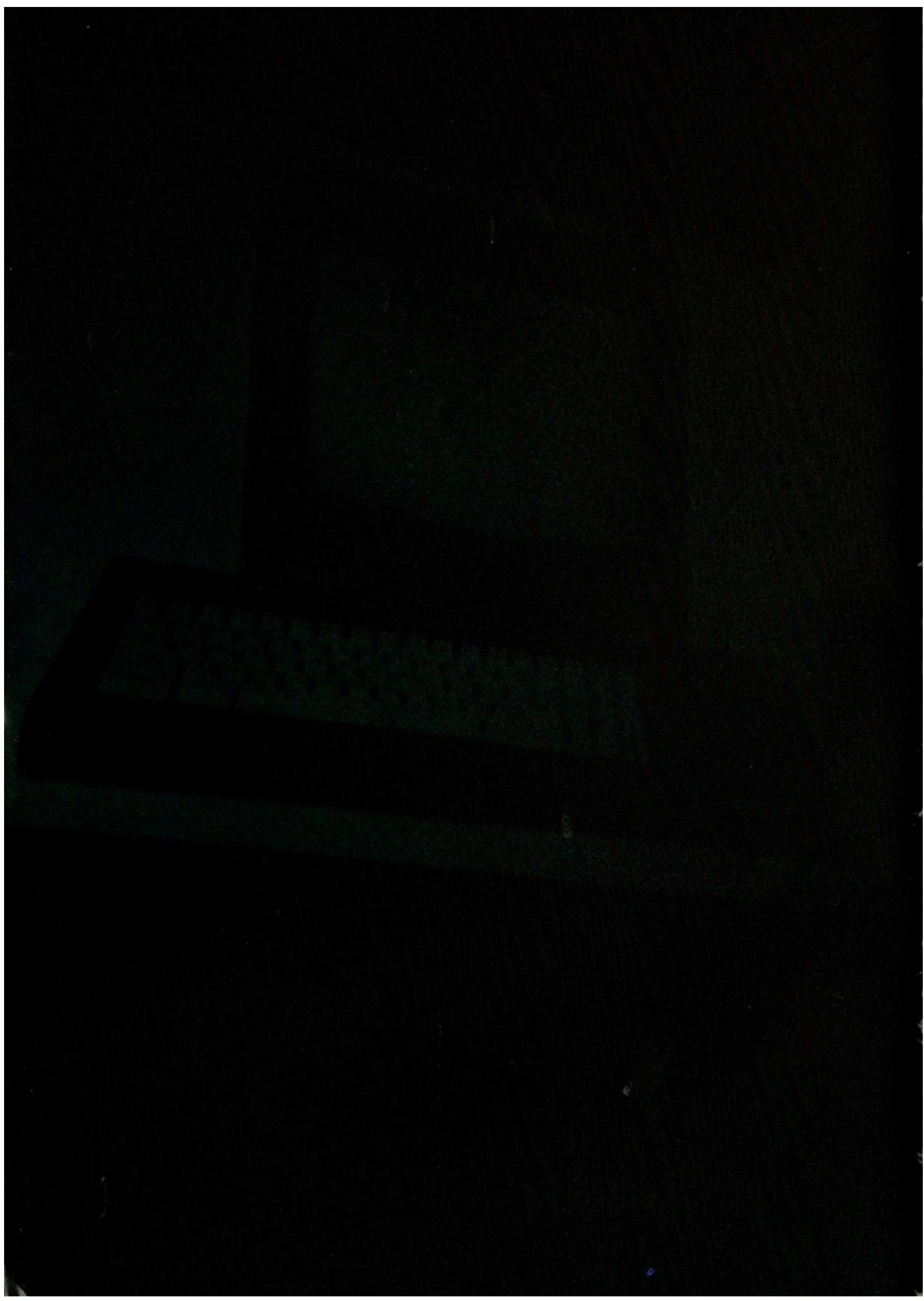


AMSTRAD





A man in a grey suit, white shirt, and red tie stands behind a dark podium on a stage. The background is a solid dark color, likely black or very dark blue. The man is looking slightly to his right. The lighting is focused on him, creating a strong contrast with the dark background.

"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 we have taken through to international success."

A.M. Sugar
Chairman and Managing Director

Amstrad Consumer Electronics plc
Brentwood House, 169 King's Road
Brentwood, Essex CM14 4EF
England
Telephone: (0277) 228 888

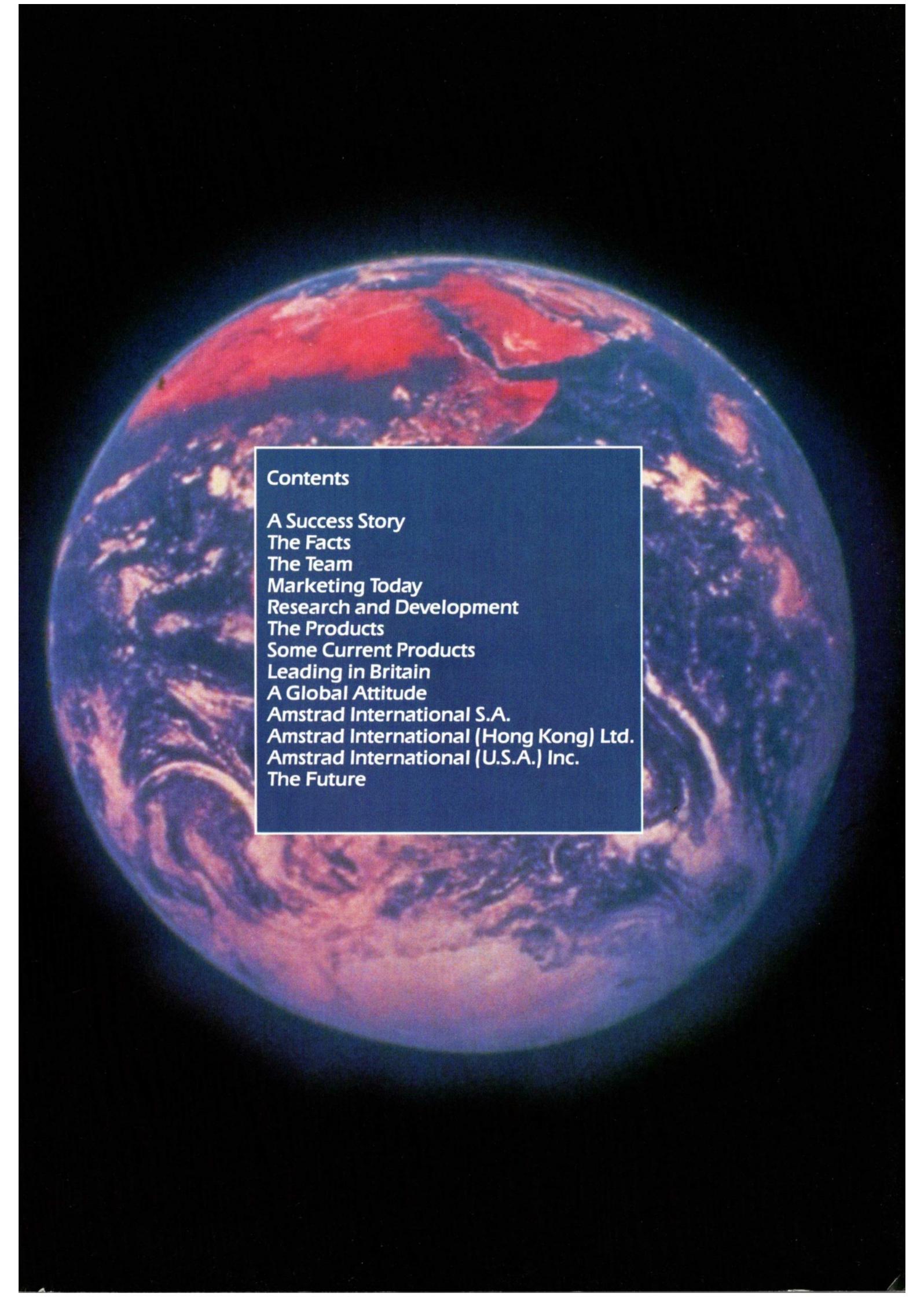
Amstrad Distribution Limited
Unit 24 Rosevale Road
Parkhouse Industrial Estate
Chesterton, Newcastle
Staffordshire,
England
Telephone: (0782) 610 011

