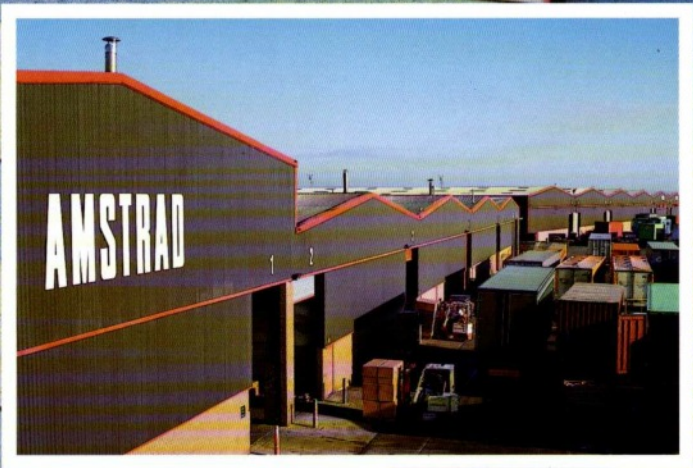
He said that over the past three years Indescomp had succeeded in winning a huge share of the Spanish home and business computer market, taking it to a dominant position.

The company has recently begun the volume distribution of Amstrad's audio and video leisure products.

Its founder, Mr Jose Luis Dominguez, is joining the main Amstrad board to oversee some of the group's marketing initiatives in European and South American countries.



- 7 Amstrad enters the compact disc market with CD 1000 model.
- 8 1987 July — Italian subsidiary formed.
- 9 1987 September — Amstrad acquires Indescomp SA, the company's Spanish distributor.
- 10 1986 April — Amstrad acquires the Sinclair brand name and intellectual property rights to computer products.



Amstrad acts to boost its presence in the US

BY DAVID THOMAS

Amstrad, the UK computer and consumer electronics company, is making its first appearance in the US as part of a big push to increase its presence in the US market.

In a significant change from Amstrad's previous position of being a UK market leader, the company's new strategy is to target the US market.

Mr. Sugar said that having been active in the US for more than two years, Amstrad now believed it had learned enough about the US market to launch a major, targeted campaign.

It had bought Video Services for its US operations. He said he expected the share of US sales to increase from one per cent to about 8 per cent by the end of three years.

US would become the biggest market in Amstrad's portfolio.

Amstrad is also building up its inventory of the product line. It would be concentrating on the US, after appointing a distributor for products such as word processors and compact disc players, retail outlets for a PC1512 personal computer, an Amstrad desktop PC1512.

Amstrad is also seeking to expand its activities in the US, where France was the main market. Amstrad will also be looking to expand its activities in Italy and will identify areas where the subsidiaries of which Continental subsidiary there this year, in West Germany.

A small number '14' is in the bottom left corner.

The formation of a joint venture video recorder manufacturing company with Funai Electric Co. Limited, one of the major Japanese video suppliers, underlined Amstrad's intention of becoming a key player in the European video recorder market. With a commanding share of the UK market, the products produced at the Shoeburyness, Essex, plant will enable Amstrad to supply the major European markets with a range of competitively priced high value VCR machines.

In little over 7 years, Amstrad has become recognised as a major force in international consumer electronics. In a world 'corporate ranking' league of 2,878 companies from 22 countries prepared by NIKKEI, the leading Japanese financial publication, Amstrad was placed 17th. And more recently, Amstrad topped a 'performance efficiency rating' poll of 250 British companies conducted by The Sunday Times.

Voted Britain's 'company of the year' in Business Magazine's 1987 survey, and named as Britain's most profitable company by Management Today magazine, Amstrad plc has put in place a number of strategic plans which will gain it further international success and recognition in the next decade.

- ① 1986 September — Amstrad enters the PC market with its range of eight highly acclaimed PC 1512 computers. They brought large international sales, and market leadership in Europe.
- ② 1987 October — international announcement of PPC portable range of personal computers.
- ③ Alan Sugar presents H.R.H. The Prince of Wales, President of Business in the Community, with a PPC 640 portable computer.
- ④ 1987 August — Amstrad acquires Vidco Inc, the company's US distributor.



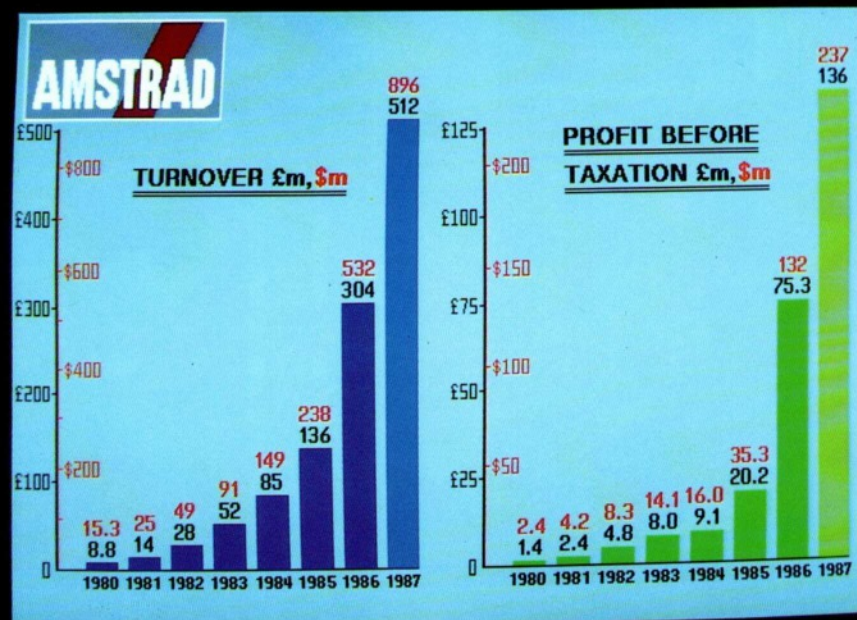
The Facts

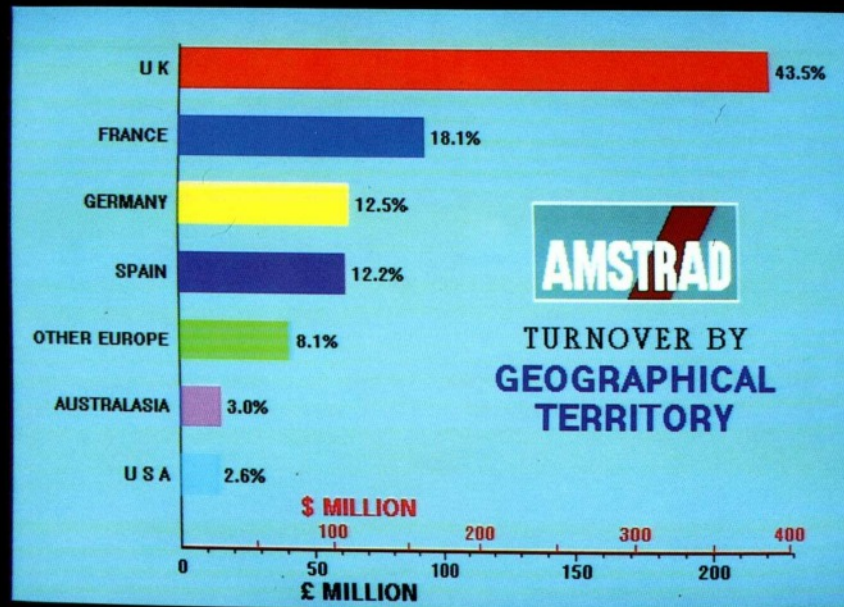
The financial year of Amstrad plc runs from 1st July – 30th June.

The charts graphically display the outstanding financial performance of Amstrad plc during its time as a public limited company. The doubling factor of sales and profits, or better, is not confined to the recent years, although the performance in the last three years eclipses the substantial gains made in the company's early years as a public company.

In turnover the company's last financial year disclosed sales of £512m (\$896m) compared with 1980 when sales were £8.8m (\$15.3m), a 58 times increase. Since 1984 the growth of the company has been driven by its entry into initially the home computer market and then subsequently the professional computer and printer markets.

Prior to 1984 Amstrad plc traded largely into the UK market. With the entry into computers, where Amstrad's approach to product design minimised the problems of offering TV receiver standards by supplying a self contained monitor, it was possible to view the business on a global basis. Initially the company marketed through agents in many countries with France being the notable exception. Following a successful period of operating in France, it was recognised that having a wholly owned distribution company in the major markets of the world had greater potential.





The chart showing turnover by geographical territory does not reflect the latest impact of this strategy, but nevertheless shows that less than half (43%) of sales were being achieved in the UK, whilst Europe — France, Germany, Spain and others accounted for over 50%.

Profit before tax in the year to June 1987 at £136m (\$237m) represented a 97 fold increase over 1980. This demonstrates the capability of the company to increase its net margins by a combination of organic growth, geographic expansion, and product diversification, but all within a tightly controlled cost structure.

“A staggering performance to date. The formula becomes progressively more convincing”.

Financial Weekly profile

October 1987

The conversion rate used throughout this brochure is £1 = US \$1.75



The Team

A key factor in Amstrad's success is the breadth and quality of the company's management, both at home and overseas. There is a distinctive Amstrad style, and this, when allied to the company's well chronicled speed of decision making, lack of bureaucracy and high level of motivation makes for an extremely effective management team.



Seated from left to right:

Alan Sugar: Chairman and Managing Director

José Luis Domínguez: Managing Director Amstrad España SA

Marion Vannier: Managing Director Amstrad International SA

Malcolm Miller: Group Sales and Marketing Director.

