

MOX Group Company Overview



MOX

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Smart Technologies
Leading Edge Products
Innovative Solutions

CEO's Message



MOX Group was originally formed to develop a number of innovative products for a select group of customers.

The goal was to provide a total application solution that worked within the framework of existing systems and was also unique and challenged traditional market solutions.

Since our early success, MOX Group has grown to become a highly respected, multi-national organisation. We are well recognised for our high level of capability in innovative product design, development, and manufacturing as well as our professional solution services and support. Our staff are proud to have achieved an ISO9001 Quality Accreditation and we adhere to the principles and standards associated with being a recognised quality organisation.

MOX Group has four distinct market focused areas of business: MOX Products, MOX Building Intelligence, MOX Communications and MOX Automation Services. These four business units integrate to form a cohesive Group, ensuring the needs of all our customers are achieved.

In the increasing global economy, MOX Group is continuing to expand our established global presence. Regional hub points have been developed in strategic locations, central to each distinct region and market. From the hub points,

regional offices are opening on a regular basis to further expand our resources and presence. This has allowed a more focused supply and service offering to our customers within that local area.

Our mission and our vision continue to drive the direction of the various business units. We strive to achieve our goals and measure our success on the feedback we receive from our customers and target markets. MOX Group remains focused on our customers' requirements and combines this with our desire to create innovative designs that produce leading edge products and competitive solutions.

We look forward to working with you.

John Hunt, CEO



The Company

MOX Group is Australia's leading developer and manufacturer of smart products for infrastructure control and industrial automation.

With offices and factories throughout the world, MOX Group has grown to become an industry leader in supplying smart technologies and innovative solutions for a broad range of applications across the globe. MOX Group prides itself on core principles of design innovation and technological excellence.

Our strong foundation of reliability and strict adherence to high quality products has seen MOX Group widely accepted as a definitive and visionary company capable of developing and distributing customised solutions to a variety of industries.

The MOX Group ensures each client receives a high level of customer service and complete access to our network of knowledgeable engineering and operating systems professionally guided by a reliable local representative.

'MOX Group has grown to become an industry leader in supplying smart technologies and innovative solutions for a broad range of applications across the globe.'



Industry Focus



Mission

Our mission is to adapt relevant technologies to develop automation products and solutions that are practical and smart by design.

Purpose

- Identify technologies, design products and deliver solutions that help customers achieve their goals
- Manufacture products to provide a practical solution by understanding customer needs and expectations
- Demonstrate through our actions that MOX Group will refresh established markets and market expectations

Vision

- To be a recognised world leader in the provision of industrial and commercial automation products and services
- To be the number one provider of industrial and commercial automation solutions in Asia Pacific
- To base the relationships we have with our customers on honesty, trust, openness and credibility

Value Proposition

- Our motivation is to deliver benefits to our clients
- Our relationships are long-term
- We remain responsive and innovative
- We have the resource capacity to deliver major projects and products
- We utilise the valuable contribution of all of our staff to the business

Customer Focus

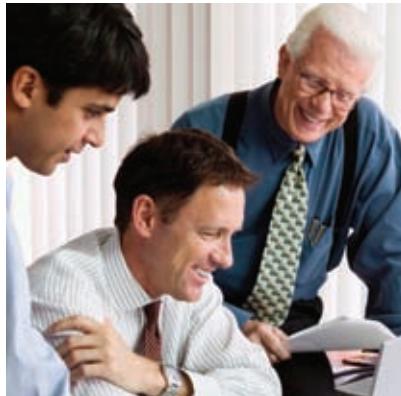
The MOX Group commitment to full-service and individual attention is the cornerstone of the company: from the development of custom products and solutions to providing the best customer support possible.

We form partnerships and build long-term relationships with all our customers. This is how we do business.

Enhancing the client's productivity, effectiveness and competitiveness is the primary focus. Through continuous innovation and using proven state of the art technology, MOX Group is able to provide tailored systems to each individual customer as well as adapting those systems as the customer's needs change.