Amstrad International (Hong Kong) Ltd
12th Floor,
Tower A, Hung Hom Commercial Centre,
37-39 Tau Wai Road, Hung Hom,
Kowloon, Hong Kong
Telephone: (3) 342 365

Amstrad Microtronics (Mfg) Ltd
5th Floor, Kwong Luew Tai,
Industrial Building
54-56 Tsun Yip Street
Kwun Tong, Kowloon, Hong Kong
Telephone: (3) 894 294

Amstrad International SA
72-78 Grand Rue
92310 Sevres,
Paris, France
Telephone: (1) 4626 3450

Amstrad International (USA) Inc.
3202 Doolittle Drive, Northbrook,
Chicago, Illinois 60062, USA
Telephone: (312) 498 6340



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Amstrad International (U.S.A.) Inc.

The Future

AMSTRAD

A Success Story

Alan Sugar founded Amstrad in 1968. His plan was straightforward. To find gaps in the consumer electronics market and fill them. 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 by 1980, selling mainly audio and TV products. 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 £304m for the year ending 30 June 1986. Pre-tax profits for the same period were £75m. In 1984, the company entered the home computer market with its by now legendary CPC464 model, and by then Amstrad had opened a 355,000 sq ft 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 in April 1986 further consolidated Amstrad's position in the UK home computer market, and the company reinforced its position overseas with two major brands combining to give it strong sales representation worldwide.

City analysts watch the company's performance with interest. Since the company went public in 1980, its share value has increased forty-fold, and Amstrad, in September 1986 capitalised at over £800m, has become a major British public company with 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 which Amstrad generates most of its sales, the company continues to expand rapidly.

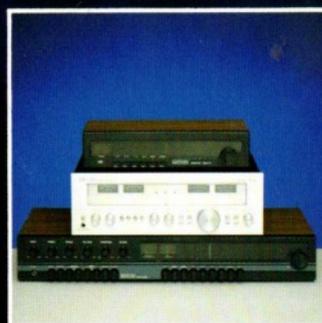
In little over 5 years, Amstrad has become a major force in international electronics — and the success story has only just begun!

1980

Stock market flotation, received enthusiastically by the City...

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.

Alan Sugar received recognition for his contribution to British business when he became 'Guardian Young Businessman of the Year 1984'. Lord Carrington presented the award.



1985

Launch of the PCW 8256 word processor, with built in disc drive, keyboard, monitor and printer — a runaway success.

1986

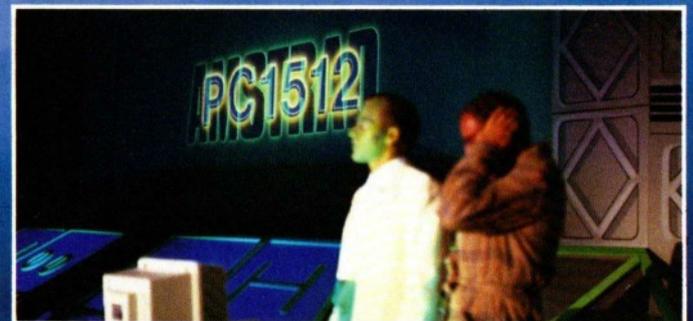
April — Amstrad consolidates its position as a world leader in home computers by acquiring the Sinclair brand name and intellectual property rights.

September — Amstrad enters the PC market with a range of 8 highly acclaimed machines with expectations of large international sales.

1984

Entry into the home computer market with the trail-blazing, award winning CPC 464.

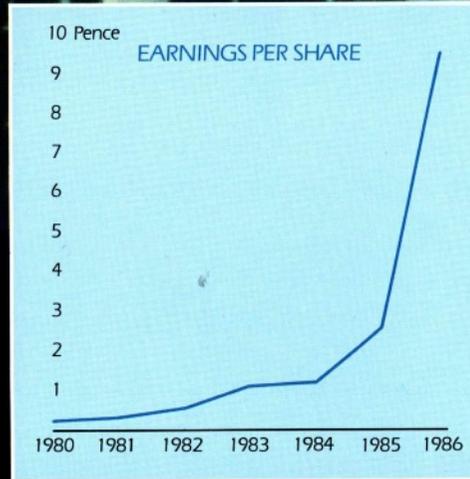
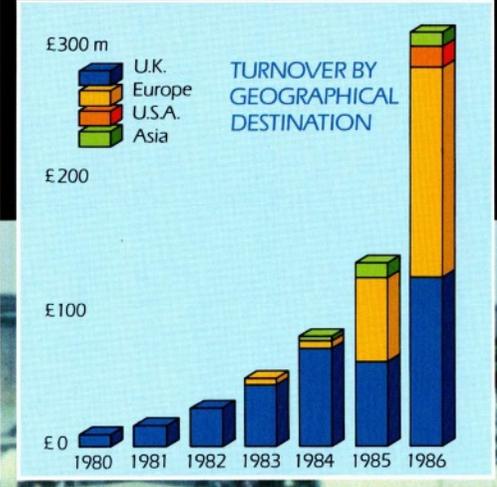
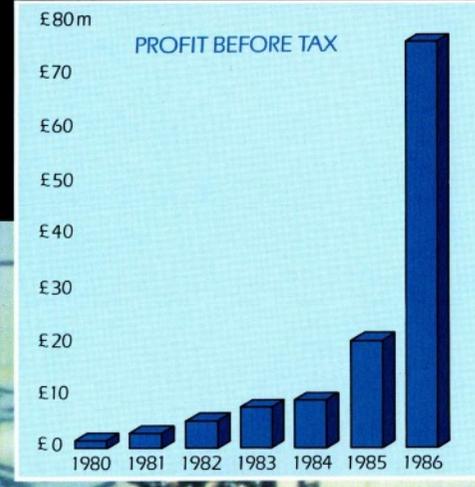
Among many accolades for Amstrad are the Micro Chip Award and the Computer Trade Association Award in 1984, and a year later the British Micro Computing Award, the Sunday Times Small Business Computer Award and, in 1986, the Marketing Society Award for the Best Consumer Durable of the Year.



AMSTRAD

The Facts

The financial year of Amstrad Consumer Electronics plc runs from 1st July - 30th June



...on the verge of becoming a major player in world electronics.