Standing from left to right:

Jim Rice: Group Operations Director

Colin Heald: Group Manufacturing Director

Bob Watkins: Group Technical Director

Ken Ashcroft: Group Finance Director.



Seated left to right:
Roland Perry: Technical Manager
Mark Simons: National Sales Manager
Jo Oki: Export/OEM Manager
Standing left to right:
Richard Altwasser: Engineering Manager
Malcolm Tocher: Marketing Manager
Simon Angel: Group Customer Services Controller

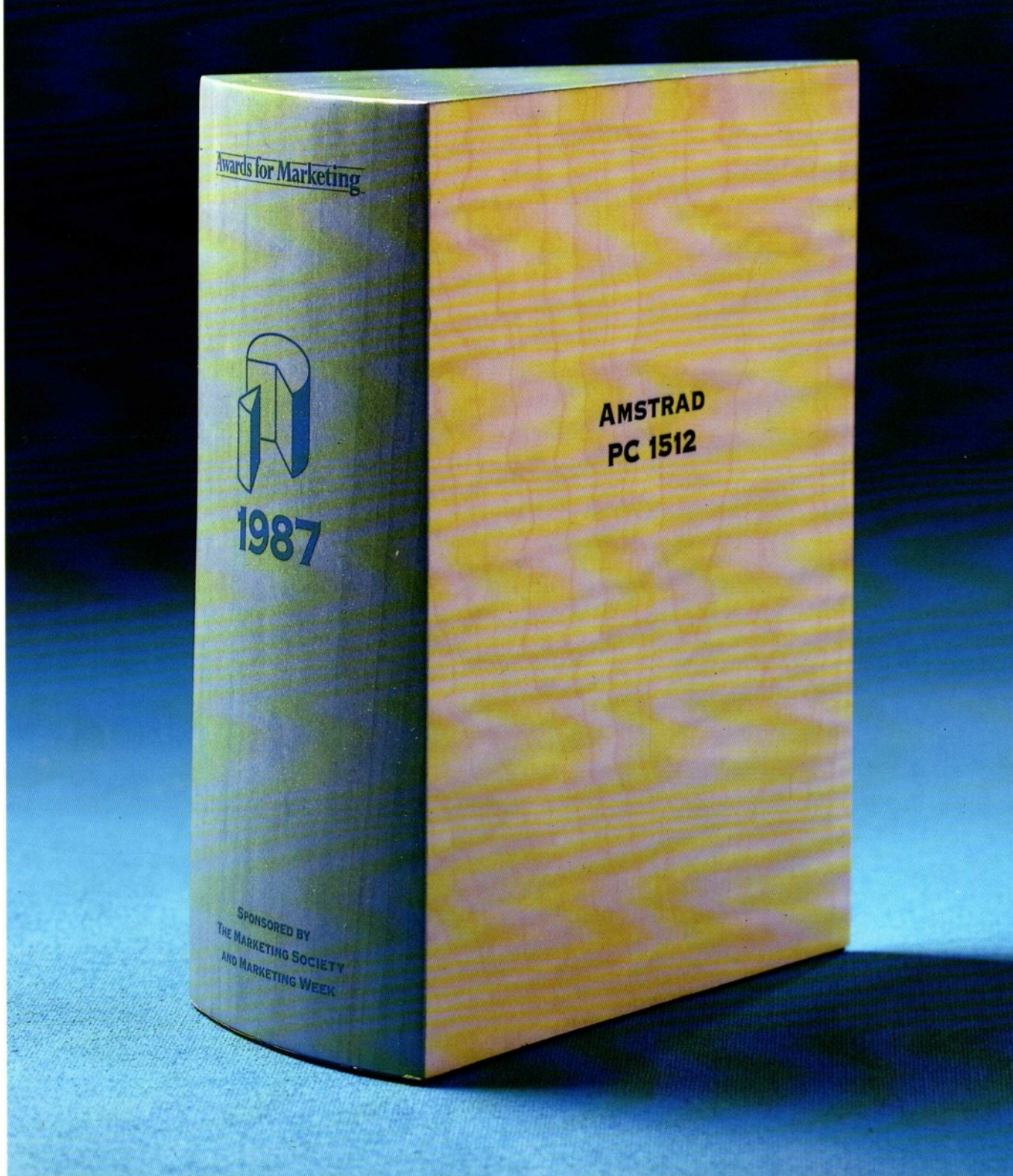


Marketing Today

“We operate in an increasingly discerning consumer market, where technical brilliance or price alone is not enough. At Amstrad, we have long believed that marketing is the key to business success. The continuous development and launch of our products and the sales they achieve support this view, and in May 1987 further tangible proof of our marketing efficiency and flair came in the form of the Marketing Society’s Award for The Best Consumer Durable Product of the Year.

“This award was given for the remarkable marketing success of the PC 1512. The previous year, the PCW 8256 word processor, described by The Sunday Times as ‘... the marketing success of the decade’, had carried off the same award.

“We regard our advertising and promotional spend as an essential long term investment. In the UK alone, we budget over £20m (\$35m) at ratecard for our annual advertising campaigns, making us one of the heaviest television advertisers in the country and, in Europe, the Amstrad name is promoted heavily on television, in the press and in national poster campaigns. Constructive re-investment of profits in this way has long been an Amstrad strategy; few other large corporations are prepared or able to support their products in this way. Our marketing strategy is to provide reliable, good quality mass market products at highly competitive prices.





“The advertising carefully targets our customer in a clear and direct way, and with the maximum impact. There is no doubt that our strategy works.

“Internationally we encourage both Group companies and distributors to follow our lead.

“Every year, Amstrad spends more on advertising. It is an integral part of our sales success and is recognised for its directness of approach, impact and effectiveness. We never ease off, we never seek to save on our promotional budget, because we have analysed year after year the benefits that the above-the-line spend brings, both to this company and our retailers, at home and abroad. Ask the High Street, or the independent retailers, and you will hear the same answer. Amstrad’s advertising pays.”

Malcolm Miller

Group Sales and Marketing Director

Amstrad's advertising is applauded as being clear and direct, targeting its customer base with the maximum impact. Here is a selection of television, national press, trade press and specialist magazine advertisements:

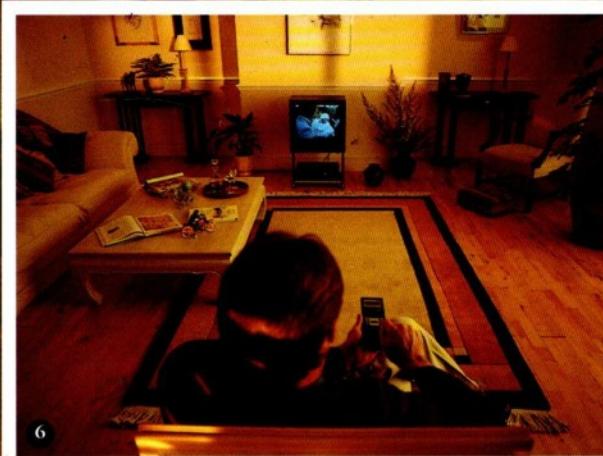


SUPER WIDE PRINTER, SUPERCALC SOFTWARE, SUPER SAVING OF £110.

THE AMSTRAD DMP 4000

NAME: _____
 COMPANY: _____
 ADDRESS: _____
 POSTCODE: _____
 TEL: _____

5



- 1 The PCW 9512 is being promoted heavily throughout Britain on prime time television. Featuring Professor Stanley Unwin, the campaign focuses on the 'spellcheck' feature and the fact that the PCW 9512 is packaged with a letter perfect daisywheel printer.
- 2 Amstrad's growing range of PC computers is advertised nationally in a press and television campaign designed to show that there is an Amstrad model appropriate for every situation.
- 3 The PC 1512 is positioned for the smaller business or home office user, whilst the PC 1640 has been designed for the larger business.
- 4 The new PPC portable range brings PC computing power to those who need it — wherever they may be.
- 5 Amstrad's range of DMP printers now embraces five models, taking the brand to second place in the UK market. A heavyweight campaign in the national press and specialist office and computer publications continues to build Amstrad's market share in this sector.
- 6 Television and press advertising has played an important part in establishing market leadership for the Amstrad brand in the video sector.
- 7 The company range of televideo products is also being promoted on nationwide television and through colour magazines and national daily papers.
- 8