Constant research and development have led to the introduction of new systems using proven products that solve the ever-changing complexity of issues facing industries across the world.

MOX Group is dedicated to ensuring the longevity of the solution and the investment of our clients.



'We form partnerships and build long-term relationships with all our customers. This is how we do business.'

Our People



MOX Group maintains a global presence and is one of Australia's fastest growing automation product exporters.

With headquarters in Australia, MOX Group has offices in strategic locations across the globe. At the heart of this diverse network of offices is the MOX Group senior management team. All senior managers are engineers with extensive experience covering all industry groups.

With this comprehensive industry experience, and a clear understanding of specific industry requirements, all MOX Group senior managers have worked and travelled around the world and are sensitive to the cultural, political and commercial climates in each country.

This knowledge and experience is behind all MOX Group product development and system solutions to ensure turnkey applications and guarantee all specific requirements are met for each project.

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Innovative & Quality Solutions

MOX Group products and systems are designed to maximise productivity, reduce costs and provide solutions that can be adapted to meet clients' future needs.

All our systems are designed to be modular, have open connectivity, redundancy, and expandability. They are compatible with many third party products and provide a wide range of module-specific diagnostics information.

This is the MOX Group standard and provides the client with an evolutionary product that can be adapted to fit any new criteria that arises in today's fast changing environment.

MOX Group's world-class manufacturing and assembly facilities, which operate Quality Systems and Procedures to ISO9001 standards, ensure long-standing relationships built on reliability, functionality and usability.



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Product Development



MOX Group utilises leading edge technology to exceed current market capabilities.

Rigorous testing and quality control means MOX Group's customers gain access to state of the art technology that has produced measurable capabilities and results. The smartest and most innovative products on the market are the result of constant research and their successful application in today's industrial climate.

MOX Group maintains a commitment to interconnected and functional systems by means of feedback systems, engineering and systems theory. This type of analysis ensures the highest standard in all our products.

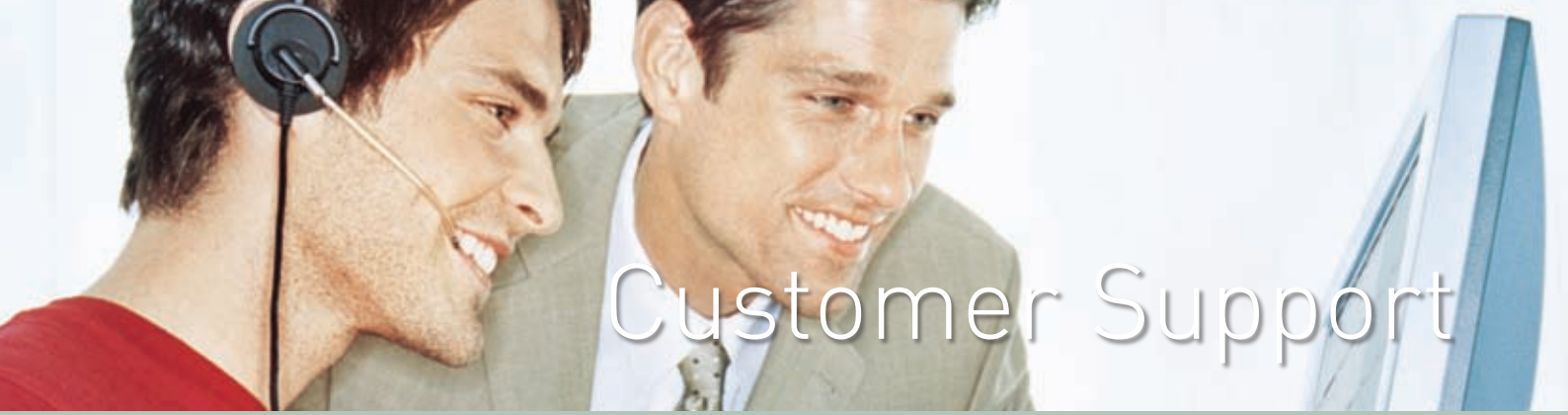


Industry Experience

With a family of business units, MOX Group provides its customers with a complete foundation of knowledge and experience.