Investors Chronicle
7th March 1986



back row, left to right:

Simon Angel
Customer Services
Controller

Roland Perry
Technical Manager

Richard Altwasser
Engineering Manager

front row, left to right:

Jim Rice
Group Operations
Director

Ken Ashcroft
Group Finance Director

Alan Sugar
Chairman and Managing
Director

AMSTRAD 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



Joe Oki
Export/OEM Manager

Barry Young
Managing Director
Amstrad Distribution
Limited

Mark Simons
National Sales Manager

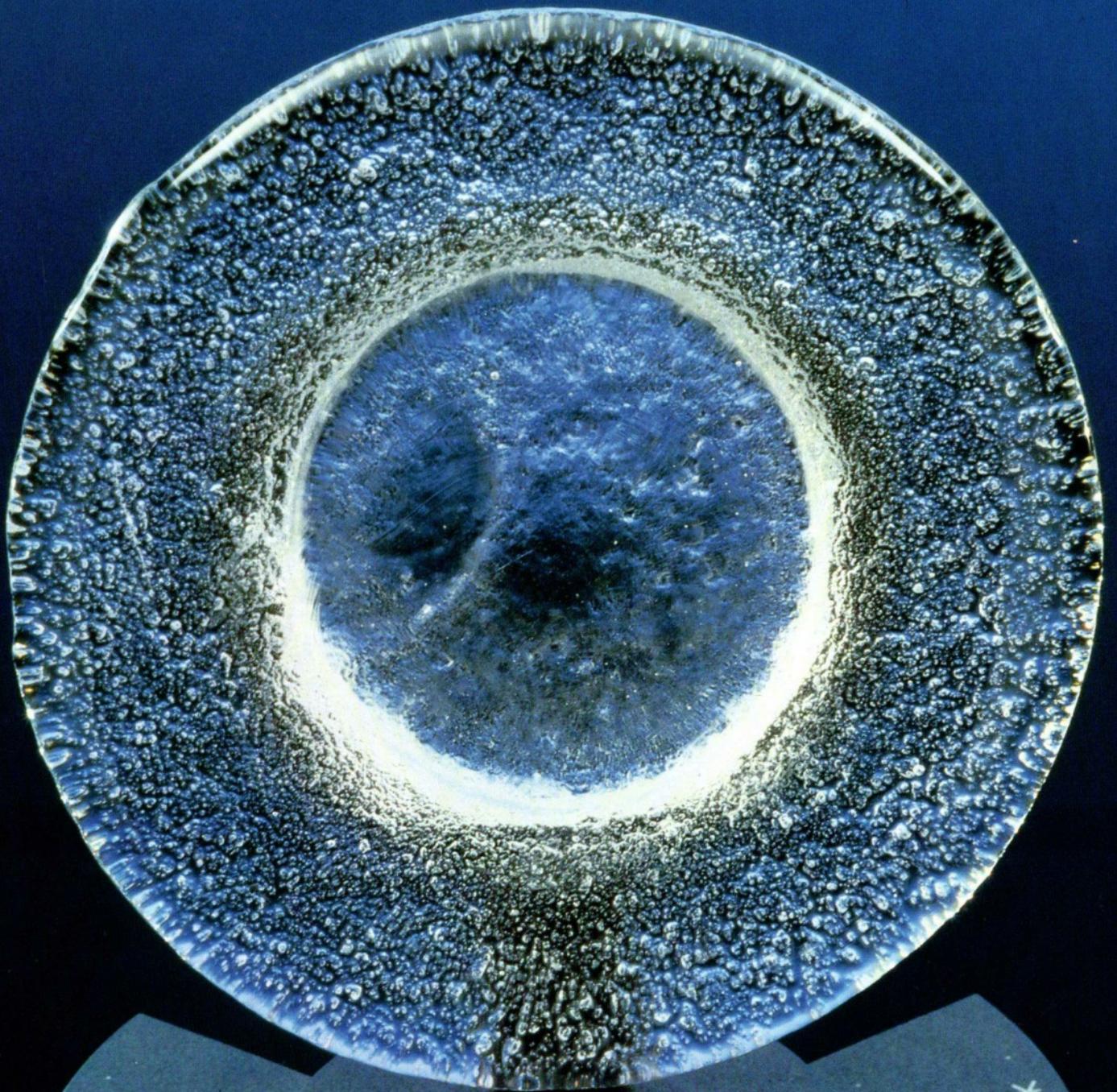
Bob Watkins
Group Technical Director

Malcolm Miller
Group Sales and
Marketing Director

speed of decision making, lack of bureaucracy and high level of motivation makes for an extremely effective management team.

AMSTRAD

Marketing Today



SPONSORED

BY

THE

CONSUMER

DURABLES

AWARD

FOR

MARKETING

1986

AWARD

FOR

MARKETING

AND

ELECTRONICS

PLC

MARKETING

WEEK

AMSTRAD

CONSUMER

SOCIETY

MARKETING

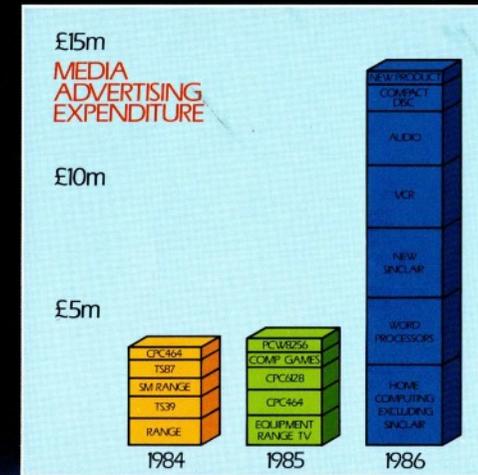
WEEK

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 1986 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 PCW 8256 word processor, described by the Sunday Times as "... the marketing success of the decade." The Sunday Times also awarded it the "Best Home/Small Business Computer of 1985."

We regard our advertising and promotional spend as an essential long term investment. In the UK alone, we budget over £12m at ratecard for our annual Autumn campaign, 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. In the Autumn of 1985, Amstrad accounted for 47% of the UK advertising on home computers. We maintained our 35% share of the UK audio market during the same period by spending 16% of the national advertising in the sector.

Internationally we encourage both group companies and agents 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 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.



GET YOUR HANDS ON THE NEW SINCLAIR 128K+2. BEFORE EVERYBODY ELSE DOES.

MONSTER MEMORY - MONSTER VALUE

£149

sinclair

It does accounts, projections, wordprocessing and 180mph.

Amstrad CPC 6128 with 128k memory

With Colour Screen around **£299**
With Colour Printer around **£399**

FOR LESS THAN A TYPEWRITER.