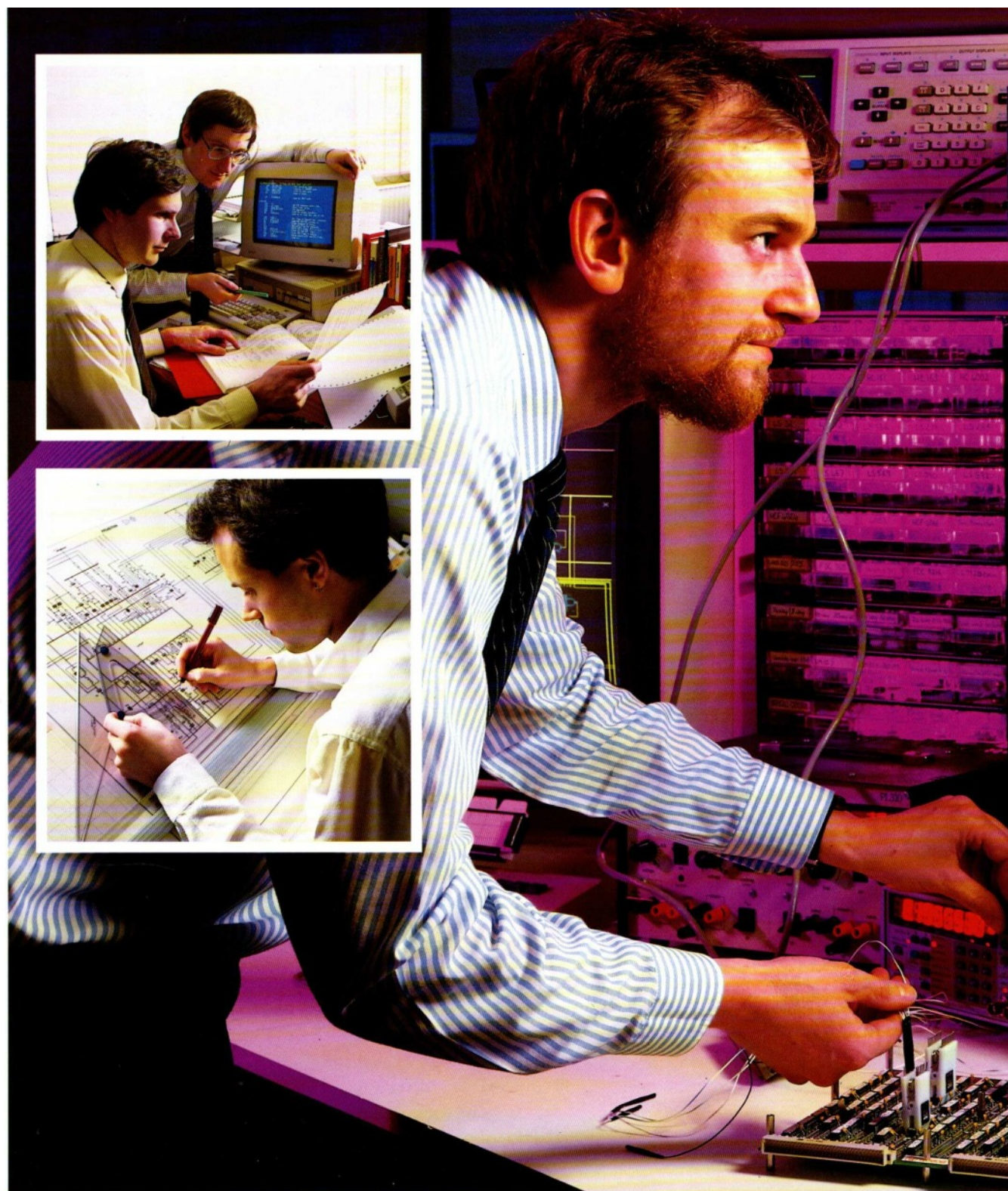
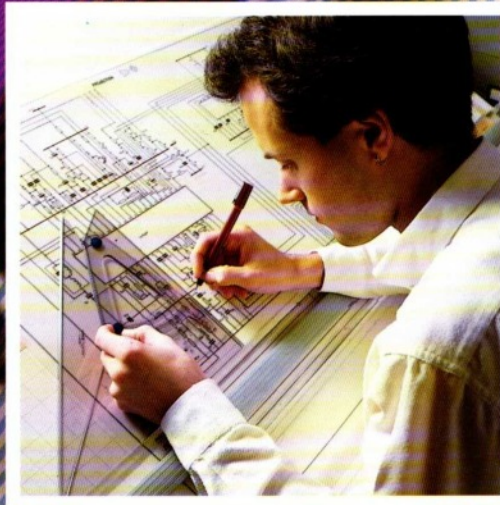
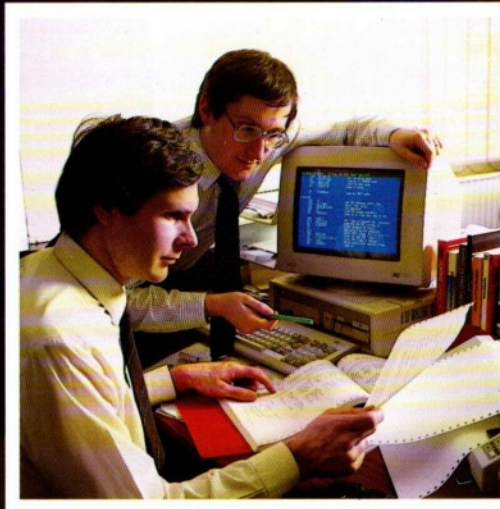
Research and Development

“We concluded some time ago that the growth of Amstrad will be fuelled not only by establishing a firmer presence in our major markets, but also by the introduction of new products to give us a wider and deeper range to market.

“The success we have achieved in both home and business computers and in the video sector is quite remarkable. This success has been won primarily by having the right products available at the time the market wanted them, and then marketing them in the most efficient manner.

“To conceive, develop and get them into production has taken much of our development resources. However, during the last eighteen months, the design and development departments in the UK and in Hong Kong have expanded by a factor of four.

“Colin Heald, our Manufacturing Director, has set up a highly professional department. With this in place, the Group is now able to concentrate more design and development resources in the other areas of our business, namely in audio, television and televideo, together with continuing the design of new computer products and indeed some new products that lie outside our traditional areas.





“The ease with which our UK and Hong Kong design and development departments collaborate across all product development projects is a mark of the spirit which exists within the company. There is a steady cross flow of information and ideas between both departments.

“I am pleased to say that the engineers and project managers we have recently taken on board have quickly learned the Amstrad way, and this is due to the dedication of the department managers in the UK and in Hong Kong.

“Everyone involved in product design is aware of the importance we place on developing high quality products that can be sold at very competitive prices throughout the world. I believe this to be of prime and continuing importance.

“Procuring components at the most competitive prices, thereby overcoming any fluctuations encountered from price increases and exchange rate variations, are key functions of the technical department.

“And once a product is in full production, we re-examine the costing equation to see how prices can be still further reduced, whilst a team of engineers works to ensure that quality is maintained. We call this exercise “post production value analysis” and our team works closely with the engineers at the plants where our products are being made.

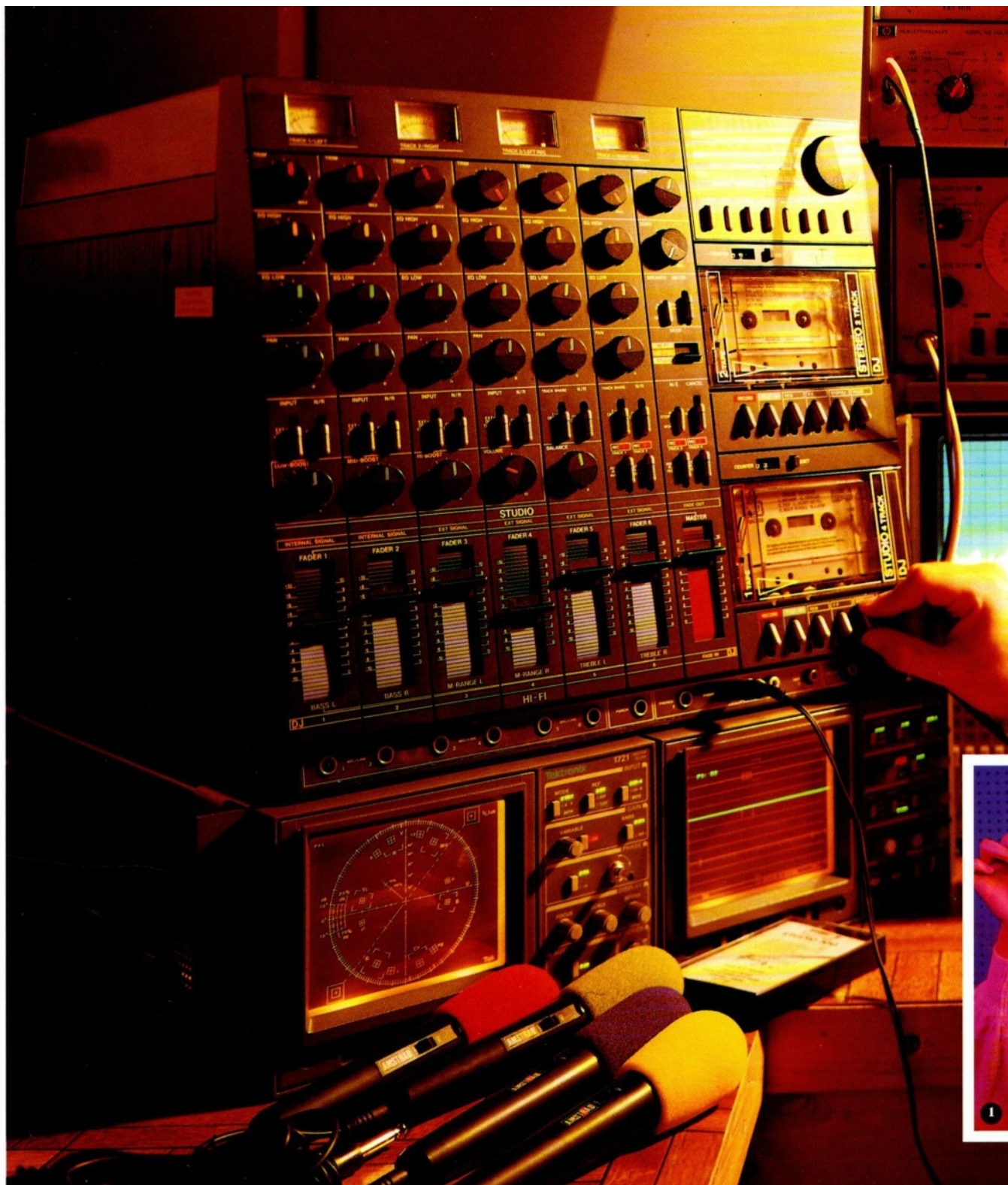
“We use the latest equipment for developing the 1·5 micron CMOS gate arrays used in our new computers and televideo products. This equipment will be enhanced to cater for the increased CAD and number of gate arrays being designed in the future.

