

# AMSTRAD

## Staff Newsletter

No.1 December 18th 1987

Amstrad is renowned for its speed of reaction and its commercial flexibility, but both of these attributes depend on good communication throughout the company.

As we get bigger and spread our operations across the world, good communications become more difficult and there is a risk that our ability to react quickly will be affected. We cannot allow that to happen.

This newsletter is one of the methods we will use to ensure that Amstrad staff at Head Office and at our plants and offices in this country and overseas are kept informed of new appointments, policies and items of news which affect the company.

It is important that the editor is kept informed of all developments, for only then can she produce a newsletter that will meet the objectives we have set.



### A Note from the editor

Welcome to the first Amstrad staff newsletter. For sometime it has become increasingly obvious that whilst working for the fastest growing consumer electronics company in the world, internal communication has become more and more difficult as the number of staff have multiplied many times - the answer - to produce an informative, interesting and useful newsletter. So here we are with the first issue and the second well on the way.

We promise to bring you over the forthcoming months confirmation and denial of many of the latest rumours, plus information relating to new products, new staff, and general company news. In this first issue alone you will find confirmation of the building rumours which have been so prevalent recently, plus the opportunity to see at a glance how well or badly your Amstrad shares are doing, in addition to being able to put names to faces of new staff who have joined us this month.

We will also be looking for inspiration from you - comments, articles and photographs or any informative news which you feel would help us to spread the word. We can even provide a photographer if you require one.

*This newsletter will not only be for the benefit of the staff in the Brentwood office, but for every Amstrad employee whether they be at Brentwood, Shoebury, Amstrad Distribution or working for one of our foreign subsidiaries. As time goes on we hope to be able to shed more and more light on the ins and outs of working for Amstrad in foreign parts, however, for the time being news will mostly come from England.*

*So what about distribution, well you should find this appearing on your desks on the same day as your pay slip - this is by no coincidence, the personnel department have kindly offered to distribute newsletters to all staff in Brentwood, copies will also be sent to Shoebury and Amstrad Distribution for circulation on the same day, and further copies will be sent to the USA, France, Spain and Italy - so if this doesn't improve communication nothing will!*

*If you are reading this in Shoebury or at ADL in Staffordshire and thinking that the news is biased towards the Brentwood office then let us know so that we can include your office news.*

*We hope that you will enjoy reading this first issue and in the meantime we look forward to your comments and suggestions for future months issues. May we take this opportunity to wish all Amstrad Staff:*

**A Very Merry Christmas**

**Sally Tyler**

### A new Image For Brentwood House

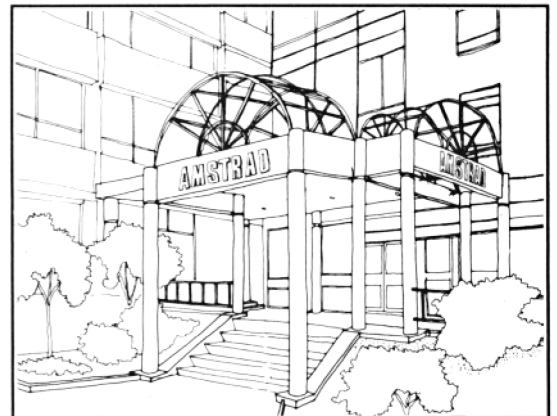
John Cornish Building Services Manager of Brentwood reveals the forthcoming structural changes to Brentwood House.



On January 11th 1988 work is scheduled to start on extensive alterations to the first floor reception area and front car park.

The existing car park at the front of the building is to be extended by filling in the sunken area at the front of the showroom, giving us the use of a further five parking bays. The car park itself is to be re-built and landscaped with a quantity of shrubs planted to improve the general appearance of the forecourt.

The reception area is to be extended to join the new show room, obviously this means that the alley way to the rear of the building and to the car parks will cease to exist. However, a new back exit to the car park will be made available.



