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For almost 40 years now, OEM has been a link that creates value across business relationships between customers and manufacturers of industrial components and systems.

OEM is a leading technology trading group operating in 14 selected markets in northern Europe, Central Eastern Europe and China.

OEM has partnerships with more than 300 leading and specialist manufacturers and drives sales of their products in selected markets. Its range comprises more than 25,000 products in the areas of electrical components, flow technology, motors and transmissions, ball bearings and seals, appliance components and lighting.

OEM has a customer base of more than 20,000 businesses, primarily in the manufacturing sector. The company's high level of expertise enables it to help customers increase purchasing efficiency and choose the right components from the extensive range.

After a robust start to 2012, demand fell in the second half of the year. OEM's sales rose 3% to SEK 1,631 million (1,590) and profit before tax was SEK 159 million (172) for the year as a whole.

OEM has consolidated its market positions in 2012. The company acquired four businesses, won new market share, strengthened its hold in several geographic markets and continued to invest in logistics, e-commerce and ICT support.

OEM heads into 2013 in a strong position and is well prepared for the year ahead, regardless of market trends. The company has the capacity to continue reinforcing its portfolio of offerings and increasing its market share.

OVERVIEW	2012	2011
NET SALES (SEK million)	1,631	1,590
PROFIT BEFORE TAX (SEK million)	159	172
PROFIT FOR THE YEAR (SEK million)	126	126
EARNINGS PER SHARE (SEK)	5.47	5.42
SHAREHOLDERS' EQUITY PER SHARE (SEK)	29.74	27.95
AVERAGE NUMBER OF EMPLOYEES	623	570
EQUITY/ASSETS RATIO (%)	62.6	63.3
SHARE PRICE AT YEAR-END (SEK)	67.00	55.00
PROPOSED DIVIDEND (SEK)	3.75	3.50

1982

1986

1989

1993

1996

1998

1999

2001

2005

2007

2009

2011

Acquisition of Svenska Batteripoolen, Echobeach Scapro, Helag and Flexitron Set up in Hungary

1983

1988

1991

2000

Jörgen Zahlin is appointed as Managing Director Acquisition of Ernström hydraulik

2002

2006

2008

2012

STRONGER POSITIONS

We are winning new market share and have strong growth in many markets.

WEAKER MARKET TOWARDS END OF YEAR

2012 began with two record quarters but demand dropped in Sweden and Finland towards the end of the year. Our sales totalled SEK 1,631 million, which is an increase of 3% in Swedish kronor and 5% in local currencies. Pre-tax profit fell 8% to SEK 159 million representing an operating margin of 10%.

GROWTH FASTEST OUTSIDE SCANDINAVIA

Geographic expansion is one of our strategy's key components. Growth was greatest outside of Sweden and fastest in new markets in 2012.

Our operations in Norway, Denmark, Poland, the Czech Republic and the UK, and Elektro Elco in Sweden, delivered robust performances and reported a record year. Sales increased fastest in China and Slovakia, our newest markets, and the establishment of new operations in Hungary was completed. We now have seven employees in place there and have built a solid platform for future growth.

Our concept is successful in new markets and our operations outside of Scandinavia have increased by more than 15% on average each year over the past three years.

CREATING VALUE FOR MANUFACTURERS AND CUSTOMERS

Key to our success is our ability to create value as a link between manufacturers and customers of industrial components and systems.

We serve as the extended arm of the manufacturers and drive their sales and marketing in our markets. We are constantly evolving our range by developing partnerships with existing manufacturers and welcoming new manufacturers.

At the same time, we continue to consolidate our long-term partnerships with customers like Scania, BT-Toyota, Sandvik, Atlas Copco and Tetra Laval. We have more than 20,000 customers in different sectors across a range of markets. This offers us insights into numerous industries, great breadth and lower risk. We often work in partnerships in several markets in Europe and China.

SUPPORTING THE BUSINESS

We are developing our core business by giving it the most favourable factors for growth. Efficient and flexible logistics offer a major competitive advantage. We have had tremendous success with our logistics centre in Tranås and, in the past year, we have also extended our centre in Turku for Finland and the Baltic States. In addition to our logistics centres, we use local warehouses to provide good logistics services to all markets.

Another crucial success factor is our digital marketing, which provides all information about the 25,000 plus products in our range. We launched eight new websites over the year and developed our e-commerce system as a complement to personal selling. The company-wide digital platform also facilitates product launches in different markets.

Another accomplishment in 2012 was the launch of our new business management system in four Swedish companies and in the Norwegian and Danish operations. The system will be implemented in most of the Group's operations over the coming years. This allows for further streamlining and for creating business development opportunities.

FURTHER ACQUISITIONS

We acquire businesses to broaden our product range and establish a presence in new markets. We have completed 13 acquisitions in the past five years. Our ambition is to annually acquire businesses with an aggregate annual turnover of at least SEK 100 million. In 2012, we acquired Akkupojat in Finland, Vanlid Transmission and TemFlow Control in Sweden and Datasensor in the UK. The companies' combined annual turnover is approximately SEK 70 million. Akkupojat was acquired in May and the other three companies at the end of the year.

A distinct strategy is drawn up for each acquisition to ensure successful integration into the Group, to generate significant synergies and to allow further development of the business. The acquisitions of TemFlow Control and Datasensor UK have enhanced the product ranges of OEM Automatic Sweden and UK, which has strengthened the offering and market position. Akkupojat and Vanlid Transmission will continue to operate as independent companies and synergies will be achieved through collaboration with other OEM companies.

FINANCIAL STRENGTH BRINGS OPPORTUNITIES We continue to have a strong financial position following the year's good earnings performance. The equity/

assets ratio was 63%, the same as the previous year, despite a cash outflow of SEK 60 million for investments and acquisitions and a SEK 81 million dividend payment.

paymont

The business generated a positive cash flow of SEK 126 million in the year. This allows us to pursue our strategy regardless of economic conditions.

SUCCESS IN ALL MARKET POSITIONS

Throughout the year, we continued developing our product portfolio by expanding our range and making acquisitions. We also improved the strength of our business by investing in logistics, e-commerce and a new business management system.