“Our business relationships with leading international semiconductor manufactures has continued to increase. We are able to use the latest technology available from companies such as NEC, SGS, AMD, Intel, Ferranti, RCA, Seiko, Matsushita, Toshiba, Philips, National Semiconductors, Alps, G.I., Rockwell, Texas Instruments and many others. We are able to take advantage of the vast R & D resources of these companies and this enables us to use state-of-the-art technology in our products.

“Our product development programme is now in full flow and we will keep it topped up with new products as those under development come to the market. The number of products we are able to develop in parallel will increase as we continue to recruit more engineers and project managers.”

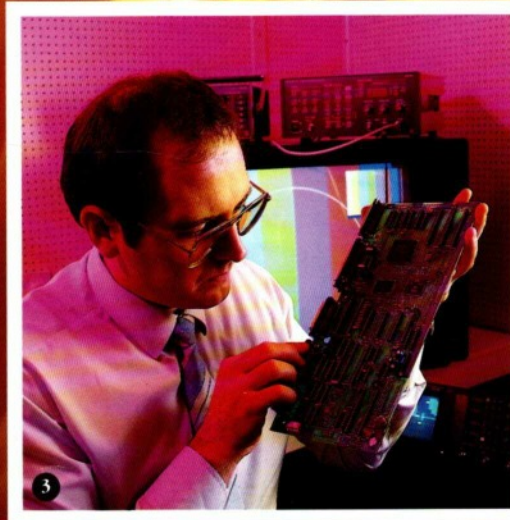
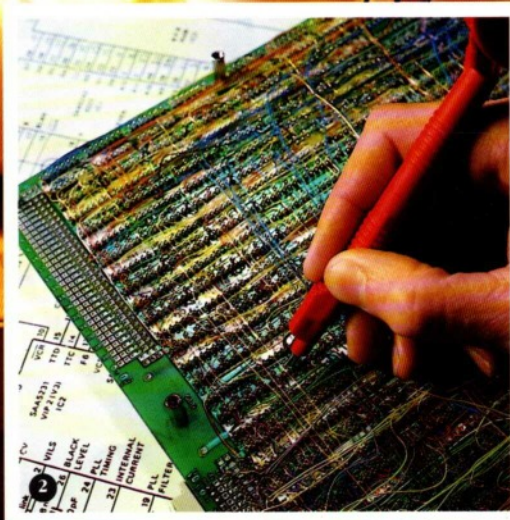
Bob Watkins

Group Technical Director





Evaluating pre-production samples is vitally important and contributes to ensuring that the finished products meet Amstrad's exacting quality and performance standards.



- 1 Circuit designs need to be checked before being released for production.
- 2 Amstrad designs and develops its own integrated circuits. With modern technology, complex circuits can be condensed into a single chip.
- 3 In the development section at Brentwood, prototype boards for new products are designed and evaluated before mass production.



Some New Products

TVR3

The new 'twin tuner' TVR 3 televideo is a 20" colour set with integral video recorder. The video section of this stylish set has all the functions of a sophisticated recorder with facilities for recording and playback, full feature infra-red remote control, high speed picture search, and a special eight-hour long-play feature.

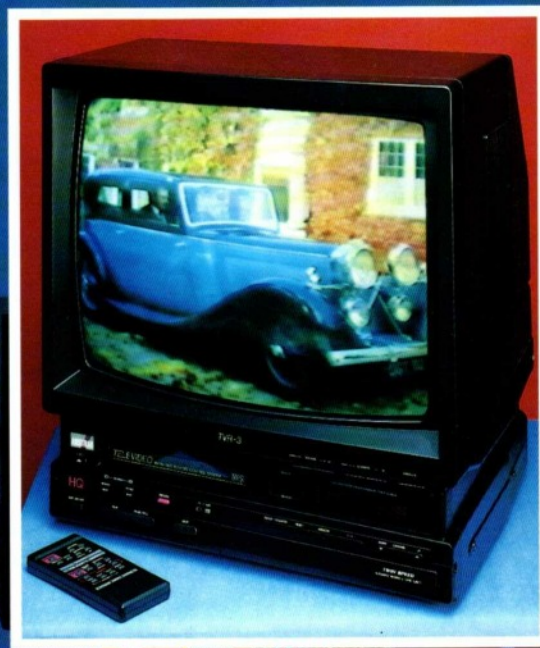
Studio 100

Amstrad's latest addition to its expanding Leisure Products Division is the Studio 100, targeted directly at the youth and music market. Competitively priced, this package combines a midi audio system, a four-track recording studio and a DJ console for professional mix, fade and echo effects, plus four microphones and a set of headphones.

For the musically adventurous child or the accomplished adult musician, the four-track mixing deck has everything they need to produce a demonstration tape. With the four microphones, a group of friends can become a rock band.

The Studio 100 is ready for the party or the concert, because the DJ's console is ready and waiting — with the full mix and fade capability, professional echo effect and the DJ's microphone.

The midi audio section of the Studio 100, with belt-drive turntable, twin cassette decks with continuous play, three-band graphic equalisers, a 40-watt power supply and high quality speakers, provides the best value sound on the market in one remarkable package.





Some New Products

PPC 512/640 Portable

Amstrad entered the portable PC computer market with simultaneous announcements in London and at the Las Vegas Comdex Show in October 1987.

Designated the Amstrad PPC Portable, this range of four models breaks open a new and larger market for the portable sector which, until the PPC Portable was unveiled, was served by machines costing as much as four times the price.

The PPC 512 comprises a single and twin 720k 3 1/2" industry standard disc drive model and the PPC 640 has the same configuration but both machines in that range have built-in modems. All machines feature a full size AT type enhanced keyboard, five way power sources, the latest supertwist technology to give the best LCD screen display, formatted to provide a full 80 x 25 row display and a powerful 8086 processor running at 8 Mhz.

PCW 9512

When the PCW 8256, the company's first word processor, was launched in August 1985, the UK market was absorbing 60,000 word processors a year. Within eight months of the launch, some 350,000 Amstrad 8256 machines had been sold, most of them in Britain.

The latest word processor is the PCW 9512, a machine which incorporates all the benefits of the previous models but has one major innovation, that of a daisy wheel printer to give true 'letter perfect quality'. The introduction of this machine opens up an entirely new market, that of the business user.



The Products

Audio

- 1 MX 300
- 2 CDX 400
- 3 MX 100
- 4 TS46
- 5 Studio 100
- 6 CDX 500
- 7 MS45
- 8 MX 200

TV/Video

- 9 TVR2
- 10 VCR 6100
- 11 VCR 4600
- 12 TVR3
- 13 VCR 6000
- 14 VCR 4700





Computer products

- 15 DMP 4000
- 16 PCW 8256 Printer
- 17 PCW 8256
- 18 GT65 Monitor
- 19 ZX Spectrum + 3
- 20 CPC 464
- 21 PPC 512
- 22 PC 1640
- 23 PCW 9512
- 24 DMP 3160
- 25 LQ 3500
- 26 ZX Spectrum + 2
- 27 DMP 2160
- 28 PPC 640
- 29 PC 1512
- 30 PCW 8512
- 31 LQ 5000
- 32 PCW 8512 Printer
- 33 CTM 644 Monitor
- 34 CPC 6128



Leading in Britain

All the major electrical retailers are long-time Amstrad supporters.

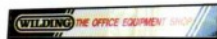
As well as the outlets shown here, organisations such as the Co-op, Wigfalls, W.H. Smith and Argos have all recognised our formidable sales strengths and our aggressive marketing approach.

With further significant sales through mail order catalogues such as Littlewoods, GUS and Grattans, and independent retail outlets, we have a UK presence of such magnitude that today Amstrad is a major household name.

With the launch of the PCW ranges and the two PC groups of product has come a new customer base, that of the business user. Major names such as Wildings, Ryman, Office International, P&P, Northamber and MBS are now working closely and profitably with us.