Industry groups we have worked with:

- Oil and Gas Production and Distribution
- Mining and Minerals Processing
- Petrochemical and Chemical Refining
- Complex Manufacturing and Process Control
- Power Generation
- Electricity Transmission and Distribution
- Water and Waste Water Treatment
- Water Distribution and Reticulation
- Transportation Control and Signalling
- Packaging and Warehouse Control
- Integrated Residential Information Systems
- Residential Access Control
- Visitor Management and Security
- Facilities Management
- Building Automation



MOX Group is committed to each system as though your company is our company.

We provide each of our clients with technical and maintenance support for all our products. MOX Group offers full warranty service, various service agreement options, maintenance, and troubleshooting services to meet your particular needs.

To further maximise your investment, we also provide training classes designed specifically for you, led by a team of trained application specialists. All of this is provided to you, our client, by a support team located across the globe and within your time zone.

With post-sales service and support teams located across the globe, we ensure our customers have a local, qualified MOX Group representative close at hand. These individuals are available for consultation and helpful advice, providing a step-by-step solution to your problem.

MOX Group is committed to providing general product training courses as well as client specific or industry based training courses. Our primary objective is to help you achieve the very best performance from your investment through practical and custom designed training services. Customer satisfaction is our priority and is reflected in the excellence of our products, services and staff.



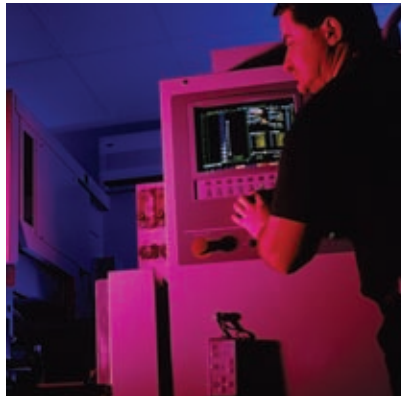
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MOX Products



MOX Products designs and manufactures a range of innovative industrial automation and control products.

Product development has focused on the need to have a full and complete range of automation controllers and field I/O products. Although all products have a generic design and suit almost every industry group, MOX Group is continuously assessing customers' needs and developing new features to satisfy these needs.



MOX Products is considered by many and varied clients to offer a unique approach to product development. Particular client requests, that would normally require a purpose built solution, are accepted as innovation challenges by MOX Products' research and development teams. All developments are fully integrated into the product range, whether they be new products or functions and features of existing products. This provides consistency across the range and ensures ongoing support of the unique solution.

The company has achieved excellent market growth in many industries.



With the use and integration of relevant smart technologies, MOX Products has been able to take its range of industrial automation and control products into the industries of mining, minerals processing, petrochemical, manufacturing, energy and utilities and materials handling.

MOX Products maintains strong relationships with many international organisations, some of which are strategic client partners. The company continues to gain strength from these relationships through a sharing of knowledge, technology and market entry strategies.

MOX Products will maintain the established growth in product depth, market strength and global presence. Development of technologically advanced products and solutions will continue to be the primary focus of the company.

MOX Products will continue to be recognised as a leading edge developer of products that are innovative, practical and smart by design.



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MOX Building Intelligence

The home is now a place that demands a level of technology previously only dreamt about.

More and more people require their home security, visitor monitoring, access control, home automation and utilities management systems to be fully integrated. In community or apartment style living, this integration extends to centrally managed services. As these demands increase, so does the response by MOX Building Intelligence.

MOX Building Intelligence designs and manufactures an ever expanding range of intelligent home and building automation products. When designing new products, the MOX Building Intelligence research and development team looks beyond current needs and desires and seeks to develop products that will suit the modern home for years to come.

The product suites have achieved global success with the MOX Group residential access control range achieving top five status in the Chinese residential development market. On the back of this success, the MOX Building Intelligence facilities management and home automation products are also achieving excellent market acceptance in the other international markets serviced by MOX Group.





