

30th April 2008

**Schneider Electric Brand Migration**

Dear Valued Customer,

We are delighted to announce the official launch of the **Brand Migration Project** for **Schneider Electric**. As a corporate strategic decision, most of our brands (**Merlin Gerin**, **Square D**, **Telemecanique** and **Clipsal**, etc.) will migrate to "Schneider Electric" progressively. This worldwide campaign aims at increasing the visibility of "**Schneider Electric**" in front of our customers and the public, thus maximizing the brand value.

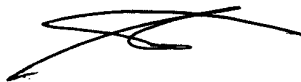
The Brand Migration Project involves the changes of product marking, labeling, packaging and corporate communications, yet there will be no impact on the product quality, performance, price and sales of previous products.

In Hong Kong and Macau markets, the Brand Migration will start with Busways and Medium Voltage Panels. The migration of other products will proceed at a proper time and target to be completed by the end of 2010. After that, all products will be expected to carry only "**Schneider Electric**" brand.

Owing to the reasons that various products of different brands are at different stages of the migration and the sale of stock, products with "**Schneider Electric**", "**Merlin Gerin**", "**Telemecanique**", "**Square D**" and "**Clipsal**" brands will co-exist during the transition period; nevertheless it will not impact on customers' purchase or use of our products.

A series of advertising campaign will be expected in the 2nd quarter of 2008. We appreciate your support to us during the migration process and will keep you informed of further developments.

Yours Sincerely,  
For and on behalf of Schneider Electric (HK) Ltd.



Peter Mo  
Marketing Manager

### 施耐德電氣品牌融合

親愛的客戶：

我們很高興向您宣佈施耐德電氣的**品牌融合行動**正式啓動。基於企業的戰略決策，施耐德電氣將把旗下的眾多品牌（包括**梅蘭日蘭**、**美商實快電力**、**TE 電器**和**奇勝**等）統一為“**施耐德電氣**”。此行動將在全球各地逐步推行，旨在提升“**施耐德電氣**”品牌在客戶及公眾層面的知名度，以擴大我們的品牌價值。

有關行動將涉及產品的名牌、標籤和包裝的變更，並且公司的宣傳推廣。然而，不會對產品的質素、價格及過去已售賣的產品有任何影響。

在香港及澳門市場，品牌融合行動將由母線和中壓制櫃產品開始，而其他產品線則會按個別情況，配合適當時機而逐步推行。整個品牌融合行動計劃於二零一零年底結束，此後所有施耐德電氣的產品都冠以“**施耐德電氣**”品牌名稱。

在品牌融合行動進行期間，產品中會有“**施耐德電氣**”、“**梅蘭日蘭**”、“**TE 電器**”、“**美商實快電力**”和“**奇勝**”等多個品牌同時存在的情況出現。這是由於各產品線有不同的品牌融合時間和銷售存貨所造成的正常現象，對閣下的產品選購和使用不會構成任何影響。

一連串的推廣活動將於今年第二季度展開。感謝閣下對品牌融合行動的支持，如有進一步消息，我們將及時通知。

毛沛匡 謹啓

市場部經理  
施耐德電氣(香港)有限公司

二零零八年四月三十日