John Lewis



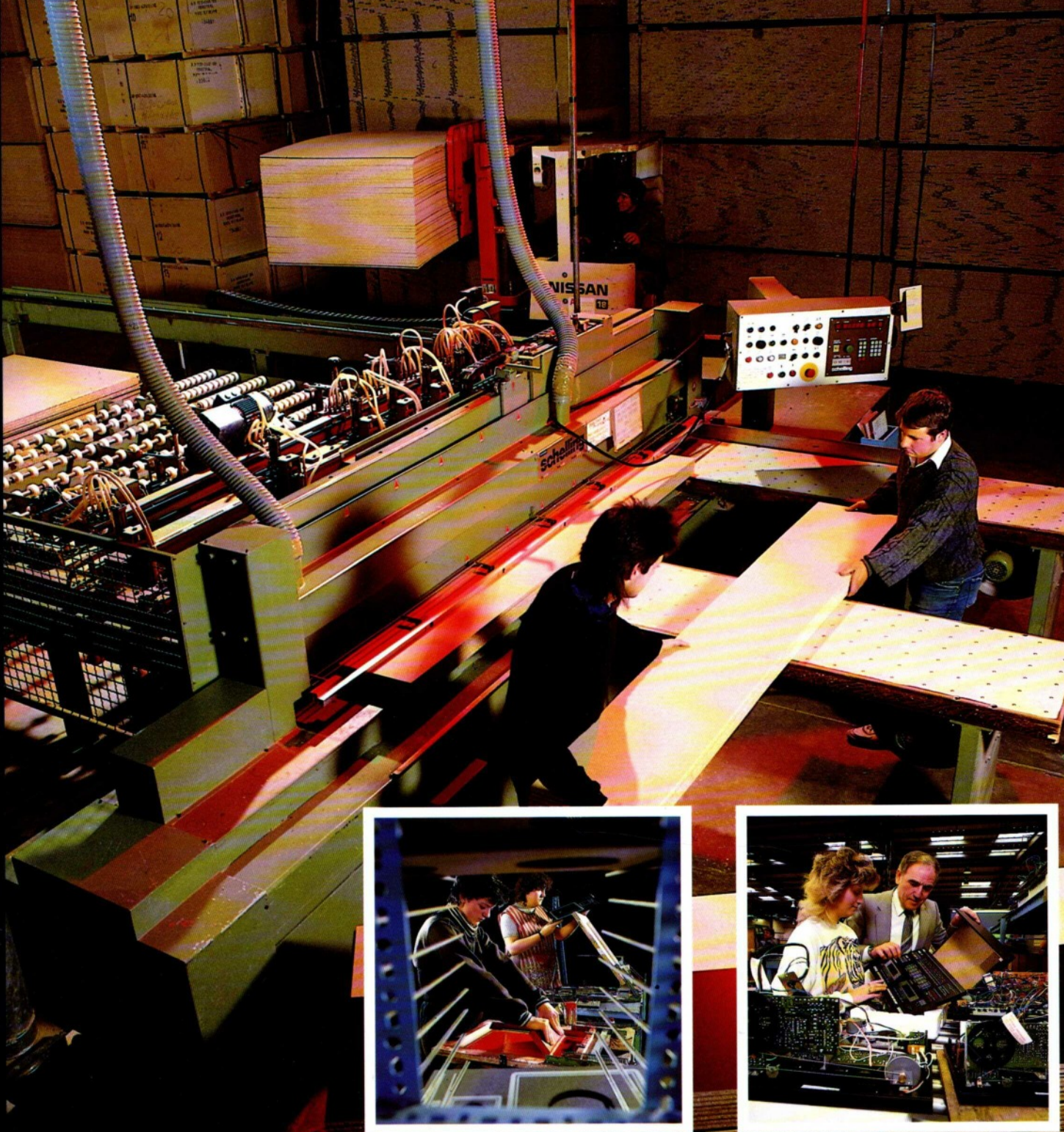


Manufacturing at Shoeburyness

Amstrad's 150,000 square foot factory is sited 25 miles from Brentwood, at Shoeburyness. The plant boasts its own highly automated wood cutting department and several production lines dedicated to assembling units for the audio range.

Production is controlled by an experienced management team and the quality control department ensures that the high standards required of Amstrad products are maintained.

Amstrad will launch a new range of audio products in the second quarter of 1988, and all models in this range will be assembled at the Shoeburyness plant.





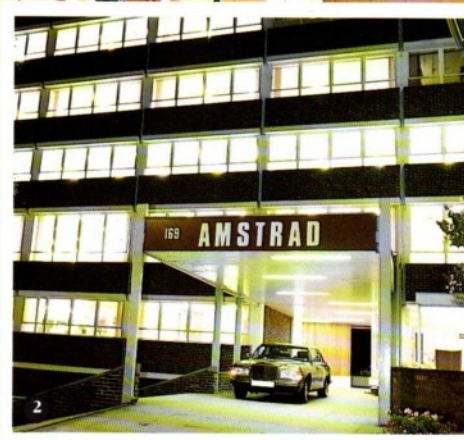
Group Co-ordination and Distribution

Amstrad's head office is in Brentwood, Essex, where a headquarters staff of 220 co-ordinates the company's operations throughout the world.

Located at Brentwood is the customer service department which gives a full support and information service to end users and dealers for Amstrad computer hardware, software and all other Amstrad products. Over 1,000 telephone enquiries are handled each day on the department's own switchboard (0277 230222).

The company's 250,000 square foot warehouse and distribution centre is located at Shoeburyness. Also sited there is the company's service and spares organisation.

This department carries and distributes in the UK a complete range of spare parts and sub assemblies for all current and past Amstrad products. It also supplies bulk spare parts to other companies within the Group and to the many export markets.



- 1 Shoeburyness
- 2 Amstrad's Brentwood headquarters.
- 3 Customer services department at Brentwood.
- 4 Part of the distribution warehouse at Shoeburyness.



Amstrad Distribution Limited

Britain

Based in Stoke-on-Trent, Amstrad Distribution Limited provides a unique service to the independent dealer sector. ADL's broad customer base now includes office equipment dealers, micro system dealers and audio, video, photographic and home computer outlets.

ADL's success is due to a large extent to the high service levels offered to the independent retail sector. For instance, a fully computerised order processing system and a next-day delivery service means that dealers can place orders up to 7.00 pm and still receive their product deliveries the next day.

The marketing department designs and produces eye-catching, hard-selling point of sale and display material for all main line products and this effort allows ADL customers to compete successfully in their local markets.

During 1987 a training department was introduced offering business product training for dealers and their assistants. More recently, a technical support department has been established; another example of ADL's commitment to the independent sector.

Plans are now under way to acquire further premises to allow the company to cope with the increasing volume of business anticipated in the next stage of its development.

- 1 Fully computerised order processing.
- 2 Managing Director **Barry Young** (right) with Finance Director **Richard Brown**.
- 3 Loading up for next day delivery.





Funai Amstrad Limited

Britain

The formation of Funai Amstrad Limited was announced in May 1987. The company was formed with the express intention of bringing Amstrad's VCR manufacturing into the UK. Production began in mid year and since then all output has been exported to Spain.

The company is headed by Managing Director Mr Taku Miyamoto and he, with his team, ensures that high quality products are produced efficiently and on time.

Both Amstrad and Funai have invested heavily in this production facility, and its success has given both parties the confidence to invest further during the coming year.

In 1988, capacity will be expanded by the addition of production lines for the manufacture of our very popular televideo products.



- 1 **Tetsuro Funai**, President of Funai Electric Co. Ltd. with **Alan Sugar** at the official opening of Funai Amstrad Limited.
- 2 Left to right: **Kevin Grahame**, quality control manager, **Heinz Stumpe**, production manager and **Taku Miyamoto**, Managing Director.



A Global Attitude

Amstrad has formed an international structure to exploit the important and growing overseas markets. Already our products are distributed to over 50 countries, and we plan to achieve much of our future growth from overseas business.

Although early figures were insignificant, in the financial period 1986/7, overseas sales accounted for £289.3m (\$506.3m) — more than 56%.

Now, with an increasing number of wholly owned overseas subsidiaries and a growing number of distributors, our international network has expanded appreciably and aggressive, well targeted advertising has brought its rewards.

Our computer products have given Amstrad worldwide credibility which has been further enhanced by the acquisition of the Sinclair name and our entry into the PC marketplace. The audio/video range is now being actively and successfully promoted overseas.

Subsidiary Companies

Amstrad Distribution Limited — UK
 Amstrad International SA — France
 Amstrad S.p.A. — Italy
 Amstrad España SA — Spain
 Amstrad GmbH — Germany
 Amstrad (Belgium) SA
 Amstrad International (Hong Kong) Ltd
 Amstrad Microtronics (Mfg) Ltd
 Amstrad Pty. Limited — Australia
 Amstrad Inc. — USA

Amstrad equipment is currently on sale in the following countries

Australia	Holland	Oman
Austria	Hong Kong	Pakistan
Bahrain	Iceland	Peru
Bangladesh	Indonesia	Philippines
Belgium	Republic of Ireland	Poland
Bolivia	Israel	Portugal
Botswana	Italy	Qatar
Brunei	Ivory Coast	Saudi Arabia
Cameroon	Jordan	Senegal
Canada	Kenya	Singapore
Channel Islands	State of Kuwait	South Africa
Chile	Lebanon	Spain
Costa Rica	Lesotho	Sri Lanka
Cyprus	Luxembourg	Swaziland
Denmark	Malawi	Sweden
Ecuador	Malaysia	Switzerland
Egypt	Malta	Syria
El-Salvador	Maputo	Togo
Finland	Mauritius	Turkey
France	Morocco	United Arab Emirates
West Germany	Mozambique	United States of America
Ghana	Namibia	Uruguay
Gibraltar	New Zealand	Zaire
Greece	Nigeria	Zimbabwe
Guatemala	Norway	



Amstrad International SA

France

Amstrad International SA was formed in 1982 and since then its growth has been remarkable.

During the first two years, the Amstrad audio range enjoyed considerable success, and turnover, profits and market share grew rapidly. In 1984 our computer products began their domination of the French market. Such was the success of these products that today Amstrad home computers hold 55% of the French market in the face of such heavyweight competition as Thomson, Commodore and Atari.

The introduction of the Amstrad PCW range and later, in early 1987, the PC 1512 range was greeted enthusiastically by the French home and business user. Today, all product categories are selling well throughout the French market and the brand has established itself as a major force in the consumer electronics sector.

Presiding over this successful venture is Amstrad main board director Marion Vannier — Managing Director of Amstrad International SA. She has a team of highly skilled executives covering sales, finance, distribution, software development and technical service.



1 Managing Director **Marion Vannier** and Finance Director **Michele Lapoumeyroulic**.



There are now 115 staff in the Paris office, and our French subsidiary has its own 56,000 square feet of warehousing space on the outskirts of Paris where finished products and spare parts are stored, and from where the service function covers the whole of France.

Amstrad International SA now has in excess of 2,000 customers ranging from the small independent computer and hi-fi dealer to such large organisations as Darty, FNAC, NASA, Plein Ciel, Auchan and mail order companies like La Redoute, Le 3 Suisses, La Camif and Maison de Valerie.

