



For All Your Printed Circuit Board Requirements

7th October 2005



Where Business is a Partnership



First of all

- Apologises for the fact that I am unable to attend this meeting due to other business commitments. As you will see from this presentation we are activately involved in developing a collaboration. The SMEexcel project has been an invaluable vehicle to moving forward on this process. I have no doubt that the structure approach to date, has accelerated the development of this project.
- In fact today, Friday 7th of October we have signed a Preliminary Collaboration Agreement with Embassy Components and Bright Solutions.
- I wish all a successful and useful meeting and look forward to the outcomes.

Frank Keohane MD



Who we are

- Litho Circuits was founded by Frank Keohane in the late 80's,
- Frank brings over 25 years experience to Litho Circuits.
- Frank is still involved as the companies Managing Director.





Litho Circuits

- Established 1986
- ISO 9001:2000 accredited
- Full turn-key PCB solutions
- Quality assurance systems
- Supply chain management
- Vendor audit & approval
- Technical consultation





Mission Statement

To employ our industry knowledge to manage
all PCB requirements,
with efficient and cost effective quality solutions,
that match customer specification and
expectations.



The Litho Circuits Team

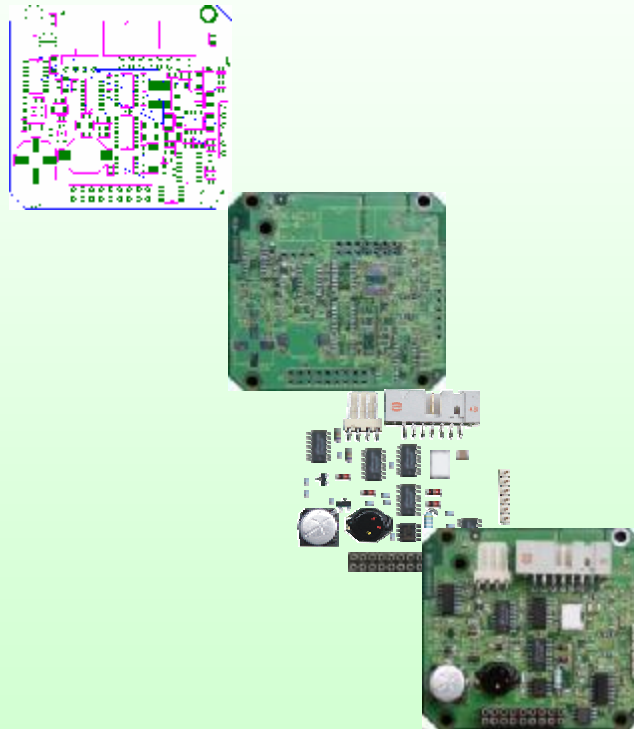


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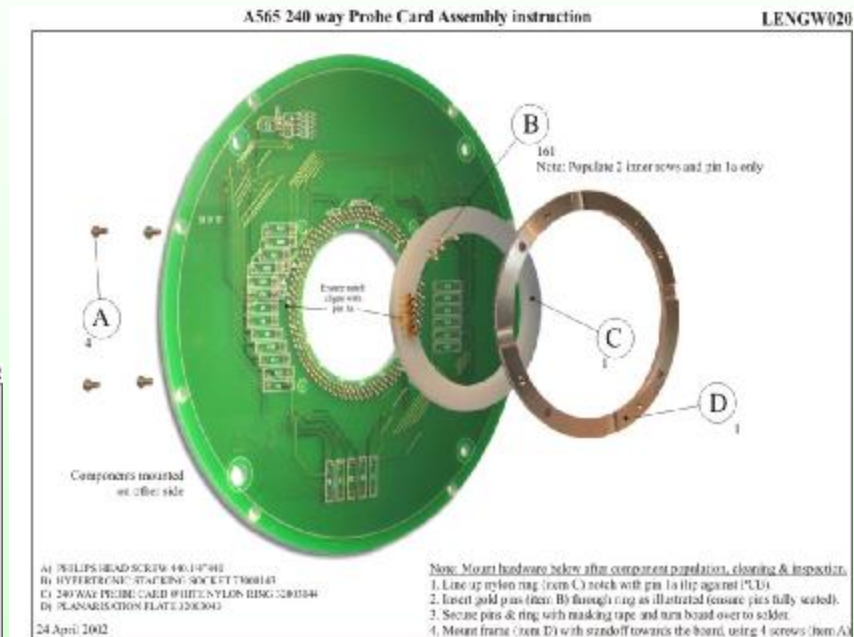
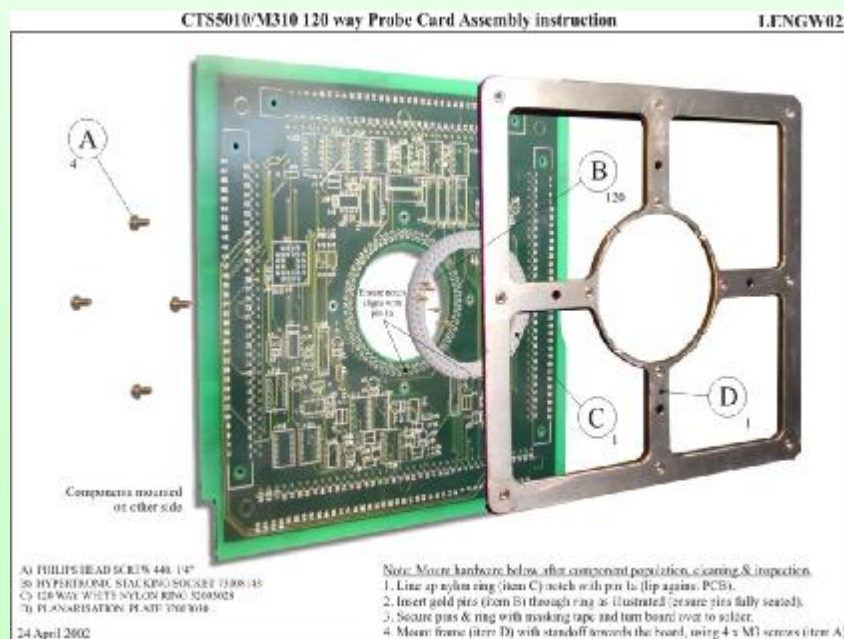
Printed Circuit Board Turn-key Solutions

