

<b>Press Release</b>	
Subject:	New Reich Subsidiary in Austria
Date:	January 2017

### Reich-Kupplungen finds another subsidiary in Austria

Driven by the successful foundations of subsidiaries, the most recent ones having been in England and China, the REICH-KUPPLUNGEN brand is now also independently represented in the Austrian market by the company Reich Austria GmbH with effect from 1st January, 2017. Our sales team with their many years of experience in power transmission technology and in the Austrian market is thus available as direct contacts to our customers and prospects.

"The foundation of Reich Austria is an important milestone of our long-term strategy", says Christian Reich, acting partner of the Reich Group. "Our project experience has shown that significant and sustainable improvements cannot be achieved today unless you are directly and intensely linked with the different company departments of the customers".

REICH-KUPPLUNGEN is active in the world market with a total of 8 subsidiaries and 17 sales partners. The foundation of Reich Austria is also a logical consequence of ongoing globalization and offers the opportunity of providing service to customers operating on a global scale. The new Reich subsidiary, however, is not only supposed to maintain existing customer relationships but also, and in particular, to intensify the efforts to hitherto untapped customer potentials and to win them over.