The additional room created by this work will enable the post room, at present on the 6th floor, to move to the first floor reception area and the switchboard at present on the 9th floor will also be re-located in this area. It is planned that an additional meeting room with showroom access is to be provided. A new visitors seating area is planned with the security desk being re-located.

New double entry automatic doors are to be installed facing Kings Road and the canopy is to be re-furnished with design improvements, the alterations will also provide direct access to the showroom from reception.

Further proposals include building a 10th floor on the building to ease the growing accommodation problem and the conversion of the basement to an engineering laboratory unit. This will not affect the goods in department but alternative arrangements will be made for archives storage and printing operations.

## Amstrad Appoints 3rd Advertising Agency

Due to the number of proposed new product launches planned for 1988 and Amstrad's commitment to advertising its products, we have recently appointed a third advertising agency to complement our current two - Delaney Fletcher Delaney and Lovell and Rupert Curtis.

They are Woollams, Moira, Gaskins O'Malley and they started in business at the beginning of October 1987. All the members of this new agency come from famous large agencies and the creative team have already written adverts for Renault 5 ("What's your's called?"); K.P Nuts ("More, more, more"); ("The Mighty Budweiser"); Sanatogen ("D'ya feel all right?"); Boots, Pirelli; Perrier ("Eau series"); Lego, Landrover and many more - quite a pedigree!

We look forward to their contribution to our sales effort from mid 1988 onwards.

**Malcolm A Tocher**

## In Brief

There are various exhibitions throughout the year at which Amstrad exhibit. A number of these are held in the London area and continue over the weekend. If you are interested in attending any of these events tickets can usually be obtained from Don Churchill (Ext 2407). A number of regular sports activities are arranged amongst staff which you may or may not be aware of. At present these include a monthly ice skating trip to the rink at Romford (usually on a Thursday) which is organised by Anne-Marie Abbott (Ext 2376) and a weekly badminton team which meet every Wednesday at the Shenfield Sports Hall. For further badminton details contact Vikki Smith (Ext 2448). I am sure by now that you must all be resigned to the fact that Christmas is upon us, and I hope that you will enjoy the Amstrad Christmas party.

However, remember the new trend for publishing the names of convicted drunken drivers, as I am seriously considering a similar line as a deterrent against anyone losing their dinner on the coach home!

## Alan Sugar meets Prince Charles

During his recent tour of inner cities and enterprise zones, the Prince of Wales visited Birmingham, where he was presented with the Amstrad PPC 640 by Alan Sugar.

Amstrad is supporting the Prince's Business in the Community (BiC) scheme by providing a number of PC 1640 computers and training to BiC officers.

It was the second time in recent months that Prince Charles has come across Amstrad. In Cologne last month, he stopped off at the Best of British stand at a major exhibition and saw an Amstrad computer on display.

## Leisure On The Move

During the last 12 months the sales and marketing activities of Amstrad have been split into two distinct areas, namely business products (PC's, PCW's, portables and printers) and leisure products (Amstrad and Sinclair home computers, audio and video products).

The achievements of the leisure division during 1987 have been outstanding, currently we market the best selling video in the UK, the VCR4600, the best selling midi, the MS45, and the best selling home computer, the Sinclair +2.

Perhaps you have noticed the advertising campaigns running during October and November. These campaigns have helped us considerably in achieving this impressive record of success.

During 1988 the leisure division will undergo its biggest expansion ever starting in January with the launch of the TVR3. This is a combined 20" colour television/video recorder equipped with all the latest in TV and video technology, which will retail at £499.

The TVR3 is just the start of the successes for 1988. Over the forthcoming months the Leisure Column will aim to inform and update you of new products and forthcoming advertising campaigns, so you too can share Leisure On The Move.