£399

THE AMSTRAD 8256. MORE THAN A WORDPROCESSOR,

AMSTRAD PCW 8256

A & J BULL LTD



AMSTRAD

£299

MKS

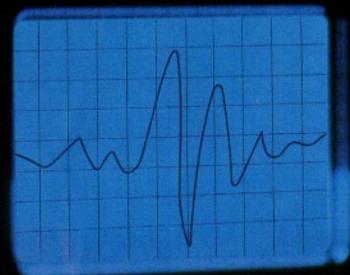
ALLDERS CLYDESDALE CO-OP CURRYS WIGGONS

LASKYS POWER CITY RUMBELAWS SUPREME VALLANCES WIGGONS



AMSTRAD

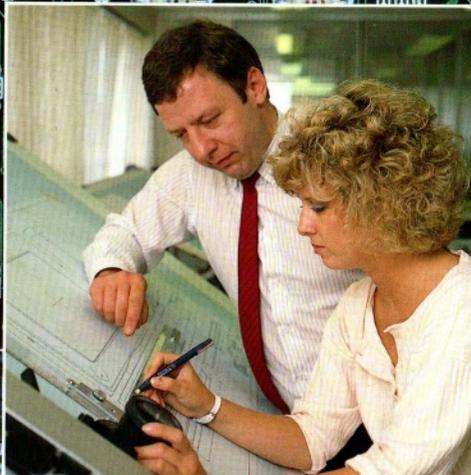
Research and Development



"Our realistic and logical approach to Research, Development and Product Planning ensures that only reliable products reach the market, and do so in the shortest possible time. It is in our R&D departments both in England and Hong Kong that most products are conceived and developed to meet the needs of the discerning Amstrad consumer."

Bob Watkins
Technical Director

AMSTRAD
Research and Development



The aesthetic design for our computer and video products is undertaken by our very able design team at Brentwood, whilst the majority of audio products are designed in our Hong Kong Office. Everybody involved in product designing is acutely aware of Amstrad's cost criteria and this enables us to produce value for money products. A lot of effort is also put into procuring components at the most competitive prices enabling us to overcome any fluctuations encountered from price increases and exchange rate variations. Nor do we forget a product once it is in production. A team of engineers and technicians monitors day to day problems, whilst others explore ways and means to improve quality and reduce costs, what we now call post production value analysis (V.A.), liaising with other engineers in those factories where the products are made.

AMSTRAD
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Z70301

Our research and development department uses the latest and most advanced technology. As an example the semi custom gate arrays (ULA's) used in our latest computer products are designed using 1.5 micron CMOS technology and the electronic circuits used in our new range of computers and Televideo products are currently being designed at our Brentwood headquarters using our own CAD equipment. This will enable us to improve our already short development time for both custom and semi custom devices. We have built up very good relationships with some of the largest and most respected international electronics component manufacturers. By dealing with companies such as NEC, SGS, Ferranti, RCA, Seiko, Matsushita, Toshiba, Philips, National Semiconductors, Alps, G.I., Texas Instruments and many others we are able to take advantage of their vast R&D facilities and bring to our products the benefits of their advances in technology. This overall strategy ensures that we have rapid development of new products enabling us to offer excellent quality at competitive prices so staying one step ahead of our competitors.

AMSTRAD
40043
6133-1952 85104

AMSTRAD
40044
6133-1952 85104

AMSTRAD
40039
28822

NEC
D8237A

MC146818P
GC68607

AMSTRAD
40045
6133-1952 85104

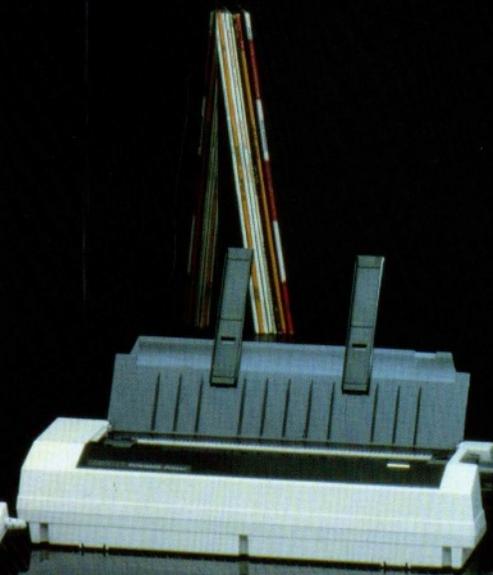
24.000
CTZ
6.5

TC74HC04P
8621H

AMSTRAD

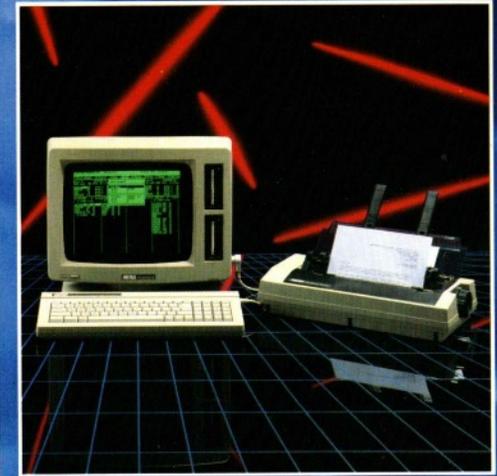
The Products





AMSTRAD

Some Current Products



The latest Midi CD1000 combines an advanced compact disc player with twin cassette decks, record deck plus stereo radio tuner and amplifier, all in one unit, complete with matching speakers. The CD1000 is the latest in a long line of Amstrad audio products and is a logical development of the company's first tower system, launched over 5 years ago.

The Sinclair ZX spectrum + 2 is Amstrad's own version of the former Sinclair computer. This has been redesigned from the inside out and is now of higher quality, is easier to use and represents better value for money.

▶ The new PC1512

The idea that Amstrad might challenge IBM with a business microcomputer may have seemed ludicrous to many experts a few months ago, but the exceptional success of the PCW8256 word processor has prompted much re-thinking. We are sure that the sensational new PC1512 will be widely tipped by the City analysts as a huge winner.

The PC1512 has 512K of main memory and comes complete with either colour or monochrome monitor in three versions; single double or hard disc drives. The amazingly low price of the PC1512 underlines Amstrad's wealth of experience in making a quality product at a popular price — over one million Amstrad computers have been built and sold. The economy of scale coupled with the experience in manufacturing have been combined to make the PC1512 the most cost effective PC compatible computer in the world.

The powerful PCW8512, which features built-in twin disc drives, is a word processor complete with letter quality printer and 'user friendly' software. By early 1986 Amstrad was being referred to as a significant force in the Word Processing and Home Computer market. And even greater success is just around the corner.

AMSTRAD

Some Current Products

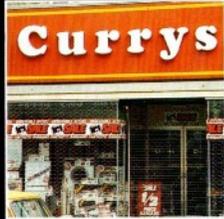


AMSTRAD

Leading in Britain

All the major electrical retailers are long time Amstrad supporters. Our sales and marketing team works closely with them, giving them advance notice of products in development and securing their commitment to stock ahead of production. As well as the outlets shown here, organisations such as the Co-op, Wigfalls, Laskys, Clydesdale, W.H. Smith, and Argos, have all recognised our formidable sales strengths and our aggressive marketing approach, and have seen their own sales performances benefit accordingly. With significant further sales through mail order catalogues such as Littlewoods, G.U.S., and Grattans, and independent retail outlets, we have a UK presence of such magnitude that Amstrad is a major household name.

With the launch of the PCW8256 has come a new group of customers supplying the business user. Major names such as Wildings, Ryman's, Office International, P&P, Northamber and MBS are now working closely with us and promise a sales springboard for the new PC1512. Amstrad Distribution Ltd supplies over 2500 independent dealers, and this represents a significant and valued part of Amstrad's business in the UK.



Computers



ADL, which is based in Stoke-on-Trent, offers its independent customers a 24 hour delivery service anywhere in the UK, using its computerised facilities to ensure rapid turnaround of all orders.