The company's senior management has experience of major fluctuations in the market and the economy and this has taught us to secure our positions in all market conditions. We adapt to customer requirements and derive benefit from business opportunities that arise in existing and new markets.

We have a strong corporate culture based on technological knowledge, sales focus and business acumen. I look forward to the continued development of our business with the support of our suppliers, customers and employees.

Dir

Jörgen Zahlin Managing Director and CEO of OEM International



VISION, **BUSINESS CONCEPT,** GOALS & STRATEGY



The company mainly uses personal selling to reach prospects and new customers.

VISION

OEM shall be a leading technology trading group in industrial components and systems in selected markets in Northern, Central and Eastern Europe.

BUSINESS CONCEPT

OEM offers an extensive and detailed range of industrial components and systems from leading suppliers. A well-structured local market organisation and efficient logistics make OEM a better alternative to the suppliers' own sales organisations. OEM provides a high level of expertise and service and markets the products according to the specific conditions of each market.

GOALS

OEM's goal is to sustain stable growth and have a good return on equity with minimal financial risk.

FINANCIAL TARGETS OVER ONE

ECONOMIC CYCLE

- 15 % annual sales and earnings growth.
- 20 % return on equity.
- Equity /assets ratio must not fall below 35 %.

BUSINESS TARGETS

OEM will be one of the largest technology trading companies in its chosen geographical markets.

Profitability will be on par with, or better than, that of the largest players in each market.

STRATEGIES

GROWTH

1. Organic growth

Organic growth takes place through increased market share and expansion of the product range. OEM's operations are

expected to grow by 5 % above the underlying market growth in those areas where the company is well established. In markets where OEM has yet to achieve a position among the five largest players, our ambition is to achieve considerably higher growth.

2. Geographic expansion

Geographic expansion will take place in markets where it is possible to become a prominent player by representing several of OEM's suppliers. Geographic expansion will take place in Central Eastern Europe.

3. Acquisitions

Acquisitions include companies and product ranges that strengthen OEM's market position within current product areas in existing markets, as well as companies that introduce a brand-new product area or new geographic market.

PRODUCT RANGE

OEM sells a product range consisting of industrial components and systems from leading suppliers. The range of products grows through partnerships with existing and new suppliers. Each product area is tailored to the local markets.

OEM's key strategy is to develop its product range and each local marketing organisation is tasked with finding new products that will further enhance the competitive edge of the portfolio.

MARKETING ACTIVITIES

The company mainly uses personal selling to reach prospects and new customers. Personal meetings are crucial to understanding customer applications and needs, and a practical way for OEM to offer its unique expertise. Personal selling is supported by web-based and printed marketing communication materials.

LOGISTICS

OEM is in the process of developing a world-class logistics platform by investing in Group-wide logistics solutions.

EMPLOYEES AND MANAGEMENT

Employees shall be given the opportunity to develop within the company taking consideration to business goals and strategies as well as the employees' ambitions. Recruitment and employee strategies will lead to a significant number of managers being recruited internally.



Employees are given the opportunity to develop within the company.



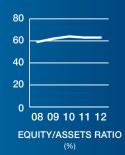
OEM is in the process of developing a world-class logistics platform.

PROFITABLE GROWTH WITH STRONG FINANCES









VALUE-ADDING LINK

OEM creates value for manufacturers and buyers of industrial components and systems.

OEM's very existence is based on the combination of excellent knowledge of the manufacturers' products and an understanding of the customers' needs. As a technology trading group, OEM creates value by offering its customers technical expertise and an extensive range of industrial components and systems.

OEM helps its manufacturers to market and sell their products in selected markets. OEM's strong sales organisations are able to target customers and prospects whom the manufacturers themselves have difficulty reaching. Long-term partnerships and loyalty are essential in the relationships between OEM and the manufacturers. This involves a mutual understanding not to market competing products. This means that OEM provides manufacturers with an alternative to their own local sales companies.

OEM markets 25,000 plus products for more than 300 specialist manufacturers. The goal is to make each manufacturer a leader in its market.

OEM takes complete responsibility for the customer and serves as the extended

arm of the manufacturer in each market. Customers come to OEM for quality products, help with development projects and to benefit from a more streamlined purchasing process. It is becoming more common for customers to choose OEM as a strategic supplier of components, enabling an increasingly larger amount of their purchases to be coordinated.

OEM has strong, long-term relationships with most of its 20,000 customers. The goal is to sharpen the customers' competitive edge by improving their products.



OEM's BUSINESS MODEL

Our business model is based on being a link between manufacturers and customers with the intent of creating value.

MANUFACTURERS







CUSTOMERS

What this means for our manufacturers:

- Assistance with marketing in local markets.
- Can have their products marketed with complementary products.
- Reach markets and customers that are difficult to reach when acting alone.
- Help with product customisation.
- Logistics solutions that meet customer demands.
- Feedback for their own product development.

What this means for our customers:

- Access to components from more than 300 manufacturers.
- In-depth component knowledge.
- Overall solutions with complementary components.
- Possibility to reduce the number of suppliers.
- Deliveries to the right place at the right time.
- Assurance of high product quality.

The development of our business operations is based on

FOUR CENTRAL PROCESSES



- OEM offers a unique and extensive range of products from leading manufacturers
- 2. OEM has an efficient logistics process with a high service level
- MARKET COMMUNICATION

 SALES PROCESS
- 3. OEM creates modern marketing communication that supports its sales
- 4. OEM runs an efficient sales process based on personal selling and extensive product knowledge

ACQUISITIONS IN 2012

Growth is part of OEM's culture. It has a growth target of 15%, which it expects to achieve through a balanced mix of organic growth and acquisitions. Since 2005, OEM has acquired 18 companies.

OEM acquires companies to expand its product range and customer base. Its ambition is to annually acquire businesses with an aggregate annual turnover of SEK 100 million. In many cases, OEM integrates the companies to derive most benefit from coordination. In some cases, the businesses continue to operate as separate companies, with OEM as an active owner.

FOUR ACQUISITIONS IN 2012

AKKUPOJAT OY

Akkupojat OY, which markets jump-start batteries in Finland, was acquired in April. Akkupojat sells to wholesalers and workshops and complements OEM's range of industrial batteries. This is in line with the company's strategy to expand within the battery segment. The company has an annual turnover of approximately EUR 1.5 million. Akkupojat has expanded its range over the year and entered into a partnership with OEM's subsidiary, Svenska Batteripoolen.