All these customers are supported with substantial national advertising campaigns using key poster sites, national press and television coverage.

1988 will see the development of the Belgian market through a wholly owned subsidiary, to be orchestrated and controlled by Amstrad International SA.



Faut-il encore expliquer aux entreprises ce qu'est l'économie d'échelle?

Il est temps de dire adieu à ceux qui ne voient que le coût d'achat d'un produit et ne voient pas le coût de possession. Amstrad a compris cela et a développé une gamme de produits qui vous offrent une économie réelle. Le coût de possession est le véritable critère de qualité. Amstrad a compris cela et a développé une gamme de produits qui vous offrent une économie réelle. Le coût de possession est le véritable critère de qualité.

AMSTRAD. La qualité.

"En dix minutes, il a changé ma vie."

Traitement de texte Amstrad "Direction"

5490F + T.V.A. **NOUVEAU!**

ENTREPRISES STRATEGIE

L'Europe est trop petite pour Amstrad

Sa réussite dans le domaine de la micro-informatique, lui a donné des ailes: il veut s'attaquer au secteur professionnel et au marché américain.

Alan Sugar, le patron de la société britannique Amstrad a gagné au jeu de la conquête de l'Europe. Il a prouvé qu'un petit vendeur britannique comme les chaînes vidéo, et il est devenu le plus riche homme d'affaires au monde. Sept ans après l'introduction de sa société en bourse, les ventes ont été multipliées par vingt-cinq, atteignant, en 1986, trois milliards de francs. Un succès qui a attiré à ce Londres d'origine, une firme américaine. Mais Alan Sugar ne veut pas en rester là. Il veut maintenant aller à la conquête de l'Amérique.

Cette méthode qui a fait son succès dans le monde vidéo et dans le micro-bus de gamme, lui a permis de passer de «distributeur au professionnel», en mettant en vente son clone (ordinateur compatible avec le standard IBM PC) et pour vendre deux milliards de dollars, les logiciels conçus pour ce marché, ne doit pas être vendu à un prix inférieur de 5000 F) depuis septembre dernier.

Mais la méthode «Hi-Fi», adaptée pour conquérir les États-Unis, n'est pas possible sans garantie des lieux qu'un marché professionnel mondial.

INDUSTRIE

Amstrad rachète Vidco

à Paris, Alan Sugar, président de Amstrad International, a annoncé le rachat son distributeur aux États-Unis





Amstrad España SA

Spain

Amstrad plc acquired Indescomp SA, its exclusive Spanish distributor, in September 1987. José Luis Dominguez, the founder of Indescomp, joined the board of Amstrad plc at the same time.

The success of Indescomp SA since its formation in 1981 had been rapid and, at the time of the acquisition, the company was recognised as one of the most significant growth companies in Spain. Indescomp SA was born out of the vision of José Luis Dominguez, who recognised in the early 1980s the opportunities that the microcomputer industry would bring.

A committed exponent of the marketing discipline, the Indescomp management approached the computer sector across a broad front, exploiting the home computer, software and peripherals sectors, before entering an exclusive distributorship agreement with Amstrad in June 1984.

Sales at Indescomp accelerated rapidly as stocks of Amstrad's first home computer, the CPC 464, reached the Spanish market. By Christmas 1984, Amstrad sales in Spain reached the one billion peseta (\$8·75m) mark, and the following year, with Amstrad products in wide distribution in Spain, sales were exceeding six billion pesetas (\$52·5m).

- 1 The board of directors of Amstrad España SA. Seated from left to right: **Alfonso Dominguez**, **José Luis Dominguez**, Managing Director **Angel Dominguez** and **Miguel Angel Esteban**. Standing from left to right: **Miguel López**, **Julio Garrido**, Secretary to the board **Enrique Suárez** and **Julián Fernández**.





Amstrad pays £22m for Spanish group

By Frank Kane

AMSTRAD, the consumer electronics group run by Alan Sugar, is taking a tighter grip on its overseas businesses.

It yesterday announced the £21.7m acquisition of Indescomp, the company responsible for the distribution of Amstrad products in Spain.

The purchase follows hard on the heels of similar deals in the US and in Italy.

"It illustrates the policy of controlling our destiny in the key overseas markets", said Mr Sugar. "The group can now offer resources to our overseas subsidiaries which will enable them to penetrate their markets as deeply as we have done in the UK."

Amstrad will pay for the deal with the issue of 8.8 million

shares, raising £17.2m at yesterday's closing price of 195p unchanged, with the balance in cash. Further payments will be linked to profit performance.

Indescomp, which has been Amstrad's sole distributor in Spain for the past three years, earned £1.9m for the half year to last June, with net assets at £5.1m. Mr Sugar said that management accounts indicated a "considerable improvement" for the full year.

The company will be renamed Amstrad Espana, and its founder Jose Luis Dominguez will continue as chief executive. He will also join the main Amstrad board.

Today, Amstrad España employs nearly 200 people at its Madrid headquarters and annual sales account for some 20 billion pesetas (\$175m). Amstrad computer, audio, video and televideo products have national distribution through the major multiple chains and through the specialist retail outlets.

The high level of awareness of the brand name in Spain and the large volume of product shipped to that market have been achieved in a remarkably short time.

Although Amstrad video products were only introduced in mid 1987, by early 1988 the brand held the number two market share, whilst Amstrad personal computers dominated the market with a substantial lead over its main competitor within 12 months of launching on to the Spanish market.

The success of Amstrad's audio range has been no less significant. Last year, within five months of introducing Amstrad's midi and tower audio systems, the brand was running third in the market and the full year saw 130,000 audio units sold through the leading retail chains and independent outlets.

At the time of the acquisition, Chairman Alan Sugar remarked that the success of Indescomp almost exactly mirrored the success of Amstrad plc. The energy, commitment and skill with which Indescomp had marketed its product range in Spain had taken the Amstrad name to market leadership in under four years.





Amstrad S.p.A.

Italy

Amstrad S.p.A. was formed in July 1987 to supply all Amstrad branded products to Italy. The company started trading in September 1987 and has already established nationwide distribution for its computer and audio/video ranges.

Under the management of Ettore Accenti, whose career has been in the computer and office equipment industry, and with a staff of 40 based at the company's Milan headquarters, Amstrad S.p.A. is making fast inroads into the Italian consumer electronics market.

Amstrad S.p.A. is pursuing the Amstrad philosophy of generating sales through aggressive marketing techniques.



- 1 Ettore Accenti: Managing Director of Amstrad S.p.A.
- 2 The Amstrad team at the company's Milan headquarters.



Amstrad GmbH

Germany

Amstrad GmbH was established in December 1987. The company aims to put in place a systems-dealer network as well as a leisure products distribution network.

Germany is one of the most challenging and important markets for Amstrad's computer and audio/video product ranges. As yet, the German market is not as fully developed as those in the UK or the US, which means that there is considerable potential for growth.

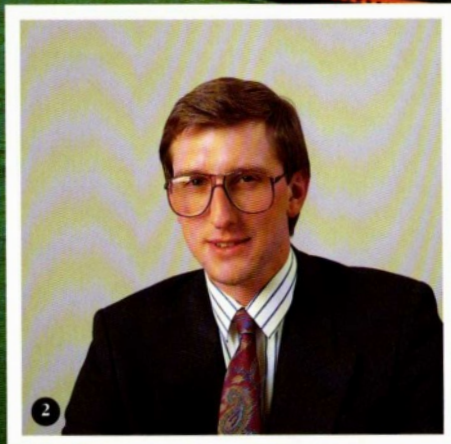
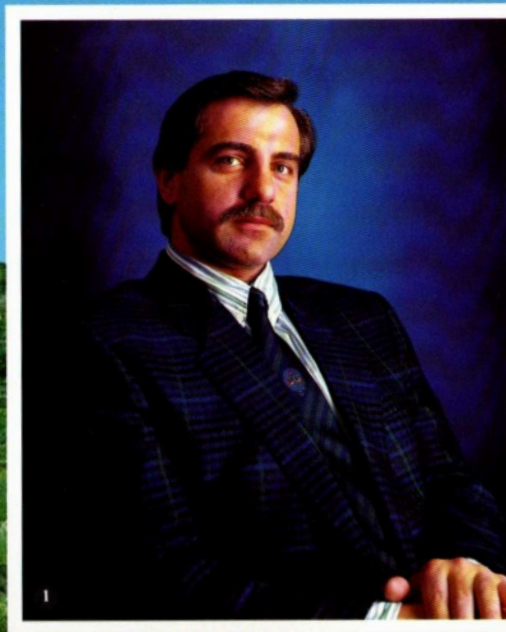
Amstrad GmbH is based in Neu-Issenburg (Frankfurt) and will shortly have its full complement of 80 employees. Great emphasis is being placed on the sales and marketing function, and most of the company's personnel will be employed in that area.

The German operation is headed by Managing Director Helmut Jost, an experienced sales and marketing executive, with support from Anthony Dean, who joins Amstrad GmbH from the Group's financial department.

1 Managing Director **Helmut Jost**, who will play the key role in forging a strong market for Amstrad products in Germany.