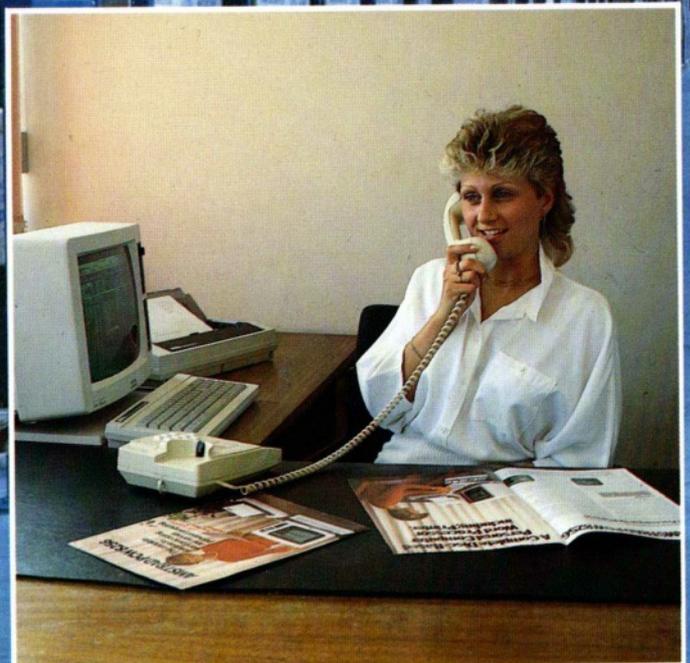
AMSTRAD

Leading in Britain



Amstrad's head office is in Brentwood, Essex, where a headquarters staff of 100 co-ordinates the company's operations throughout the world.

Amstrad's 150,000 sq ft factory sited 25 miles from Brentwood at Shoeburyness, assembles audio units and compact disc models. Production is controlled by an experienced management team and the quality control department ensures that the high standards required of Amstrad products are maintained. The company's 200,000 sq ft warehouse and distribution centre forms part of the same building complex, dealing in the height of the season, with a considerable number of containers per week, many of which are destined for our export customers. Also sited at Shoeburyness is the companies service and spares organisation.





AMSTRAD

**PERSONAL
COMPUTER
WORDPROCESSOR
WITH**
Keyboard, Monitor,
2 built in Disc Drives and
Printer

AMSTRAD

**PERSONAL
COMPUTER
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WITH**
Keyboard, Monitor,
2 built in Disc Drives and
Printer

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WORDPROCESSOR
WITH**
Keyboard, Monitor,
2 built in Disc Drives and
Printer

EC 25

Clima

EC25 M100

AMSTRAD

A Global Attitude

Amstrad has formed an international structure in order to fully exploit the growing overseas markets. Already, our products are distributed to almost 50 countries, and we plan to achieve much of our future growth from overseas business. Although early figures were insignificant, in the financial period 1985-1986, overseas sales accounted for £175m—more than 57%. Since then, our distribution network has grown appreciably and aggressive well-targeted advertising by our agents all over the world has ensured considerable success for our products. Our computer products have given us worldwide credibility which have been further enhanced by the acquisition of the Sinclair name. The audio/video range is now being actively and successfully promoted overseas.

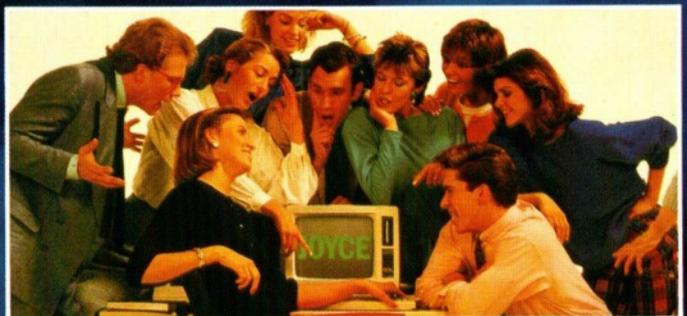
Germany, where our distributor Schneider is a leading brown goods manufacturer, has been particularly receptive. Amstrad computers are currently at number two there and closing on the leader.

In Spain our agent Indescomp has enjoyed massive success gaining a 52% share of the home computer market. This year they intend to market the Amstrad audio range for the first time.

In Italy GBC Italiana is taking Amstrad computers this season and we are sure that great success lies ahead of them.



Schneider
COMPUTER DIVISION



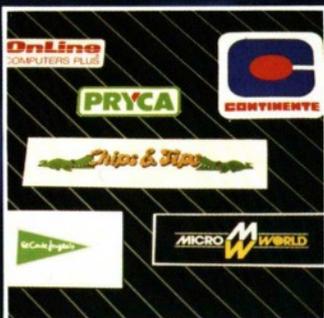
Amstrad equipment is currently on sale in the following countries:

Australia
Austria
Bahrain
Bangladesh
Belgium
Brunei
Cyprus
Denmark
Egypt
Finland
France

Gibraltar
Greece
Holland
Iceland
Indonesia
Israel
Italy
Jordan
Kenya
Kuwait
Lebanon

Luxembourg
Malaysia
Malta
Morocco
New Zealand
Norway
Oman
Pakistan
Poland
Portugal
Qatar
Republic of Ireland
Singapore

Spain
Sri Lanka
Sweden
Switzerland
Syria
Tanzania
Turkey
United Arab Emirates
United States of America
West Germany
Zambia



Il tuo capo dice che sei veloce, intelligente, capace. Dimostragli che ha ragione.

Sarà facilissimo, convincilo che la tua vecchia macchina per scrivere elettrica non basta più.

Parlagli del PCW 8256 della Amstrad, il sistema completo di videoscrittura che renderà perfetto il tuo lavoro. Raccontagli del grande schermo su cui scorre il testo, della comodissima tastiera tutta in italiano e della stampante... da avviare quando tutto è stato scritto, riguardato e corretto.

Digli che il PCW 8256 impagina, corregge, sostituisce una parola o un intero paragrafo e che memorizza i documenti di tuo corrente. E niente spazio per l'archivio, spiegagli che il PCW 8256 riesce a contenere in ognuno dei suoi dischetti il corrispettivo di 50 cartelle.

Per ultimo, assicuragli il prezzo: L. 1.380.000 + IVA, quanto una macchina per scrivere!

Non avrà più dubbi, se proprio le sua collaboratrice più preziosa.

