

HUBER+SUHNER expands footprint in Japan, announces two new sales partners

Partnership with M-RF will strengthen the company's services in the communications sector while the partnership with RIX Corporation will strengthen services in the marine industry.

Global connectivity supplier HUBER+SUHNER is extending its sales partner network in Japan, strengthening its services in the communication and marine industries. The two new partnerships – M-RF and RIX Corporation – mark the company's expansion into developing high-technology niche markets in North Asia.

M-RF Corporation, importer and solution provider of Radio Frequency parts and equipment in Japan, has signed a contract to market HUBER+SUHNER's wide communications portfolio as well as its cell site solutions, Distributed Antenna Systems (DAS) and its in-building coverage (IBC) applications. M-RF has invested for future growth in the communications sector, enabling HUBER+SUHNER to explore new opportunities in this key market. The initial focus of the sales partnership will be on Metropolitan Area Networks (MAN).

"By utilizing a well-positioned and experienced partner like M-RF we look forward to working successfully on exciting new market opportunities with Japanese network operators, carriers and equipment manufacturers to further promote our solutions," said Thilo Koeppel, Managing Director of HUBER+SUHNER North Asia. "The knowledgeable application engineers of HUBER+SUHNER and M-RF's market development team will quickly identify regional and customer specific value propositions to build a successful wireless infrastructure business for HUBER+SUHNER in Japan."

In addition to M-RF, RIX Corporation – provider of machinery equipment and industry materials – has signed a contract with HUBER+SUHNER to be its official sales partner in Japan's industrial marine market.

"The marine engine market is very specific, and therefore requires local competence and flexibility. With RIX Corporation, we have found a partner for the Japanese market that has worked for decades in marine with a countrywide network and various sales and support offices," said Mr. Koeppel. "Our partnership with RIX Corporation is very important for us since they have the customer and market understanding in terms of products, flexibility and logistics."

Exploiting the potential that these collaborations could bring, the agreement seals the future for strategic collaboration between HUBER+SUHNER, M-RF and RIX. As technology leaders, the partnerships will complement and enhance the portfolios of all three companies, enabling future growth and innovations in the Japan market. "We are very excited to have successfully completed the thorough selection and on-boarding process for M-RF and RIX Corporation assuring the foundation for long-term and fruitful partnerships benefiting all parties involved – most importantly our customers," concludes Drew Nixon, Chief Operating Officer Global Sales of HUBER+SUHNER.

HUBER+SUHNER Group

HUBER+SUHNER is a global company with headquarters in Switzerland that develops and manufactures components and system solutions for electrical and optical connectivity. With cables, connectors and systems – developed from the three core technologies of radio frequency, fiber optics and low frequency – the company serves customers in the communication, transportation and industrial sectors. The products deliver high

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performance, quality, reliability and long life – even under harsh environment conditions. Our global production network, combined with group companies and agencies in over 60 countries, puts HUBER+SUHNER close to its customers. Further information on the company can be found at hubersuhner.com.

RIX Corporation

RIX Corporation is a global company with headquarters in Japan that provides machinery equipment and industry materials. As a “Manufacturer Trading Company”, RIX Corporation contributes to the development of the industrial world. The variety of the solutions and products it offers insures that its partners are kept current during a time of constant change.

M-RF Corporation

M-RF Corporation is a radio-frequency technical group, focusing on accurate and rapid sales and technical services as a matching role between leading radio-frequency component manufacturers in the world and customers in Japan. It is designed as a one-stop shop with materials, devices, components and subsystems.

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