VANLID TRANSMISSION AB

Vanlid Transmission AB and its subsidiaries Ronson Transmission AB and Fenix Transmission AB were acquired in October. The Group markets transmission products in Sweden. It also uses its own refining operations to customise products. The companies have an annual turnover of approximately SEK 30 million. The acquisition of the companies expanded the product range with different types of gears and transmission products, including chains, sprockets, gears and motors.

TEMFLOW CONTROL AB

TemFlow Control AB, which markets components and systems for monitoring and control of pressure, flow and temperature, was acquired in October. TemFlow was founded in 1980 and



Markets sensors from the Italian company Datalogic in the UK.



Markets transmission products in Sweden.



Markets jump-start batteries in Finland.

TemFlow Control AB

Markets components and systems for monitoring and control of pressure, flow and temperature, in the Swedish market. has long-standing partnerships with Swedish industrial companies. The company has an annual turnover of approximately SEK 13 million. The company will be integrated into OEM Automatic in Sweden in early 2013.

DATASENSOR UK

Datasensor UK Ltd, which markets sensors from the Italian company Datalogic, was acquired in November. This acquisition gave OEM Automatic in the UK access to one of the market's strongest ranges of photocell products and a larger customer base. The company, with an annual turnover of about GBP 1.5 million, has been merged with OEM Automatic.

LAST YEAR'S ACQUISITIONS INTEGRATED

OEM completed five acquisitions in 2011. Two of which were completely integrated with other operations. Echobeach, which was the agent for Conta-Clip in the UK, was integrated into OEM Automatic in the UK, and the operations within Scapro, with agents for keyboards and capacitors, were integrated into OEM Electronics in Sweden.

The other three businesses that were acquired continue to operate as separate companies. They have expanded their product portfolios through coordination with other OEM companies and in other ways. Svenska Helag, which sells connection technology components for electrical systems, and Flexitron, which sells electronic and automation components, have broadened their product ranges by taking over some of OEM Electronics' range. Svenska Batteripoolen gained a new partner with the acquisition of Akkupojat in Finland. This gives OEM a stronger position in the battery market.

STRONG GROWTH IN THE UK

OEM's success in the UK underpins the company's long-term strategy. OEM established operations in the UK in 1989. It was then OEM's first market outside Scandinavia.



Richard Armstrong, Managing Director of OEM Automatic in the UK, in the office in Leicester.

The UK is one of the markets where OEM is enjoying considerable success. Operations began back in 1989 in the first market outside of Scandinavia. Working close to customers and making full use of the Group's resources has enabled OEM Automatic to grow into one of the UK's strongest trading companies in the automation sector.

More recently, the strategy has been to develop partnerships with the major customers so that we become an integrated partner in their purchasing processes. This strategy has met with great success and OEM is increasing its sales with many customers. The business has



OEM's property in Leicester

reported an annual average growth of 15% over the past three years.

The Group's resources are used to a great extent to gain economies of scale in a number of ways, for example in contacts with manufacturers, synergies in logistics and digital product information. OEM has a warehouse in Leicester in the UK that ensures short delivery times. The company is further improving efficiency by investing in new automated storage systems, similar to those at the Tranås logistics centre.

INTERNATIONAL CUSTOMERS

Our customers are becoming more international and coordinate production and purchases in multiple countries. They often have production facilities in more than one country. OEM's cross-border offering therefore gives it a strong advantage. OEM in the UK gains new customers through OEM's activities in other markets and some of the customer relationships established in the UK extend to OEM in other countries.

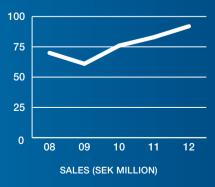
STRATEGIC ACQUISITIONS

OEM is expanding organically in the UK but also through acquisitions that broaden its range and drive growth. Echobeach Ltd was acquired in 2011 and Datasensor UK Ltd in November 2012. Their products complement the range very well.

Datasensor UK Ltd was acquired to broaden the sensor and safety product portfolio and Echobeach to complement the range with terminals. As OEM has been marketing these products in other markets for a time, the supplier relationships are already established and synergies are realised immediately.

LONG-TERM PERSPECTIVE

All the members of the UK management team have been working at OEM for over a decade. This means there is a long-term approach to the development of strategies, relationships and activities. Much has already been accomplished, but there is still plenty to be done.



LEADING PRODUCTS

OEM's range is based on the needs of each geographic market. More than 30,000 different products are marketed. The following are examples of products in each product area.







Relay

ELECTRICAL COMPONENTS

EXAMPLES OF PRODUCTS:

Sensors, cables, safety products, batteries

APPLICATIONS:

Machine constructors and fitters

CUSTOMERS:

BT-Toyota, Atlas Copco, Sandvik

MARKETS:

Sold in all markets



Pressure sensor



Solenoid valv

FLOW TECHNOLOGY

EXAMPLES OF PRODUCTS:

Valves, hoses, sensors, pumps

APPLICATIONS:

Machine constructors

CUSTOMERS:

Bosch Thermoteknik, Volvo, Getinge

MARKETS:

Sold in all markets



LED light source



Outdoor spotlight

LIGHTING

EXAMPLES OF PRODUCTS:

Hide-a-lite lighting incorporating LED technology

APPLICATIONS:

Indoor and outdoor lighting

CUSTOMERS:

Elektroskandia, Ahlsell, Bauhaus

MARKETS:

Sold in Sweden, Finland and Norway

BALL BEARINGS AND SEALS

EXAMPLES OF PRODUCTS:

Rolling, joint and sliding bearings, seals, lock components

APPLICATIONS:

Machine builders and automotive

CUSTOMERS:

Kongsberg, Husqvarna, BT Products

MARKETS:

Sold in Sweden and Finland



Needle bearings



Spherical bearings

APPLICANCECOMPONENTS

EXAMPLES OF PRODUCTS:

Displays, keyboards, LED lighting

APPLICATIONS:

Electronics and appliance manufacturers

CUSTOMERS:

Husqvarna, Partnertech, Amica

MARKETS:

Sold in Sweden, Finland, Baltic States, Denmark and Poland



Rocker switch



Thermostat

MOTORS AND TRANSMISSIONS

EXAMPLES OF PRODUCTS:

Drive electronics, motors with gears, belt transmissions, linear products

APPLICATIONS:

Machine and equipment builders

CUSTOMERS:

Tetra Pak, Getinge, GE Health Care

MARKETS:

Sold in Sweden, Finland, Norway, Denmark, the UK and Poland



Linear guide

Brushless motor

OEM MARKET

THREE STRONG REGIONS

Sweden is OEM's oldest and largest region. OEM's whole product range is marketed here. OEM has a relatively high market share and is the market leader in many segments. Growth is primarily driven by sales to major customers. The Company is also working on introducing completely new product areas, for example, through acquisitions.