2 Finance Director **Anthony Dean**.

3 The company's recently acquired headquarters building in Neu-Issenburg, Frankfurt.





**Amstrad International (Hong Kong) Limited
Amstrad Microtronics (MFG) Limited**

Hong Kong

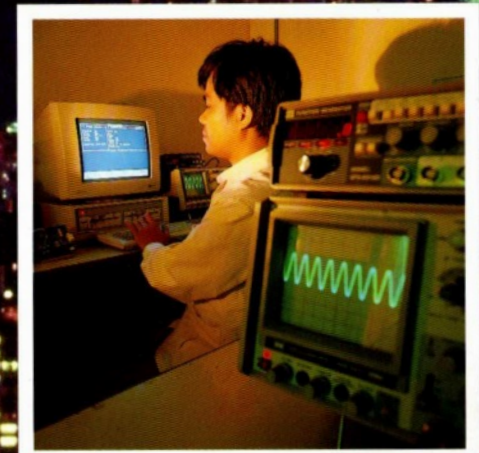
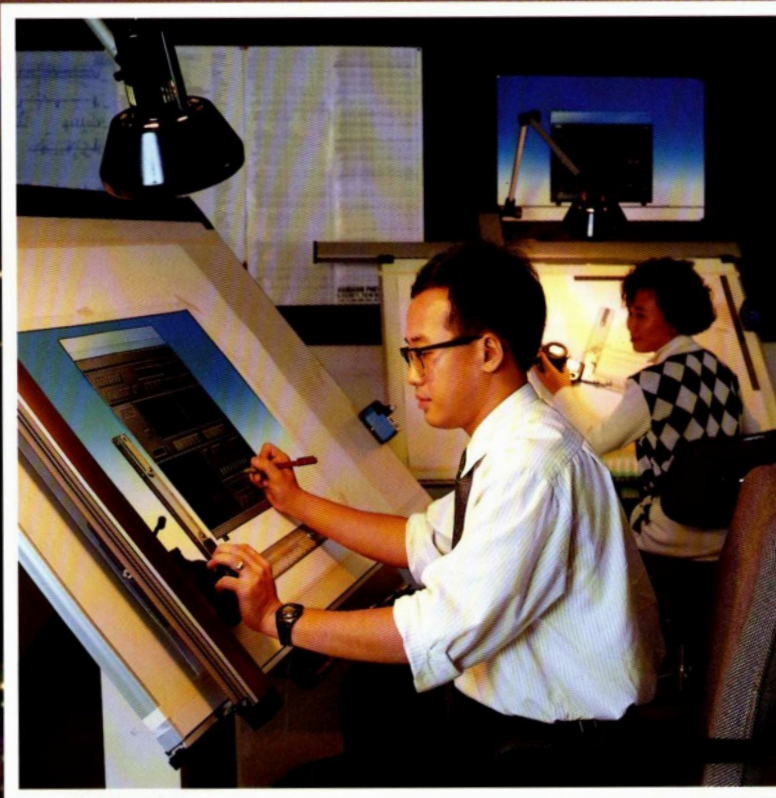
Amstrad International (Hong Kong) Limited was formed in 1981 to monitor and capitalise on the rapidly changing trading scene in the Far East and Australasia. The company develops new audio and computer peripheral products, and liaises with Amstrad's sub-contractors in the region to ensure that quality is maintained and delivery targets are met.

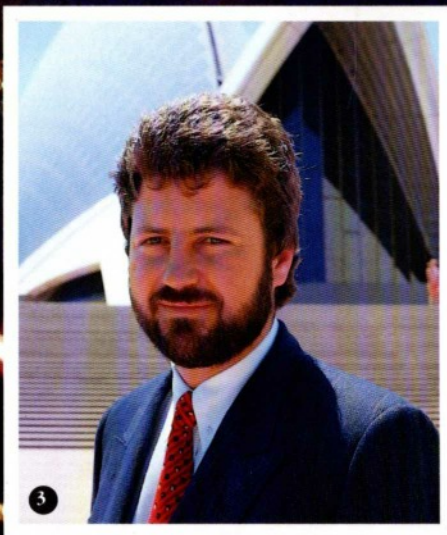
A team of production engineers and inspectors is based in Hong Kong. They spend much of their time visiting our sub-contractors' factories, assisting with technical help in production processes and testing techniques. This team also works closely with our sub-contractors during the important stage of pre-production, for only then can we guarantee the quality and reliability of the mass production run.

The Hong Kong research and development department brings to the production stage all the Amstrad audio and computer peripheral products.

Amstrad International (Hong Kong) Limited now has its own customer base selling throughout the region through a group of distributors.

- 1 The board of Amstrad International (Hong Kong) Limited.
Standing left to right:
Simon Mak: Chairman; **Stan Randall**: Managing Director.
Seated left to right:
Vitus Luk: Technical Director
Callen So: Sales and Marketing Director
Jackson Chan: Financial Director.





Further afield, the company supplies Amstrad distributors in northern Europe and Canada and acts as an OEM sourcing office for customers all over the world. The shipping department has developed a high level of expertise and is geared to handle large volumes of traffic.

Early in 1985 Amstrad International (Hong Kong) Limited formed a wholly owned manufacturing facility, Amstrad Microtronics (MFG) Limited, based on the Kowloon side of Hong Kong. This factory, which now employs 400 assembly workers, produces the Amstrad range of printers and computer peripherals and is being set up for a number of new products due for launch in 1988.

Amstrad Pty Limited

Australia

Established in early 1988, Amstrad Pty Limited will market all the Group's products in Australia. Based in Sydney, the company is headed by Managing Director Gary Meyer, who has successfully distributed Amstrad products in the area for many years. Amstrad enjoys wide distribution throughout Australia and the Group's decision to concentrate its sales and marketing effort through a wholly owned subsidiary will increase an already healthy business in the region.

- ② Management of Amstrad Microtronics (MFG) Limited.
- ③ Gary Meyer: Managing Director of Amstrad Pty Limited.



Amstrad Inc.

USA

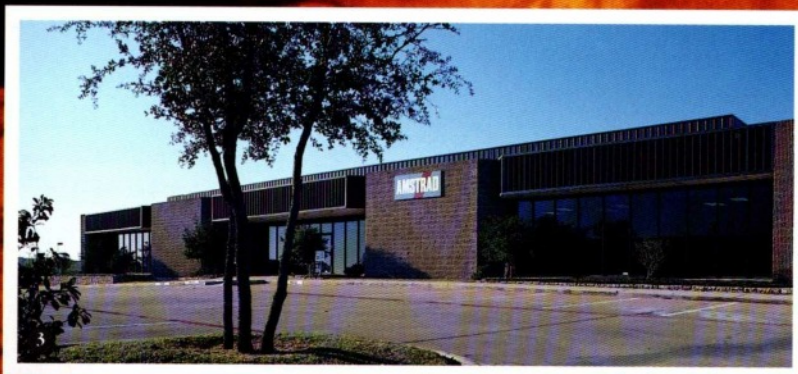
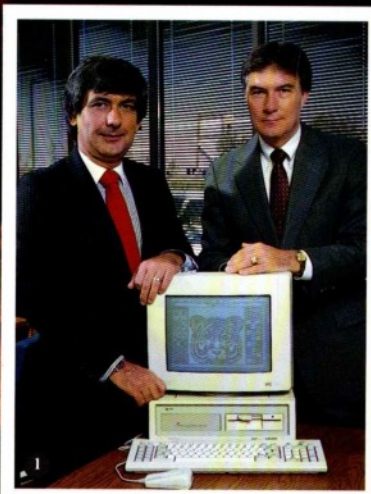
Amstrad Inc., the wholly owned Amstrad plc subsidiary, was formed in September 1987 on the acquisition of Vidco Inc., the company's exclusive US distributor.

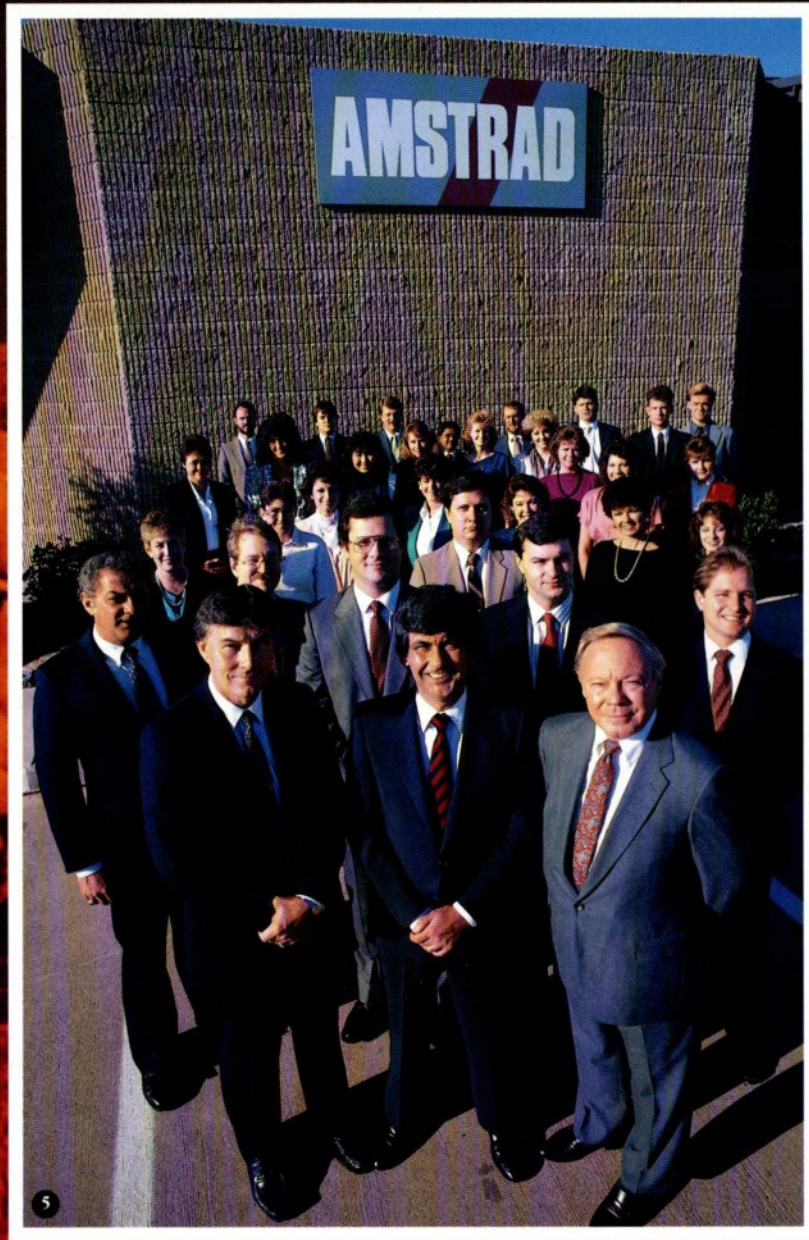
Based in Dallas with a warehousing facility in Longview, Texas, Amstrad Inc. is headed by Chief Executive Officer Vernon Moore and President Christopher Pullen, a long-time Amstrad executive.