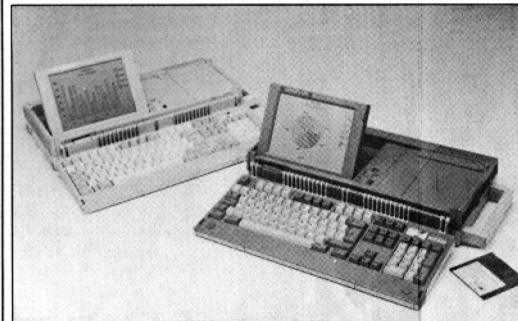
**Anthony Sethill**



## PPCLAUNCH

The PPC 512/640 is the latest in the Amstrad computer range. Like all new products there was an official launch to release the product onto the market. The venue was the Cafe Royal, Leicester Square on 28 October 1987; timed to precede a US launch and display at the Comdex Show in Las Vegas, which is one of the major computer shows in America. It also coincided with Alan's appearance on Wogan.

The event was organised by Michael Joyce Consultants, our PR agency, with technical support from the sixth floor.



There were about 150 guests consisting of Press, large dealers and distributors, overseas agents, and representatives from major software houses. The presentation was hosted by Nick Ross (of Crime Watch fame).

Nick began with a brief history of the company illustrating its success in terms of growth and turnover and its overall effect on the market place. The way that Amstrad have managed to produce products that find a new market rather than take sales from competitors was described as 'The Amstrad Effect'.

A video announcing the PPC was then shown, Nick then talked briefly of the plans for the product, and finally Alan Sugar was introduced to release the prices of the PPC range.

This was followed by a question and answer sequence where the guests had an opportunity to ask Alan about the product itself and commercial plans for the PPC. Several of the guests however were more intent on getting a reaction from Alan on the state of the stock market!

Next the great unveiling! All heads turned, lights went up, curtains back and the guests were given the opportunity to play.

Should you feel inspired to find out more about this, or any other Amstrad product, remember that brochures are available from the literature room on the fifth floor (or fill in the coupon in the Sunday Times!).

## Shareholders and Analysts meet for the AGM

Nearly 200 shareholders and analysts attended the Amstrad AGM on November 26th at the Waldorf Hotel in the West End, this is the first time since the company moved to Brentwood, that the annual general meeting has been held out of Brentwood.

Making their first appearance as Group board directors were Madame Marian Vannier, who runs the French subsidiary, and Jose Luis Dominguez, whose company Indescomp SA was acquired by the Group in September.

The official business of the meeting was dealt with swiftly, and the Chairman opened the session for questions from the floor. The next 45 minutes saw a steady flow of comments and questions from shareholders, many of whom had travelled across country to attend the meeting.

Alan Sugar delivered an objective view of the company's performance over the last financial year and gave the audience his views of the coming year as seen against the backdrop of the recent stock market downturn. He flagged the company's plans for expansion in the German market and indicated steady progress in its North American operations.

Perhaps the tone of the meeting could best be summed up by one shareholder who congratulated the board on the recent results and thanked the Chairman for maintaining his policy of keeping shareholders advised of progress and developments at the same time as observers and commentators in the City.

**Nick Hewer,  
Michael Joyce Consultants.**

## Share Update

Amstrad's share price forms part of the much-quoted FT-SE 100 Index as being one of the most traded and representative shares in the Stock Market.

Like all shares, it has been badly hit by the recent stock exchange 'crash'.

Amstrad's share price can be found in the Electricals section of the Financial Times London Share Service. The

following is an example of the information given each day relating to Amstrad shares.

	High	Low			
	225	101	Amstrad 5p		
Price	Div Net	Cover	Gross Yield	P/E	
106-1	0.7	22.5	0.9	6.2	

The first two figures show the highest and lowest price, in pence, that Amstrad shares have reached this year. 'Price' gives the closing price of the share the previous day and how much this has changed from the day before.