Finland and the Baltic States are OEM's second largest region. A large part of the Group's products are marketed here. Just like in Sweden, the market share is relatively high. Expansion takes place through the roll-out of products that have proved successful in Sweden, through the introduction of completely new products and through acquisitions.

Denmark, Norway, the UK and Central Eastern Europe is the region with the greatest potential for expansion. OEM still has a relatively low market share, even if it has a prominent presence in some product segments. Growth is mainly generated by attracting new customers and launching new products.

OPERATIONS IN CHINA A KEY PART OF OUR PORTFOLIO

OEM is an important supplier to the Swedish and Finnish customers who have established production operations in China. OEM's presence in China makes it a strong local partner for these customers, providing them with the support and services they need.

GREAT VARIETY OF CUSTOMERS

OEM sells products to a large number of customers across a wide range of market segments and in several geographic markets. Economic and seasonal fluctuations reduce the great breadth.

The market is driven by the customers' manufacturing volumes and sales trends. Many customers are also interested in limiting the number of subcontractors and search out companies like OEM for long-term strategic partnerships. A lot of customers are also keen to work with the same partner in several countries, including China.

COMPETITION

OEM faces competition from a number of companies, including the manufacturers' own subsidiaries. However, there are few competitors that come close to the company's extensive product range and geographic coverage. A key competitive factor is the company's technical knowledge about the products and an understanding of the customers' situation.



ADVANCED ITS POSITIONS

Region Sweden reported sales of SEK 1,054 million and operating profit of SEK 127 million in 2012. This is 64% of OEM's sales.

DEVELOPMENT DURING 2012

OEM reported robust growth in Sweden in the first six months of 2012. However, demand from the manufacturing industry fell towards the end of the year. OEM is expected to have won new market share on account of its persistent marketing efforts.

Over the year, OEM in Sweden bolstered its product offering by integrating acquisitions, making new acquisitions and expanding its range.

LONG-TERM RELATIONSHIPS

One of OEM's key strengths are the long-standing relationships it has with many of Sweden's foremost engineering companies, including Atlas Copco, ABB, Alfa Laval, DeLaval, BT-Toyota and Tetra Pak, as well as a large number of wholesalers and other manufacturing companies.

OEM holds a leading position in several product areas. The company has been successful in several segments, for example batteries, motors, keyboards and displays. Elektro Elco, which sells lighting products under several brands including its own, Hide-a-little, has shown continued good growth and reported yet another record year.

Competitors include the subsidiaries of other manufacturers, companies within Indutrade and Addtech and local agency companies, such as Gycom, and international trading companies, such as Avnet.

BROADER PRODUCT RANGE

OEM's whole range of industrial components and systems is marketed in Sweden. OEM works

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OEM works closely along-side its customers and has offices in nine locations across Sweden. The organisation is divided into product areas, each with a huge bank of specialist knowledge.

closely alongside its customers and has offices in nine locations across Sweden. The organisation is divided into product areas, each with a huge bank of specialist knowledge and each with a clear responsibility for sales and performance. E-commerce accounts for a small but growing percentage of the company's order book.

Vanlid Transmission and TemFlow were acquired in 2012. Vanlid Transmission markets transmission products in Sweden and TemFlow markets components and systems for monitoring and control of pressure, flow and temperature, in the Swedish market. The purpose of these acquisitions was to expand the portfolio and gain new customers.

In addition, OEM strengthened its relationships with several existing manufacturers and launched products from ten or so new manufacturers, including Hahn, which makes circuit-board transformers, and Orlaco, which makes cameras for vehicles.

CLEARER PRODUCT OFFERING

In 2012, OEM made its product offering clearer in Sweden. OEM Electronics' range has been narrowed down and become more focused, the product lines from Helag and Flexitron have been extended, and the new company Agolux has started up. From the outset, Agolux holds a strong position in the niche market of customised LED products, such as vending machines, store fittings and kitchen and bathroom manufacturers.



From the left: URBAN MALM,

FREDRIK SIMONSSON, Managing Director of Elektro Elco AB

MIKAEL THÖRNKVIST, Managing Director of OEM Automatic AB

ACCOMPLISHED IN 2012

- Implemented a new business management system that is gradually becoming Group-wide.
- TemFlow.

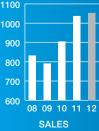
TARGETS FOR 2013

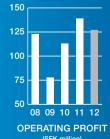
For growth and the operating margin

STRATEGY FOR 2013

- To extend the range with existing and new manufacturers.
- To drive sales with extensive market
- To acquire complementary businesses in new product areas.

Sales are conducted under the names of OEM Automatic, OEM Motor, OEM Electronics, Internordic Bearings, Telfa, Elektro Elco (Hide-a-lite), Svenska Batteripoolen, Flexitron, Svenska Helag, Vanlid and Agolux.





378 CONSOLIDATED SALES

ACQUIRED AKKUPOJAT AND INVESTED IN LOGISTICS

Region Finland and the Baltic States reported sales of SEK 225 million and operating profit of SEK 17 million in 2012. This is 14% of OEM's sales.

DEVELOPMENT DURING 2012

The economic slowdown affected OEM's operations in Finland and the Baltic States most noticeably at the end of the year in heavy industries. OEM in Finland bolstered its market position by acquiring Akkupojat and by expanding logistics capacity.

STRONG CUSTOMER RELATIONS

Its customers include many leading engineering companies, such as Sandvik Tamrock and Prima Power, as well as a large number of other manufacturing companies and wholesalers. OEM often works collaboratively with its customers on several markets in the Baltic States and Scandinavia.