- PCB Layout
- Bare Board Supply
- Component Kitting
- Assembly
- Supply Chain Management





Sample Assemblies





Customer Base

The logo for ACRA CONTROL features a stylized blue and yellow 'A' shape above the text 'ACRA CONTROL' in blue.	The logo for ANALOG DEVICES features a blue play button icon to the left of the text 'ANALOG DEVICES' in blue.	The logo for MOLEX features the word 'molex' in red lowercase letters, enclosed within a red circular outline.
The logo for StockerYale features a stylized blue and yellow 'S' shape above the text 'StockerYale' in blue, with the tagline 'Simply brilliant ideas' in smaller text below.	The logo for VICITEK features the word 'VICITEK' in blue uppercase letters.	The logo for XILINX features a stylized red and yellow 'X' symbol to the left of the text 'XILINX' in black uppercase letters.
The logo for MOOG features the word 'MOOG' in red uppercase letters on a grey, textured rectangular background.	The logo for Ei Electronics features a red house-like shape above the text 'Ei Electronics' in white on a blue background.	The logo for MACOM features the word 'MACOM' in black uppercase letters with a stylized slash through the 'A'.



Quality Statement

- The Quality policy of Litho Circuits is to continuously improve our customer service by providing products and services to our customers that meet their quality requirements.
- The quality objectives of Litho Circuits are to deliver goods on time that conform exactly to agreed requirements at the best price.
- Business objectives and targets are monitored to ensure we meet customer requirements and expectations.
- Complying with the requirements of EN ISO 9001: 2000 and continually improving effectiveness in all areas of the organisation is essential to realising the above aspirations.
- This policy is reviewed periodically for continuing suitability and shall be known and understood by all members of staff.



New Purpose Built Limerick Facility Now Open



Raheen head office
accommodates:

PCB design, administration,
assembly, manufacturing &
sales departments.

Sales, Customer &
Technical Support offices
located in Dublin,
Birmingham, Moscow &
China.



Reason why we choose to collaborate

- In order to win business you must be able to demonstrate the company's expertise and capabilities
- In the past, implementing this strategy has resulted in Litho Circuits hiring specialists (Purchasing Officers and Production Engineers) and investing in assembly equipment
- This strategy is high risk
 - Investing before the work is won
 - Electronic technologies are advancing very quickly
- This strategy has not always been successful



Reason why we choose to collaborate

- We were building a new purpose built facility
- We wanted to increase the range of services offered
 - Advanced assembly
 - Purchasing components etc.
- We may have chosen the traditional route of investing in the resources ourselves but fortunately we were introduced to SMEexcel
 - We began thinking about collaboration
 - We identified that the most suitable companies would be of similar size with complimentary capabilities
- From there we started the collaboration process with SMEexcel
 - Embassy Components and Bright Solutions

Reason why we choose to collaborate

- Purpose built facility – Portal House
- A single source for a range of PCB related services
- Three companies under one roof





Reason why we choose to collaborate

Benefits to Litho Circuits

- We can immediately market their expertise and capabilities
- We reduce our learning curve
- We reduce the business risk offering new services
- We can hopefully offer our existing services through them



Reason why we choose to collaborate

Benefits to our collaborators

- They can market our combined expertises
- They can gain from our experience in marketing and selling
- They can gain from our international presence



Reason why we choose to collaborate

Benefits to the customer

- Single source
- Wider range of services offered
- Combined expertise
- Gain from the efficiency of us working closer together
- Single billing if desired.



Thank you.

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