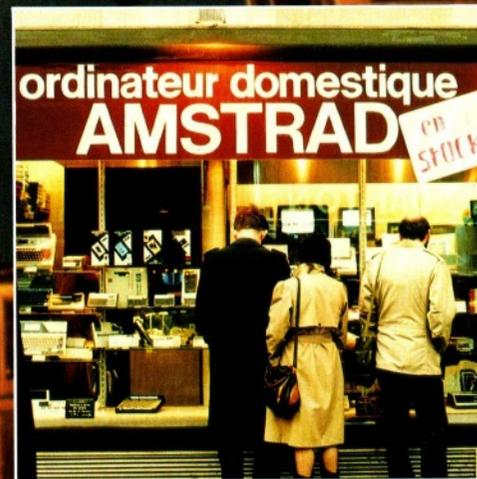
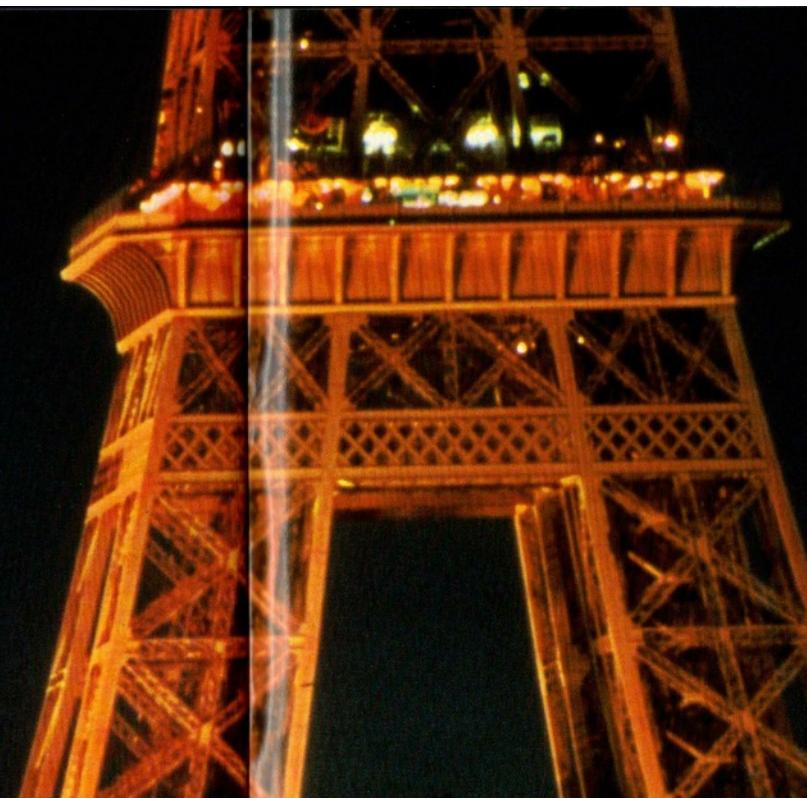
AMSTRAD G.B.C.

AMSTRAD PCW 8256. IL PRIMO SISTEMA DI VIDEOSCRITTURA CHE COSTA COME UNA MACCHINA PER SCRIVERE.

AMSTRAD

Amstrad International S.A.

Amstrad International SA was formed in August 1982 and since then its growth has been meteoric. During the first two years, the Amstrad audio range enjoyed considerable success and turnover, profits and market share grew steadily. In 1984 our computer products began their domination of the French market, so much so that today Amstrad home computers hold 55% of the French market and this in the face of such heavyweight competition as Thompson, Commodore and Atari. It is estimated that some 350,000 new PC's will be purchased in France during 1987 and we are sure that our PC1512 will be successful here, further expanding our customer base and enhancing our position in the French consumer electronics market. Presiding over this notable success is Marion Vannier — Managing Director of Amstrad International SA. She has a team of highly skilled executives around her covering sales, finance, distribution, software development, and technical service. There are now 60 staff in the Paris offices, and our French subsidiary has its own warehouse on the outskirts of Paris where finished products and spare parts are stored, and from which the service function covers the whole of France. Amstrad International SA now has in excess of 1400 customers ranging from the small independent computer and HI FI dealers, to such larger organisations as Darty, FNAC, NASA, Plein Ciel, Auchan and mail order companies such as La Redoute, Le 3 Suisses, La Camif, and Maison De Valerie. All these customers are supported with massive national advertising campaigns and, this year, for the first time, we will be advertising on French Television.



AMSTRAD

Amstrad International (Hong Kong) Ltd.

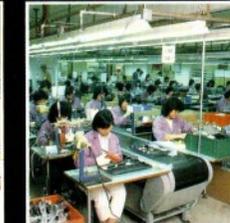
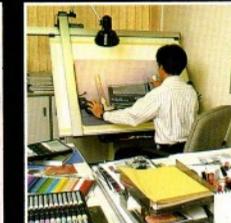
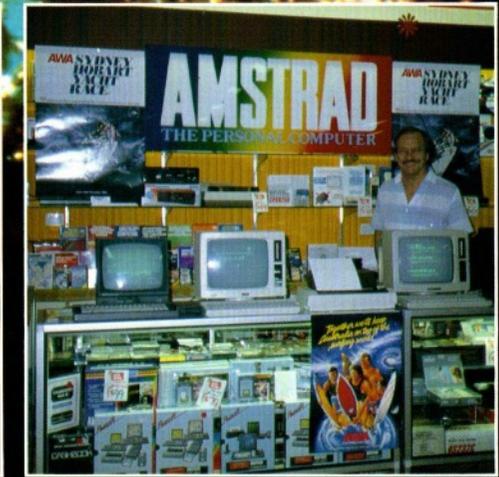
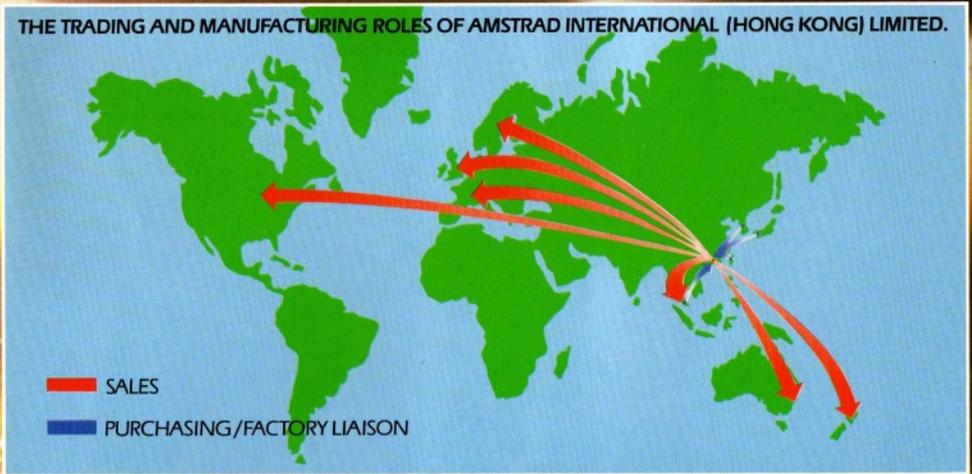
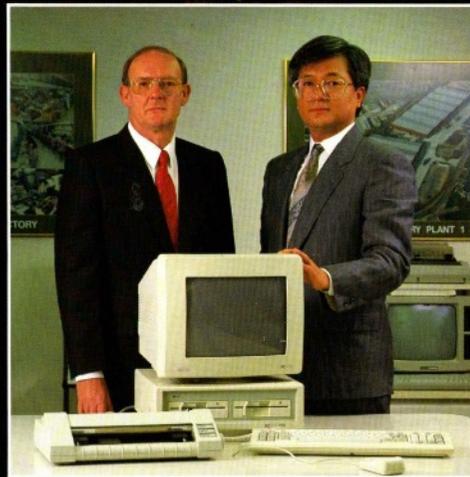
Amstrad International (Hong Kong) was established in 1981 to monitor and capitalise on the rapidly changing trading scene in the Far East and Australasia. Controlled by managing director Simon Mak and operations director Stan Randall, the Company develops new audio and computer peripheral products, and liaises with Amstrad's sub-contractors in the region to maintain quality standards and ensure production targets are met.