Competitors include the manufacturer's own subsidiaries, for example Omron and Schneider, companies within Addtech and Indutrade, and local agency companies such as SKS and Tameo.

EXTENDED PRODUCT OFFERING

In Finland and the Baltic States, OEM tailors products to the markets and sells products from about 250 manufacturers, all of whom are specialists and leaders within their respective product areas. This is a large share of OEM's entire range.

The company broadened its range of products in 2012 and now offers more or less the same products throughout the region. Relationships were strengthened with more manufacturers and the company began selling connectors from the German company Harting. Products from the Swedish company Industrilås AB were launched in the autumn and are showing strong sales momentum. Good growth was also reported from the business area for cabinet-mounted electrical components. It was a strong first year for sales of

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It was a strong first year for sales of lighting products sold under the Hide-a-lite brand name in Finland. This is one example of how OEM benefits from its international presence.

lighting products sold under the Hide-a-lite brand name in Finland. This is one example of how OEM benefits from its international presence.

IMPROVED LOGISTICS

Extension work on the property in Turku was completed in 2012. This allows for increased capacity and enhanced efficiency of logistics processes for Finland and the Baltic States. A total of SEK 25 million was invested in modernising and extending the property to more than 6,000 square metres. The logistics centre in Tranås brings valuable experience to our business and, this spring, we will be installing automated storage systems to further improve efficiency.

STRATEGIC ACQUISITIONS

In 2012, the company acquired Akkupojat Oy, which sells jump-start batteries direct to wholesalers and workshops. This is in line with the company's strategy to invest in the battery segment. The acquisition of Svenska Batteripoolen in 2011 was also consistent with this strategy. The companies already work with this product range.

LOCAL PRODUCT OFFERING IN CHINA

The main focus of OEM's operations in China is on customers with design and engineering projects in Europe, but whose production facilities are in China. The company was set up to follow Swedish and Finnish customers who moved to China. It has grown since its inception and now serves more customers from other markets and, in some cases, local Chinese customers. In 2012, investment was made in new offices and warehouse space. Since the operations in China are under Finnish management, they are reported as activities in the Finland and Baltic States region from 1 January 2013.

225 200 175

PATRICK NYSTRÖM,

Director for the Finland and Baltic States Region

ACCOMPLISHED IN 2012

- Increased sales by 2% in local currency.
- Increased capacity, efficiency and service level of the logistics.
- Acquired Akkupojat and taken a stronger position in the battery market.

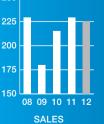
TARGETS FOR 2013

15% annual growth rate and a 10% operating margin.

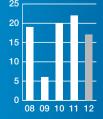
STRATEGY FOR 2013

- To tailor and offer OEM's product range to the markets of Finland and the Baltic States.
- Drive product range development from Turku, while the organisation in the Baltic States focuses on sales.
- Acquire complementary businesses in new product areas.

Sales are conducted under the names of OEM Automatic, OEM Electronics, Hide-a-lite, Internordic Bearings and Akkupojat.



SALES (SEK million)



OPERATING PROFIT
(SEK million)



STRONG DEVELOPMENT IN ALL MARKETS

Region Denmark, Norway, the UK and Central Eastern Europe reported sales of SEK 352 million and operating profit of SEK 30 million. This is 22% of OEM's sales.

DEVELOPMENT DURING 2012

OEM achieved organic growth in all markets in the region in 2012. The operations in Norway, Poland, the Czech Republic and Slovakia posted new sales records and the operations in Norway, Denmark, the UK and Poland set new earnings records.

OEM's assessment is that growth was generally weak in the region. This means that OEM's market share has expanded. This success is due to OEM's sharper competitive edge, achieved through an extended product portfolio and persistent marketing efforts.

INTERNATIONAL MARKET

The market region consists of seven companies that sell industrial components and systems with the aim of supporting the customer's development and production processes. Many customer relationships are international and are based on the supply of products to many different countries in Europe and to China.

The operations in Denmark, Norway, the UK, Poland, the Czech Republic and Slovakia have been established for some time now. Operations began in Hungary in the autumn of 2011. The company in Hungary was able to quickly launch an extensive product offering by taking advantage of OEM's range, logistics and customer and supplier relations.

The company already has a 200 plus customer base and a strong foundation for future growth.

Competitors include the manufacturer's own subsidiaries, companies within other trading groups

This success is due to OEM's sharper competitive edge. achieved through an extended product portfolio and persistent marketing efforts.

such as Indutrade and Addtech, and local agency companies such as Dacpol in Poland and IMO in the UK.

STRONG FOCUS ON SALES

OEM carried out more than 13,000 (12,000) visits to customers in the region in 2012, while also conducting on-line marketing activities. This has generated new business and expanded the customer base to more than 8,500. E-commerce is now being launched in Norway and Denmark as a complement to personal selling.

ROLL OUT THE ENTIRE RANGE

OEM's operations in the UK, Denmark, Norway, Poland and the Czech Republic have a wide range of industrial automation components. Although the range is less extensive in the Slovakian and Hungarian markets, it is gradually growing. Datasensor UK Ltd in the UK was acquired in 2012 to broaden the product portfolio with sensors from Datalogic.

In all of the markets, OEM benefits greatly from its international presence, logistics and economies of scale in product range development. At the same time, the companies have tremendous local market awareness and the portfolio and sales are tailored to the specific conditions of each market.

EFFICIENT LOGISTICS

Items are sent to Danish customers from the logistics centre in Sweden and the warehouse in Denmark. Norwegian customers are served by the logistics centre in Sweden. Other operations in the region have local warehouses supported by the logistics centre in Tranås.



JENS KJELLSSON,

Manager for the region of Denmark, Norway, the United Kingdom and

ACCOMPLISHED IN 2012

- Increased sales by 11% in local currency.
- Increased the customer base to 8,500.
- Set up a company in Hungary. Carried out acquisitions and introduced a new business management system in Denmark and Norway.

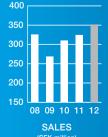
TARGETS FOR 2013

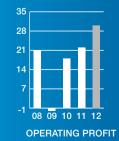
Minimum annual growth rate of 15% and a minimum operating margin of 5%.

