

Dornach, 10 February 2010

## Writing instruments for the most part spared from the economic crisis

From 30 January till 2 February 2010 approximately 104,000 visitors from 142 countries attended the trade show quartet Paperworld, Christmasworld, Beautyworld and Hair and Beauty. Despite the extreme weather conditions, some additional 4,000 traders made it to Frankfurt am Main. At the four events a total of 3,438 exhibitors from 67 countries represented the international paper, office supplies and stationery, decorations and festive decorations, beauty and cosmetic sectors as well as the hair-cosmetics industry.

Swissmetal was pleased to be able to welcome all of our important clients at the corporate stand. This year Paperworld proved itself to be a positive environment for the writing instruments industry. Following a slight improvement in sales and a stable 2009 Christmas season, optimistic voices were heard throughout the trade show as regards the 2010 business year.

Swissmetal, and its presence at a trade show at the heart of the writing instruments industry, was able to benefit from the extremely positive mood and strengthen its leading position in the area of special alloys for the manufacture of ballpoint pen tips. The yearly trends indicate a desire for economical and environmentally friendly materials. Swissmetal was able to put forward important proposals that were enthusiastically received by the clients.

Swissmetal produces and sells worldwide high-quality special products made of copper and copper alloys which are mainly used in the electronics, telecommunications, air travel, petroleum, automobile, stationery and watch/clock industries and in the architectural sector. In financial year 2007, Swissmetal achieved turnover of CHF 407.0 million. As at end of December 2009, the company had 629 full time-employees. Swissmetal, with its registered office in Dornach (Switzerland) is quoted on the SIX Swiss Exchange as Swissmetal Holding Ltd.

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