There is a team of production engineers and inspectors who, although based in Hong Kong, spend most of their time in our sub-contractors' factories assisting with technical help in production processes and testing techniques, and inspecting each shipment before it is sent to our customers worldwide. They also work very closely with our sub-contractors during the very important stage of pre production of our products, which determines the quality and reliability of the mass production run.

The Research and Development department designs all the Amstrad audio and computer peripheral products including Midi and Rack mounted Hi-Fi units and portable audio products, together with printers and interfaces for use with the Amstrad range of computer products. They also liaise very closely with the Research and Development department of Amstrad in Britain.

Amstrad International (Hong Kong) Ltd now has it's own customer base selling not only to A. W. A. Mitsubishi in Australia, Grandstand in New Zealand and customers in other Far Eastern countries but also to Germany, Spain, Scandinavia, the USA and elsewhere. It is able to source OEM products for customers all over the world. The shipping department has developed a high level of expertise and is able to handle large volumes of traffic with ease. Amstrad International's business has led to the excellent relationships it currently enjoys with banks and financial institutions, and is now truly respected as a major trading company in Hong Kong.

Early in 1985 Amstrad International (Hong Kong) Ltd formed its wholly owned manufacturing facility, Amstrad Microtronics Ltd based on the Kowloon side of Hong Kong. This factory produces our DMP2000 printer, the mouse for the PC1512, and other computer peripherals. Great emphasis is placed upon the quality of the products made here. The factory equipped with up to date machinery, employs almost 200 people, and makes a valuable contribution to overall group performance.



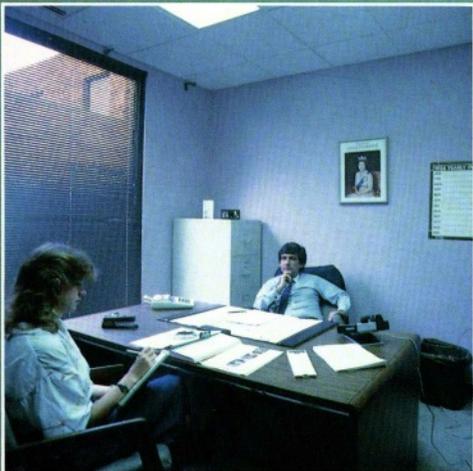
AMSTRAD

Amstrad International (U.S.A.) Inc.

Amstrad International (USA) Inc. was incorporated in October 1985. Our offices are situated 25 miles north of Chicago and were opened in January 1986. The President, Chris Pullen has been with Amstrad since 1973 and is therefore well versed in the unique Amstrad way of working.

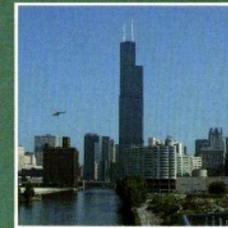
Designed to operate as a support office, liaising between Amstrad Hong Kong and Sears World Trade, the overseas trading arm of Sears Roebuck and Co, the worlds' largest retailer, the office and its staff helped smooth the introduction of the Amstrad PCW8256 through Sears into the American market.

It has become very quickly evident, with the vast potential of the U.S. market that other Amstrad products, both audio and computer, with their reputation for value for money and quality, can be introduced into the United States. For instance, recent figures indicate that the American public is expected to spend some \$2.4 Billion on low cost computers for small businesses and homes in 1987 and the PC market is expected to be as large as 3.5 million new units in the same period. It goes without saying that the new PC1512 will add a new dimension to our American business. Several large U.S. retailers have shown interest in our audio range and we expect that the CD player will do well.



Amstrad International (USA) Inc. is also broadening its market coverage and is now supplying computer products to Uruguay, Chile, Puerto Rico, and other South American countries. There is also a great deal of interest from potential customers in Canada.

Because of our unique facilities in the Far East and the UK we are also able to offer OEM where necessary. So from these small beginnings, we are sure Amstrad International (USA) Inc. will grow during 1987 and beyond.



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TYPING MISTAKE
YOU CAN MAKE
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Stop suffering from the limitations of a typewriter. AMSTRAD puts the power of word processing within your reach. For less than you ever imagined.

The new AMSTRAD system comes with everything you need to start working right away: high-resolution monitor, built-in disk drive, professional keyboard, correspondence-quality printer, and friendly software.

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AMSTRAD
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Appearing in Time, People, Newsweek, Inc. Magazine, Sports Illustrated and U.S. News and World Report

THE WALL STREET JOURNAL.

Amstrad Word Processor To Be Sold in U.S. by Sears

By STEVE WEINER and RICHARD L. HUDSON
Staff Reporters of THE WALL STREET JOURNAL
CHICAGO—Sears, Roebuck & Co., expanding its presence in North America's turbulent, low-end computer market, said it will market the Amstrad Word Processor, a top-selling British brand, in the U.S. and

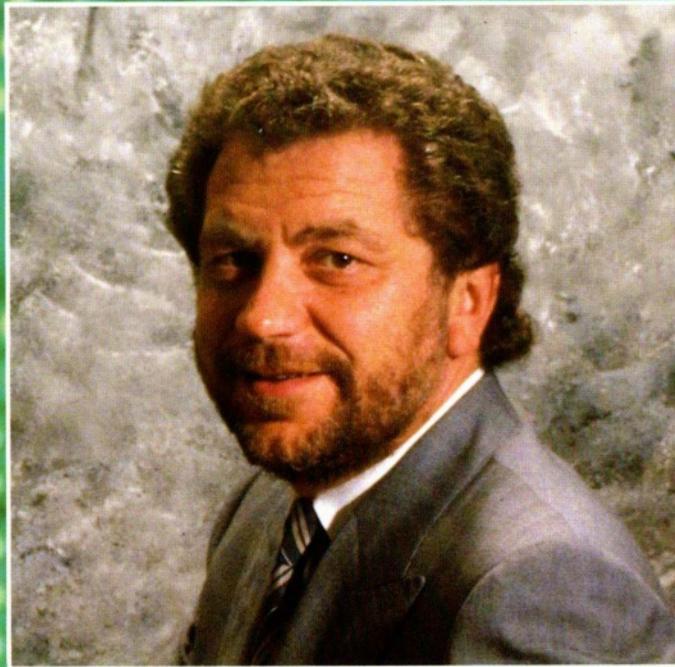
Amstrad, made in Korea for Amstrad Electronics PLC, fits in the

products captured 29% of the market for eight-bit microcomputers sold to European businesses last year, outpacing Commodore by four percentage points. In the fiscal half ended Dec. 31, Amstrad's sales nearly doubled, to 1128.3 million (\$186 million), and its net income nearly tripled, to \$19.1 million (\$28.4 million). The company is counting on a strong U.S. introduction to sustain that growth.