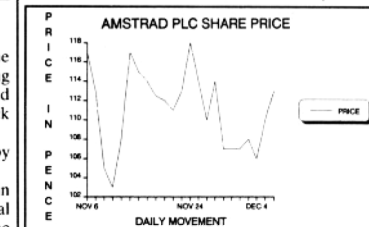
'Div Net' is the amount in pence, net of basic rate income tax, paid per ordinary share out of the company's last financial year's profit.

'Cover' shows the number of times the Company could have afforded to pay last year's dividend if it had distributed all the Company's profit and not held back any in reserves for future needs, eg. research and development.

'Gross Yield' calculates what your rate of return would be if £100 was invested in Amstrad at the current price and that the dividend payment remains constant, ie. for every £100 invested you would receive £0.90 in dividends before tax is deducted.

P/E stands for price/earnings ratio. It compares the market price of the share with profit the company is earning per share and is a measure of confidence investors have in a particular company. Last year's profit after tax is divided by the number of shares issued to give an 'earnings per share' and this is divided into the current share price to give a price/earnings ratio. E.g. at present, investors are prepared to pay just over 6 times the current earnings per share. P/E ratios are really only comparable for companies in the same line of business.

Below is a graph showing the movement of Amstrad share price over the last month.



# Staff News

Have you ever jumped into the lift only to be confronted with a new face? Well it is not surprising since an incredible 212 staff now work at Brentwood Head Office and although every floor appears to be bursting at the seams we are still growing.

This page serves to welcome new staff as they join us each month, to say goodbye to those who are leaving to follow new career paths and to wish good luck to those moving to new positions within the Amstrad group.

## Welcome To....



Jerry Upton who recently joined the Business Sales Dept as Corporate Business Manager. He joins us from Racal Vodac where he was a Corporate Account Manager.



Elaine Harrison who recently joined as an administration assistant to the Export Dept.



**Sanjay Fernando**



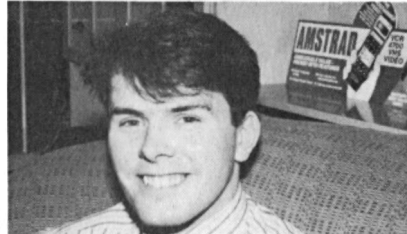
**Richard Garfield**

Sanjay Fernando, Richard Garfield and Martin Hanness who recently joined the Customer Services Dept in the continual battle to support our customers.

Christine Wilson who recently joined the Production Dept on the 2nd floor as an administrative assistant.



Nigel Eden who recently joined the 8th floor as a Finance Analyst.



**Neil Kay**



**Bill Edwards**

Bill Edwards and Neil Kay who recently joined the Quality Assurance Dept on the 2nd floor.



**Paul Johnson**



**David Kelly**

Paul Johnson and David Kelly who recently joined Roger Adams in the Group Stock Accounts Dept.

## Goodbye To....

Vik Olliver the hairy hacker from the 6th floor who leaves this month to take up a new position at Alpha Systems.

Thomas Power, Business Product Manager who leaves the Marketing Dept this month to set up his own company in the computer software sector.

Andy Curtis Customer Services Letters Assistant, who leaves to join a software distribution company to continue his career supporting Amstrad products.

Janine Hughes leaves the Sales Ledger Dept to follow a college course.

Neil McIntosh recently left the Purchasing Dept after deciding to return to college, where he hopes to follow a new career in accounting.

## Good Luck To....

John Cathorne formerly assistant buyer at Brentwood who recently moved to Shoebury to take up the new position of Spares & Services Buyer. Lynne Evans previously a member of Customer Services joined John to assist in his new role.

Martin Collier formerly of the Export Credit Dept recently moved to the 9th floor to take up the new position of Sales Administration Assistant Manager.

David Lancashire who assumes the role of Business Product Manager having spent 4 months involved in International Marketing.

This newsletter is intended for staff and employees of Amstrad Plc and its subsidiaries. It is not intended for general public release. Any facts and figures quoted are believed to be accurate at the time of going to press. The views and opinions expressed are not necessarily those of the company or directors of Amstrad Plc.