STRATEGY FOR 2013

- Gradually expand the product portfolio as the operations evolve.
- High market presence and efficient marketing, including e-marketing.
- Acquire complementary businesses.

Sales are conducted under the names of OEM Automatic Klitsø in Denmark, OEM Automatic and OEM Electronics in Poland and OEM Automatic in other countries.





NUMBER OF EMPLOYEES

22 (21)

CONSOLIDATED SALES

WINNING CULTURE



The catchwords in the Group-wide OEM spirit are a positive attitude, commitment, tenacity, openness and modesty.

STRONG VALUES

Technological expertise, sales focus and business acumen have brought OEM to where it is today. The catchwords in the Group-wide OEM spirit are a positive attitude, commitment, tenacity, openness and modesty. The company's high level of cohesion and strong culture are key to its success.

OEM's goal is to attract and retain qualified and motivated employees and offer them a positive and professional environment in which they can grow and develop.

RECRUITMENT OVER THE YEAR

OEM regularly recruits employees to ensure growth opportunities in all markets.

In 2012, the number of employees increased by 9% to 623. This is a result of both acquisitions and new recruitments. Most people were recruited as sales staff and product specialists.

SKILLED EMPLOYEES

OEM's competitiveness is based on employee efforts and development. OEM is a learning organisation and, throughout their careers, employees are offered training opportunities in sales, technology, ICT and other areas. The goal is to give all employees the opportunity to develop the skills required to perform successfully in the workplace.

SALES SCHOOL

OEM is well known for offering its sales staff a stimulating environment. They use personal selling to make sales to all customers, from SMEs to leading industrial companies. The sales staff also helps in the development of digital sales tools.

A new salesperson is offered a two-year sales training programme, divided into five segments. These consist of internal and external courses and are designed to provide instruction in sales methodology and teach the salesperson how to deal with different situations. The initial years are followed by greater challenges where the salesperson conducts sales with key customers.

EXCELLENT CAREER PROSPECTS

All employees at OEM are able to shape their own careers by being interested, creative and goal-oriented. Individual plans are drawn up for each employee and everyone has regular performance appraisals. The company encourages mobility between different operations and countries. The goal is to develop and recruit managers internally. Many employees start as sales reps or product specialists and subsequently develop into managers responsible for personnel and financial budgets. The next step is the position of product manager or product area manager and then business area manager. Most members of OEM's executive management team have been part of the company for many years.

LEADERSHIP DEVELOPMENT

OEM takes a proactive approach to leadership development and invests in the next generation of leaders by arranging comprehensive management development programmes that boost team work and teach new skills. OEM's leadership culture is based on strong teams and specific targets. Each manager has to build his or her own team and set clear individual goals for his or her employees.

TRAINEE PROGRAMME

OEM runs continuous trainee programs in order to introduce young new employees with ambition and potential to managerial responsibility. The focus is on individuals who are interested in business and sales and often have a background in technical studies. The two-year programme includes an induction period, project work and hands-on sales experience. It involves work in both Sweden and other countries.

STUDENT COOPERATION

OEM works collaboratively with several educational institutions with the aim of attracting future personnel. For instance, it participates in various ways in post-secondary school training courses in e-commerce, logistics and economics at Tranås Education Centre. It also offers guidance in thesis research projects and work experience for students so that it can develop its skills and meet potential employees.

EQUAL OPPORTUNITIES

OEM is committed to promoting equal opportunity and diversity. Selection for positions is based on qualifications for the job, without regard to religion, race,



OEM is a learning organisation and, throughout their careers, employees are offered training opportunities in sales, technology, ICT and other areas.

nationality, sex, age, disability or sexual orientation.

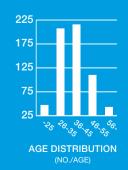
OEM's industry has traditionally been dominated by men. OEM strives to improve equality in the organisation by seeking to employ more women to male-dominated positions.



All employees at OEM are able to shape their own careers by being interested, creative and goal-oriented.

WELL-BEING

OEM provides a safe and healthy work environment across its operations and facilities. The company focuses on a good work environment and encourages a healthy lifestyle through physical exercise and preventive health care. The company is housed in attractive, spacious premises with ergonomically designed work areas.





	2012	2011
AVERAGE NUMBER OF EMPLOYEES	623	570
EMPLOYEES AT YEAR-END	622	587
WOMEN (%)	20	20
SICK LEAVE PERSON/YR (DAYS)	4	5
TRAINING COSTS/EMPLOYEE (TSEK)	4	4
FITNESS COSTS/EMPLOYEE (TSEK)	1	1

ENVIRONMENTAL PROCESSES AS A COMPETITIVE ADVANTAGE



Daily follow-up meetings are held at OEM's logistics centre in Tranås.

QUALITY PROCESSES AND PRODUCTS

OEM is committed to continual quality improvement of its products, processes and services. The company works closely with its manufacturers to develop the range. OEM also helps its customers choose the right component to create efficient end-to-end solutions.

OEM works to eliminate all inefficiencies and is continuously improving procedures. Inspired by customers like Toyota, it is creating effective processes that ensure maximum use of resources. The company uses a visualisation system to facilitate the flow of complex tasks. For instance, OEM Automatic has about 500 advanced work processes, all explained step by step with illustrations. Departments convene at meetings to swiftly

"

OEM's quality assurance process is based on a visualisation system that facilitates the flow of tasks and promotes involvement by encouraging everyone to participate in the development of our processes.

PETER RYDBERG, Quality Assurance and Environmental Manager at OEM Automatic AB

resolve problems before they affect customers. This promotes involvement and improves quality. OEM's ambition is to create world-class logistics capabilities. The customers demand quality by expecting the right product in the right place at the right time. A few years ago, OEM decided to satisfy this demand by making a huge investment in the logistics centre in Tranås and, in 2012, in the centre in Turku.

The quality of the logistics services is measured by delivery reliability, speed, flexibility and cost. The customers' perception of the quality is followed up carefully and the company works continuously on identifying and implementing improvements.