With an initial focus on multi-storey apartment complexes with centralised community services, a complete set of modular products has been developed. This modularity has enabled the same range of products to be used in apartment complexes, villa communities, housing developments and commercial developments.

All solutions use smart industrial technologies learnt from the MOX Products' range of products. This gives a higher degree of reliability and flexibility to allow variation in the solution design to suit any style of installation.

MOX Building Intelligence has established itself as a leader in the intelligent home and building products market. With a total solution focus, product developments will continue to expand the possibilities available to the home owner or commercial tenant. Future home automation solutions will continue to inspire property developers to include the intelligent products available from MOX Building Intelligence.



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MOX Communications

MOX Communications delivers hi-tech products to meet the specific demands of the international network communications and telecommunications markets.

Delivery and acceptance of unique technologies and exceptional products has always been an important benchmark of MOX Communications.

MOX Communications has established effective partnerships with a number of innovative designers and manufacturers in communications products and technology. Their reputation demands a continuous drive for and achievement of the highest quality standards for reliability, functionality and usability. This is reflected in the company's goals.

MOX Communications puts technology to work by creating best-fit solutions essential to a better, safer and more productive future for customers and the community. Operating internationally MOX Communications offers a wide range of innovative products to a varied customer base including government, logistics, commercial, industrial and private telecommunications companies.





The ability of the company to adapt to change, with a foundation of relentless technological inquiry, has enabled MOX Communications work to become a provider of some of the world's most advanced technologies. In the face of constant change, innovation and discovery, core values have remained constant. MOX Communications continually upholds a commitment to the customer, high ethical standards, care for the environment and respect for individuals and the community.

The corporate responsibility of MOX Communications is an integral part of the business strategy. Customer trust is a precious asset requiring preservation and one that the company strives to build every day. MOX Communications' business development teams work hard to understand the complex issues that surround the communications industry. These issues vary from each region of the globe and each market segment, and require investigation to determine how to make a significant difference.

MOX Communications' mix of communications products and technologies allows seamless solutions to be provided and a best-fit technology match to be delivered to our global customers.



'MOX Communications puts technology to work by creating best-fit solutions essential to a better, safer and more productive future for customers and the community.'

MOX Automation Services

MOX Automation Services provides total turnkey solutions to our customers across the globe.

The experience of the company is extensive with projects ranging from small stand alone systems to comprehensive site-wide applications across almost every industry group.

Expertise has been developed in all aspects of a system solution from electrical cabinet design, controller configuration and programming, custom built SCADA solutions, networking architecture and WAN technologies, through to integrated enterprise solutions.

MOX Automation Services uses best practice methodologies and leading edge products, ensuring that the solution provided meets rigorous quality requirements. Using best-fit technology reduces engineering, installation and commissioning periods, and ensures a longer life and a more cost effective customer solution.

MOX Automation Services is committed to first class Quality Assurance practices and works to ISO9001 accredited standards. To ensure the quality of a project through its life cycle, the customer's input is considered a priority and is included at every stage of a project.





MOX Automation Services works with a large variety of industries and takes pride in supplying innovative and technically superior solutions. The international success of MOX Automation Services is attributable to this factor along with a very close industry focus.

In combination with MOX Products, a technical services team, consisting of highly experienced engineers as well as a team of industry trained technical specialists, is responsible for proactively monitoring the advent of new technologies across all industries and distributing information regarding those technologies throughout the group. A number of international industry relationships have been established to ensure emerging technologies are catered for by the services and solutions offered.

Internationally, MOX Automation Services operates as a part of an integrated team, with direct access to skills and expertise from other offices and divisions of MOX Group. Crossover of knowledge and sharing of skill sets is common. MOX Automation Services is committed to providing solutions that meet or exceed our customers' expectations at every level.



'Using best-fit technology reduces engineering, installation and commissioning periods, and ensures a longer life and a more cost effective customer solution.'



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