Although Amstrad PC computer products have only been marketed in the US since early 1987, they have made a healthy impact and already more than 2,000 dealers are stocking items from the range, notably the PC 1512 and PC 1640.

The management of Amstrad Inc. has built up a professional sales and marketing team and is approaching the competitive US market with vigour and flair. One of the early successes was the American Express direct mail venture for the PC 1512. This project is regarded as one of the most successful direct mail exercises ever mounted by American Express and has done much to promote the Amstrad brand to key purchasers throughout the US.

- 1 President **Christopher Pullen** (left) and Chief Executive Officer **Vernon Moore**.
- 2 Amstrad attracts attention at all the major computer and consumer electronics shows.
- 3 The Amstrad headquarters building outside Dallas, Texas.





Amstrad Inc. was quick to launch a national advertising campaign in the Wall Street Journal to announce its presence in the American market and followed this through with major stands at the leading American computer and office equipment exhibitions.

There is no doubt that the US is the world's largest market for computer products. It is estimated that each year the appetite for low cost computers accounts for some 3·5 million units, worth in the region of \$2·4 billion.

Amstrad is taking a cautious approach, however, and is content to trade carefully in this highly competitive market.

The strategy is to allocate appropriate advertising and promotional budgets and to build a steady business year on year, devoting management time to the increased distribution of product through major multiples and specialist dealers.

- ④ Major retail chains like Silo stock the increasingly popular PC range.
- ⑤ The management team at Amstrad Inc.

A computer for the left brain. And the right.

Small text describing the computer's features and benefits, including its compatibility with the IBM PC range and its use for business and engineering.

AMSTRAD
Strokes Of Genius.



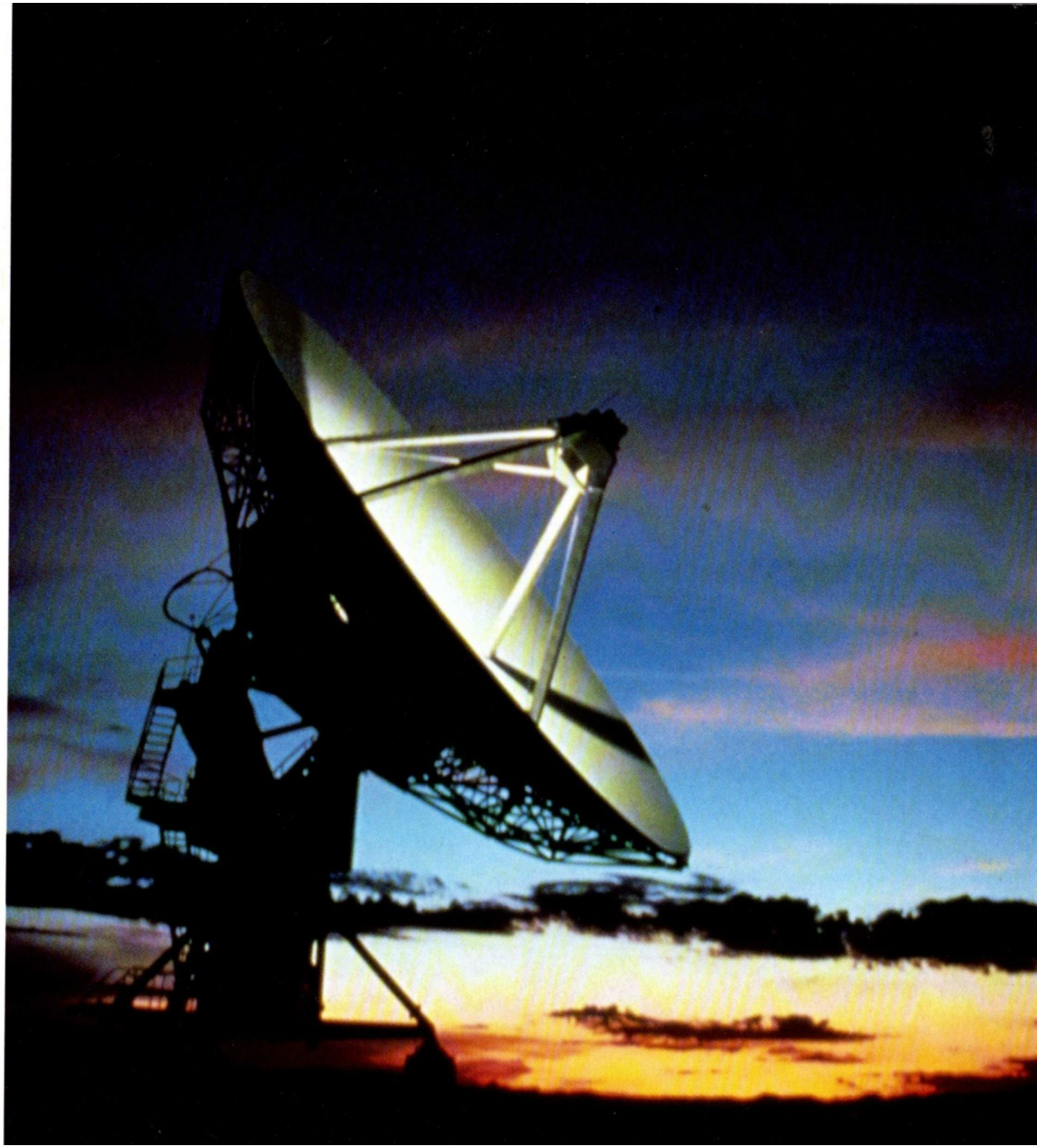
The Future



“We now have an extremely sound base to work from, not simply in financial terms, but also in respect of management quality and international marketing structure. We have proved that we can recognise what the market wants and how much it will pay. We are the most profitable company in Britain and it is our objective to mirror this performance internationally.”

A handwritten signature in black ink that reads 'Alan Sugar'. The signature is fluid and cursive, with the first name 'Alan' and the last name 'Sugar' clearly distinguishable.

Alan Sugar
Chairman and Managing Director
Amstrad plc



Subsidiaries, Associated Companies and Plants

Amstrad Distribution Limited

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Parkhouse Industrial Estate
Chesterton, Newcastle
Staffordshire ST5 7QS
England

Telephone (0782) 566344
Fax (0782) 561383

Managing Director: Mr Barry Young

Funai Amstrad Ltd

Unit 14, Campfield Road
Hitchburyess
Essex SS3 9BZ

Telephone (0702) 298111
Fax (0702) 297074

Managing Director: Mr Taku Miyamoto

Amstrad plc Manufacturing Plant

Phase 1, Campfield Road
Hitchburyess
Essex SS3 9BZ

Telephone (0702) 297711
Fax (0702) 295366

Amstrad plc Spare and Services Department

Phase 2, Campfield Road
Hitchburyess
Essex SS3 9BZ

Telephone (0702) 296944
Fax (0702) 295811

Amstrad plc Customer Services Department

Brentwood House
169 King's Road
Brentwood
Essex CM14 4EF

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Fax (0277) 211350

Amstrad International SA

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France

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Managing Director: Mme Marion Vannier

Amstrad S.p.A.

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21056 Milan
Italy

Telephone (2) 3270741
Fax (2) 3313271

Managing Director: Mr Ettore Accenti

Amstrad España SA

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28040 Madrid
Spain

Telephone (1) 459 30 01
Fax (1) 459 22 92

Managing Director: Mr José Luis Dominguez

Amstrad GmbH

Robert-Koch Str. 5-7
6078 Neu-Issenburg
West Germany

Telephone (61) 02 300 20
Fax (61) 02 300 220

Managing Director: Mr Helmut Jost

Amstrad (Belgium) SA

51 Excelsiorlaan
1930 Zaventem
Belgium

General Manager: Mr Jean-Pierre Tome

Amstrad International (Hong Kong) Ltd

Unit 1209, Tower A
Hungghom Commercial Centre
37-39 Ma Tau Wai Road
Hungghom, Kowloon
Hong Kong

Telephone (3) 765 9888
Fax (3) 765 7130

Managing Director: Mr Stan Randall

Amstrad Microtronics (Mfg) Ltd

Kwong Luen Tai Industrial Building
54-56 Tsun Yip Street
Kwun Tong, Kowloon
Hong Kong

Telephone (3) 894 294
Fax (3) 123 40776

Managing Director: Mr Stan Randall

Amstrad Pty. Limited

19 Boundary Street
Rushcutters Bay 2011
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Australia

Telephone (2) 360 3144
Fax (2) 360 3211

Managing Director: Mr Gary Meyer

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USA

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Fax (214) 518 0922

and

1915 Harrison Road
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USA

Telephone (214) 297 4898
Fax (214) 297 4644

Chief Executive Officer: Mr Vernon Moore

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