

Press Release

SCHNEIDER KREUZNACH and SOMO OPTICAL launch distribution of ophthalmic lenses in China

A strong alliance in a growing market.

BAD KREUZNACH, 30th September 2009.

A cooperation agreement between Schneider-Kreuznach and the Korean company Somo Optical Co., Ltd. was signed by the CEOs of both companies in Seoul on September 23rd. The alliance is founded on the Schneider Group's extensive know-how in manufacturing high-precision lenses and ophthalmic lenses as well as Somo Optical's experience in the market for ophthalmic lenses. „This is a further element of our strategy to strengthen our presence in the Asian growth markets by offering a wide range of high-quality optical products and tap new markets,“ says Dr. Josef Staub, CEO of the Schneider Group. The company has already invested in new machines at the Bad Kreuznach site to expand its ophthalmic lenses business area. „We are looking forward to working with the internationally renowned Schneider-Kreuznach brand,“ says Soo Joon Shin, Chairman of Somo Optical Co., Ltd. Both partners do not rule out intensifying their cooperation in future.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance photographic lenses, cinema projection lenses, as well as industrial optics and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), B+W Filterfabrik (ISCO) (Göttingen), Schneider-Optics (New York, Los Angeles), Schneider Bando (Seoul), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". It has around 640 employees worldwide, with 335 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

About Somo Optical Co, Ltd.

SOMO Optical is a global manufacturer and market leader in the field of high-tech plastic ophthalmic lenses. It is a subsidiary of SOMO Group. Established in 1991, SOMO Optical has consistently developed new products and manufactures the best-quality lenses worldwide, including high-index products, high-quality prescription lenses and advanced free-form lenses for the premium lens market. SOMO Optical has six offices around world: in the USA, Germany, China and Japan. Its headquarters are in Seoul, Korea.

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