ENVIRONMENTAL PROCESSES AS A COMPETITIVE ADVANTAGE

OEM's customers demand long-term sustainable technology and its environmental activities therefore create a competitive edge. The aim is to offer the customer

the right component to ensure the end product is of top quality, energy-efficient and has a long service life. This lessens the environmental impact and reduces the overall cost for the end customer.

OEM endeavours to always offer the most appropriate solutions. It works to continually improve in this respect by developing its product range, expertise and routines. This may involve helping the customer to select the right sensors and measuring instruments to control the end product, designing motors to minimise energy consumption, balancing the flow of valves and pumps. using the right ball bearings and seals to reduce wear and loss of energy, optimising the interaction of other components and producing energy-efficient lighting. Our customers also want to reduce the number of manufacturers and obviously benefit from efficient logistics without delays, additional costs or too much packaging.

ENVIRONMENTAL PROCESSES WITHIN THE ORGANISATION

The environmental work is governed by the ambitions of the employees, customer requirements and legislation. The aim is to minimise the company's short and long term negative environmental impacts. OEM is a technology trading group, which means that the greatest environmental impact comes from transportation, environmentally harmful substances, printed materials, packaging materials and heating. OEM takes a structured approach in all of these areas to reduce its impact on the environment.

Logistics is a key area in which OEM endeavours to improve efficiency and reduce the number of transport movements through increased coordination. OEM strives to use forwarding agents that have accredited environmental management systems and its own company cars have environmental classification. Furthermore, the coordination of logistics reduces the need for packaging and facilitates recycling. The company always endeavours to select the best environmental alternative in its choice of packaging.

OEM handles many products that contain chemicals. The company works to ensure that products are handled correctly along the supplier chain, that contents are declared to customers and that options for recycling products are available. The aim of this process is to minimise adverse impacts on the environment and to comply with the European environmental requirements under the REACH Regulation and RoHS Directive. The company also satisfies requirements for manufacturing products in the most energy efficient way possible in compliance with the Ecodesign regulations. The subsidiaries that are certified conduct regular supplier assessments and have environmental coordinators.

OEM conducts a large part of its marketing online, thus reducing the amount of printed material that it sends out. When purchasing printing services, it gives priority to environmentally-certified manufacturers and environmentallyapproved paper.

It chooses energy-efficient premises and environmentally-friendly solutions for heating, cooling and lighting. Last year's investments in the facilities in Turku included a new roof and new insulation, which increases heating efficiency. An energy audit is scheduled for several of the company's properties in 2013.

CERTIFIED COMPANIES

In Sweden, OEM Automatic AB, OEM Electronics AB, Internordic Bearings AB, Telfa AB and OEM Motor AB have been awarded ISO 14001 environmental management system certification and ISO 9001 quality management system certification.

STRONG VALUES

OEM's goal is to create added value for its stakeholders and to build longstanding, close relationships with its employees, customers, manufacturers, shareholders and other business contacts. A strong economic performance, a culture of environmental awareness and social commitment are essential to the achievement of this goal.

OEM works with all its business partners to bring about positive change. The company is also committed to making a positive difference in the communities where the Group operates. The values of the management and our employees contribute to cultivating these relationships and creating trust.

One of our core corporate values is respect for employees and business partners. It is central to our corporate culture and ensures long-term stability within our organisation and in our relationships with manufacturers and customers.

The company has a strong corporate culture based on a positive attitude, commitment, tenacity, openness and modesty. All employees are given the opportunity to develop, regardless of gender, marital status, ethnic or national origin, sexual orientation, religion, political opinion, age or disability.

CLEAR REQUIREMENTS IN CHINA

OEM uses a carefully designed methodology for placing requirements on its partners in China. This includes a Code of Conduct with rules on human rights, labour standards, health and safety, environmental concerns, business ethics and other work-related matters. The company conducts supplier assessments, checks and inspections in order to create clarity and ensure that production complies with international guidelines.

Efficient logistics solutions are a key part of the environmental process.



SENIOR EXECUTIVES

From the left:

SVEN RYDELL (born 1973) Marketing and Communications Director. Group employee since 2008. Number of shares: 984 OEM Class B.

JAN CNATTINGIUS (born 1955) Finance Director. Group employee since 1985. Number of shares: 11,000 OEM Class B.

JÖRGEN ZAHLIN (born 1964) Managing Director of OEM International AB since 1 March 2000. Managing Director and CEO since 1 January 2002. Group employee since 1985. Number of shares: 43,232 OEM Class B.

MIKAEL THÖRNKVIST (born 1968) Managing Director of OEM Automatic AB through 31 March 2013. Thereafter VP/Business Development OEM International.Group employee since 1990. Number of shares: 3,000 OEM Class B.

FREDRIK SIMONSSON (born 1971) Managing Director of Elektro Elco AB. Group employee since 1993. Number of shares: 1,000 OEM Class B.

URBAN MALM (born 1962) Managing Director of OEM Electronics AB. Group employee since 1983. Number of shares: 2800 OEM Class B.

PATRICK NYSTRÖM (born 1958) Director for the Finland and Baltic States Region. Group employee since 1982. Number of shares: 22500 OEM Class B.

JENS KJELLSSON (born 1968) Director for the Denmark, Norway, UK and Central Eastern Europe Region through March 2013. Thereafter, Managing Director of OEM Automatic AB. Group employee since 1990. Number of shares: 11 000 OEM Class B.





