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Press release

Rolic Technologies establishes a joint venture in China

Joint project with CINIC in Shanghai – Free Trade Agreement important basis for sustainable cooperation with local industry

Just a few weeks after the Free Trade Agreement between Switzerland and China was signed at the start of July 2014, the Swiss high-tech company Rolic Technologies from Allschwil launched Rolic Technologies (Shanghai) as a joint venture with the Chinese company CINIC Chemicals Shanghai. Based on Rolic’s innovative technology, the company will produce customized formulations to be used in the manufacture of high-quality LCD displays. Eventually, the company will also manufacture other Rolic products. With this forward integration, Rolic has opened a new chapter in its young history. Its goal is to roll out Rolic technology even more quickly and meet customer needs more effectively.

As the majority shareholder in the new company, Rolic has now taken the final step towards becoming a manufacturer of ready-to-use formulations for the global high-tech industry. The products manufactured by the new joint venture company Rolic Technologies (Shanghai) are developed at the headquarters in Switzerland. Also the key materials are produced in Switzerland, before being combined with local components in China to create the final products.

“From both an economic and an environmental standpoint, this approach will bring significant advantages,” says Norbert Münzel, CEO of Rolic Technologies Ltd. “In addition, thanks to our joint venture in China we will be able to provide local customers in the rapidly expanding display industry with a faster, more direct service on site.” Münzel believes that the new Free Trade Agreement is very important for a company like Rolic, not least because the international copyright laws are clearly stated and recognized by both sides. “This serves as a binding obligation and strengthens mutual trust. If there is any infringement of these regulations, it is possible to introduce effective measures and sanctions,” explains Münzel.

For its joint venture with Rolic, CINIC is providing the infrastructure as well as resources and manufacturing experience. Kevin Wang, President of CINIC’s Board of Directors, says, “I expect the joint venture to open up interesting new opportunities in

the rapidly growing Chinese market, in particular a chance to expand business operations to the display industry and other high-tech applications.“

For Münzel, another key advantage for the Swiss partners is that CINIC has a management team that already has working experience in an international environment. “On the one hand, the staff are familiar with our standards and way of working. On the other, as a result of their backgrounds and language, they have very direct contact with local suppliers and customers on the ground,” says Münzel.

Rolic Technologies Ltd. has a 70-per-cent share in the new joint venture, Rolic Technologies (Shanghai). The local partner CINIC, which employs 500 staff, owns the other 30 per cent.

Background information on Rolic

Rolic Technologies Ltd. is an innovative Swiss high-tech company headquartered in Allschwil (Basel). Rolic modifies surfaces on a nano scale with polarized light to achieve unique optical effects. New industry standards have been set for displays, forgery-proof security devices and efficient OLED lighting products.

Highly skilled staff and leading scientists at the Swiss headquarters continually develop and refine Rolic’s technologies for use in new, pioneering industrial applications. The subsidiary Rolic Technologies B.V. (Eindhoven, the Netherlands) engineers industrial solutions for the company’s global customer base. Three business units (Display, Security and Organic Electronics) provide the industry with innovative solutions for efficient production processes and improved consumer products.

Rolic’s roots lie in the liquid crystal laboratories of the Swiss health care company Roche. The latter outsourced the company as a spin-off. Rolic has been privately owned since 1996 and has successfully gained footholds in international markets.

Background information on CINIC

CINIC Chemicals (Shanghai) Co. Ltd. produces high-quality organic pigments and employs 500 staff. The company has three production sites in Shanghai, covering a total of 264,000 square meters. The pigments are manufactured at these sites using state-of-the-art equipment and technology. CINIC has several decades of experience and expertise in developing capabilities for mass production, including research and development, and has been certified by the government authority in Shanghai as an Advanced Technology Company.

CINIC is committed to quality, cost-efficiency, environmental sustainability, openness and solid ethical principles.

Further information:

Rolic Technologies Ltd.



Ms Esther Born, Head of Corporate Strategy & Advice

Tel. +41 (0) 61 487 22 30

Fax +41 (0) 61 487 22 99

esther.born@rolic.ch

www.rolic.com