

Strong long-term commitment to Middle Eastern customers and partners

SICK opens subsidiary in Dubai

Waldkirch/Dubai, November 2013 – Since December 2007, SICK has been represented in the Middle East by the branch office of SICK Automation International GmbH based in Dubai, United Arab Emirates. In response to the consistent growth of local value added as well as local industries in the Middle East, SICK has transformed the branch office into a subsidiary named SICK FZE (Free Zone Establishment). The legal set-up of the subsidiary was completed in early November of 2013.

SICK FZE is incorporated in the Jebel Ali Free Zone, Dubai, where the branch office has been operating from. The primary objective of the new SICK subsidiary is to offer customers and partners in the Middle East region SICK's high-quality sensor technology and solutions as well as application, system integration and service expertise for the factory automation, logistics automation and process automation.

This commutation from branch office to subsidiary is a statement of SICK's strong long-term commitment to its Middle Eastern customers and partners. It emphasizes the company's willingness to invest into the region as well as the significance that SICK is attaching to the growing requirements and rapid development of its regional customer base. The benefits for the company's customers and partners will be that SICK FZE will further buildup local competencies in the Middle East, including a decentralized knowledge and know-how base. This will further enhance support levels, response times and services for local customers and partners.

SICK FZE is a wholly owned subsidiary of the SICK AG. SICK AG is one of the world's leading producers of sensors and sensor solutions for industrial applications. Founded in 1946 and headquartered in Waldkirch, Germany, the company employs over 6,300 employees worldwide. In 2012, the SICK Group achieved sales of EUR 971.3 million. For more information on SICK, please visit <http://www.sick.com> or call +49 7681 202-5747.