& OEM SHARES













- 1. AGNE SVENBERG (born 1941) Board member since 1974. Managing Director through 29 February 2000. Engineer. Not employed by OEM. Other appointments: Chairman of the Board, EG's El o Automation AB, Personality Gym AB and ISP AB. Number of shares: 665,400 OEM Class A and 224,530 OEM Class B.
- 2. PETTER STILLSTRÖM (born 1972) Board member since 2010. Master of Economics. Not employed by OEM. CEO and major shareholder in AB Traction. Other appointments: Chairman of the Board in Nilörngruppen AB and Softronic AB. Board member in PartnerTech AB. AB Traction, BE Group AB and several unlisted companies in Traction's sphere of influence. Number of shares: 0.
- 3. ULF BARKMAN (born 1957) Board member since 1997. MBA. Not employed by OEM. Number of shares: 42,000 OEM Class B.
- 4. HANS FRANZÉN (born 1940) Chairman of the Board 1992-2006. Board member since 1974. CEO through 31 December 2001. Engineer. Not employed by OEM. Other appointments: Chairman of the Board for Tranås Rostfria AB, TR Equipment AB, Opti Fresh AB, Linktech AB, Cendio AB and Handelsbanken's local Board in Tranås. Board member of Ovacon AB and IB Medical AB. Number of shares: 707,376 OEM Class A and 612,990 OEM Class B.
- 5. JERKER LÖFGREN (born 1950) Board member since 2010. LLM. Not employed by OEM. Senior Legal Counsel in Carnegie Private Banking. Other appointments: Chairman of the Board, Orvaus AB and Orvaus Nörvalen AB. Number of shares: 0.
- **6. LARS-ÅKE RYDH** (born 1953) Board chairman since 2010 and Board member since 2004. M.Sc. Engineering. Not employed by OEM. Other appointments: Chairman of the Board Nefab AB. San Sac AB, Plastprint AB and Schuchardt Maskin AB. Board member of Nolato AB, HL Display AB and Olja economic association. Number of shares: 12,000 OEM Class B.

FINANCIAL INFORMATION

OEM aims to maintain high quality as regards information to the market and the media. The goal is for the information to facilitate an accurate valuation and liquid trading of the shares. Financial information is published on the Group's website, www.oem.se.

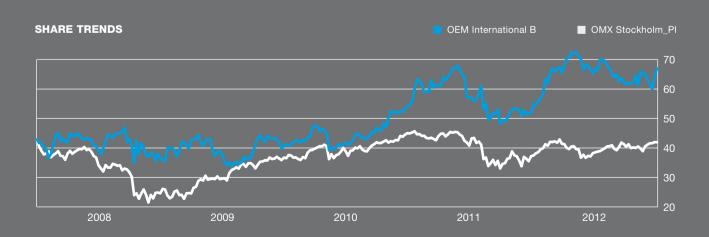
The Company offers shareholders the opportunity to receive interim reports and other press releases by e-mail, at the same time as they are made public to the market. Send an e-mail to: info@oem.se with a request for "Corporate Information" and you will be placed on our mailing list.

SHAREHOLDING STRUCTURE OEM's largest shareholders on 28 December 2012

	No. of A Class shares	No. of B Class shares	Percentage share capital	Percentage votes
Orvaus AB	1,627,320	2,802,360	19.2%	28.9%
Franzén Hans and Siv	1,280,376	1,322,890	11.3%	21.4%
Svenberg Agne and Inger	1,223,400	455,986	7.3%	19.2%
AB Traction	636,000	1,252,274	8.2%	11.5%
Lannebo equity funds		2,950,763	12.8%	4.5%
Nordea Investment Funds		1,534,306	6.6%	2.3%
Fjärde AP Fonden		410,055	1.8%	0.6%
Didner & Gerge Aktiefond		310,200	1.3%	0.5%
Ernström Finans AB		309,000	1.3%	0.5%
SEB Investment Management		301,200	1.3%	0.5%
Total 10 owners	4,767,096	11,649,034	71.0%	89.9%
Other		6,691,332	29.0%	10.1%
			400.00/	100.00/
Total	4,767,096	18,340,366	100.0%	100.0%
Without the same				
Votes per share	10	1		

The company's holding of 61,847 Class B shares is not included in the above break-down.

The purpose is to provide a clear overview of the various shareholders' interests in the company.



KPIS FOR THE LAST FIVE YEARS

OEM GROUP		2012	2011	2010	2009	2008
Net sales **	SEK million	1,631	1,590	1,430	1,240	1,438
of which overseas **	%	36.2	35.3	37.2	37.0	38.5
Consolidated profit before tax**	SEK million	158.7	172.4	136.5	73.2	140.5
Consolidated profit for the year	SEK million	126.4	127.9	95.5	43.0	117.0
,						
Return on total capital **	%	15.8	18.3	15.5	8.6	16.4
Return on capital employed **	%	21.7	25.3	21.0	11.9	23.8
Return on equity	%	18.9	20.6	16.5	7.4	20.9
Debt/equity ratio	times	0.17	0.13	0.14	0.21	0.17
Interest coverage ratio **	times	43.9	50.8	52.4	25.2	34.3
EBITDA/net sales **	%	12.0	12.7	11.6	8.2	11.0
Operating margin **	%	9.9	10.9	9.7	6.0	9.5
Profit margin **	%	9.7	10.8	9.5	5.9	9.8
Capital turnover rate	times/yr	1.48	1.56	1.54	1.46	1.66
Net sales/employee **	SEK million	2.6	2.8	2.8	2.4	2.7
Equity/assets ratio	%	62.6	63.3	63.7	61.8	59.0
Operating cash flow	SEK million	125.7	108.1	115.6	103.5	161.7
Quick ratio	%	138	153	153	136	128
Average number of outstanding shares	thousands	23,107	23,164	23,169	23,169	23,169
Earnings per share	SEK	5.47	5.52	4.12	1.86	5.05
Earnings per share **	SEK	5.47	5.42	4.32	2.19	4.56
Average total number of shares	thousands	23,169	23,169	23,169	23,169	23,169
Earnings per share	SEK	5.46	5.52	4.12	1.86	5.05
Earnings per share **	SEK	5.46	5.42	4.32	2.19	4.56
Shareholders' equity per share *	SEK	29.74	27.95	25.63	24.37	25.51
5	0514		0.50	0.00		
Proposed dividends	SEK	3.75	3.50	3.00	2.00	3.00
Quoted price as per 31 December	SEK	67.00	55.00	54.50	41.30	35.00
P/E ratio	times	12.3	10.0	13.2	22.3	6.9
P/E ratio**						
	times %	12.3	10.1	12.6	18.8	7.7
Direct return	70	5.6	6.4	5.5	4.8	8.6
No. of employees **	No.	623	570	504	516	572
Salaries and remuneration **	SEK million	212	199	182	180	191
Galaries and remuniciality	OLIX IIIIIIIIIII	212	133	102	100	191

^{*} Shareholders' equity per share = visible equity

The five-year summary of key performance indicators for 2012 - 2008 has been adjusted in line with IFRS 5 by excluding discontinued operations, so that only continuing operations are reported.

^{**} Continuing operations

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