The product is

AMSTRAD

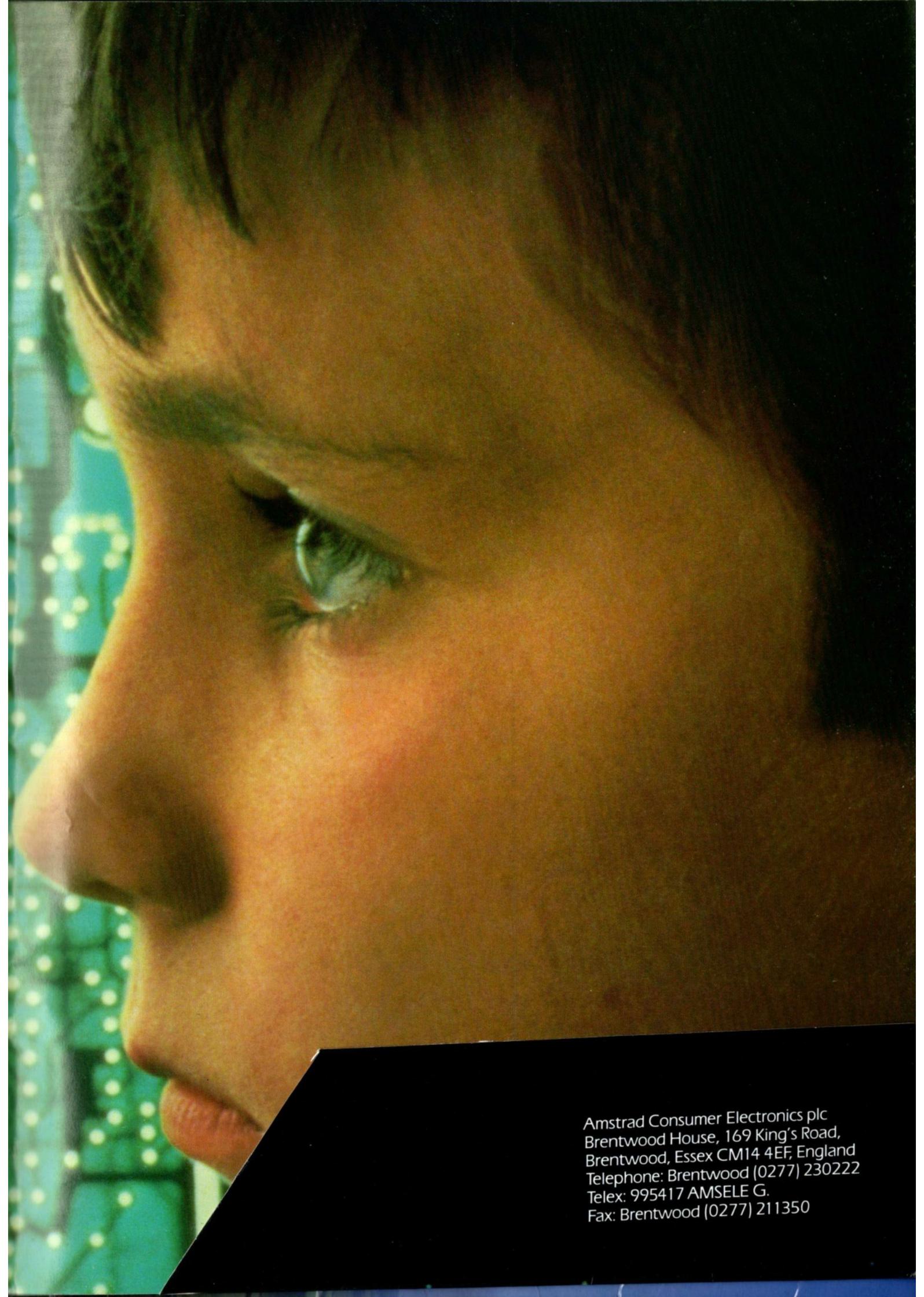
The Future



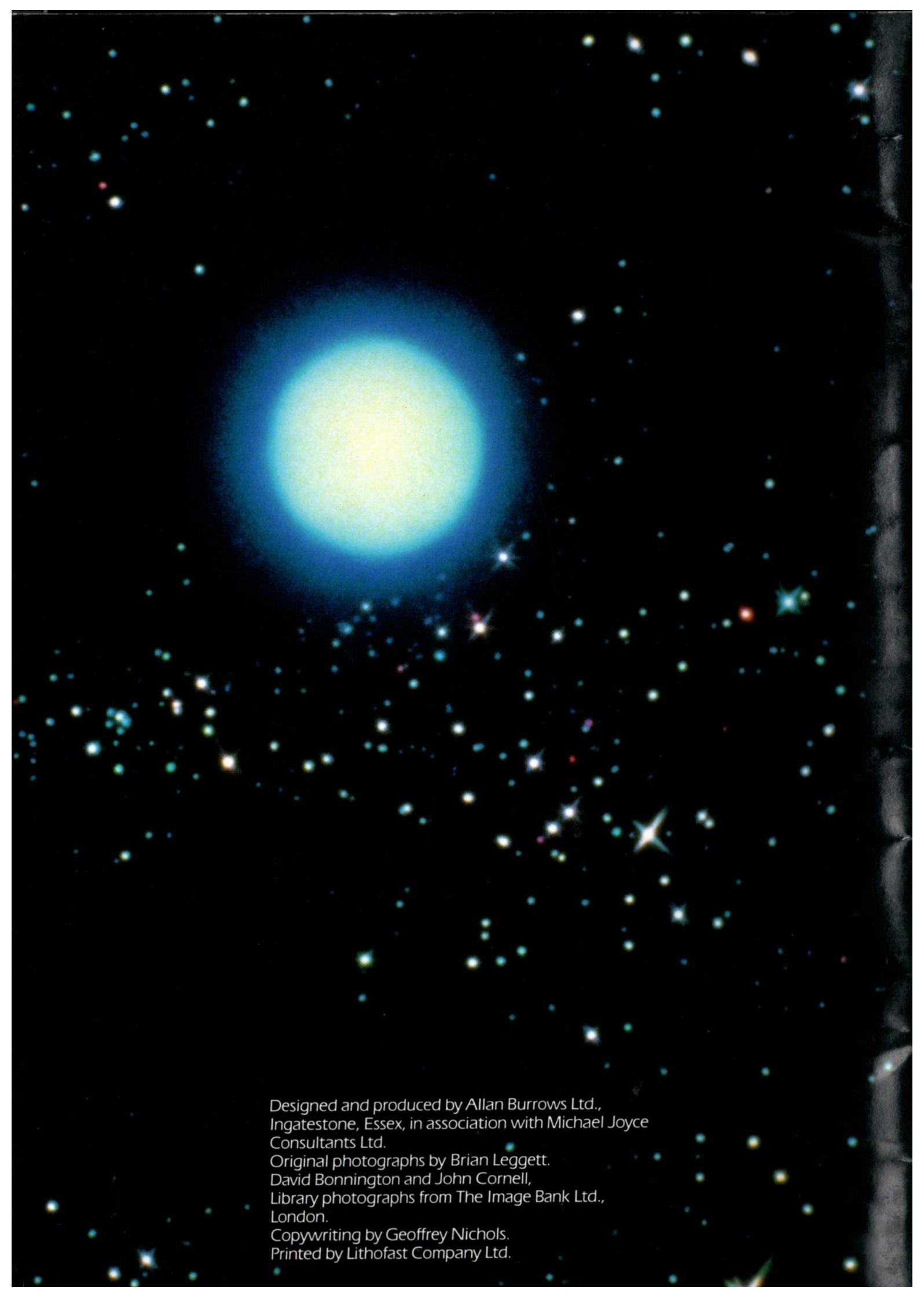
We now have an extremely sound base to work from, not simply in financial terms, but also in respect of management quality and international marketing structure. We have proved that we can recognise what the market wants and how much it will pay. We are among the top ten most profitable companies in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

A handwritten signature in black ink, reading "A.M. Sugar". The signature is stylized with large, sweeping loops.

A.M. Sugar
Chairman and Managing Director



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