

Press release

Handheld Expands its Global Reach by Opening an Asia-Pacific Subsidiary in Sydney, Australia

The Handheld Group, a global supplier of rugged mobile computers, is taking advantage of opportunities for additional growth on the Asia-Pacific market by opening Handheld APAC Pty Ltd., in Sydney, Australia.

Sydney, Australia, 10 February 2011 – Handheld Group of Sweden now announces the opening of Handheld APAC Pty Ltd., in Sydney, Australia. The new subsidiary will provide sales, marketing and support services to Handheld's business partners in the Asia-Pacific region, supplying rugged mobile computers through an expanding partner network in the fast-growing region. Besides offering a local presence to current partners, the Sydney office will also serve as the company's springboard into Asian markets.

"As a company with a global focus, we seek to expand our reach to serve the growing world market for rugged mobile computers," says Jerker Hellström, CEO and Chairman of the Handheld Group. "We continue to build a worldwide network of partners that offer the highest level of support, service and industry knowledge to our broad product lineup – and our Sydney based subsidiary will provide a strong resource as we expand our presence across the Asian market."

Christian Löfvendahl, a former graduate of the Handheld Group's International Management Trainee Program, has been appointed Managing Director of Handheld APAC Pty Ltd. Previously Löfvendahl has focused on the Asian market while he also held a key position at the Handheld US subsidiary, where he successfully managed diverse business development projects and contributed to the rapid growth of Handheld US.

Löfvendahl brings strong connections with the region to his new position, with several years of experience and a Master's Degree in International Business from the University of Queensland in Brisbane.

"I'm very excited to be part of the efforts to bring Handheld and our extensive product line into the Asia-Pacific market," says Löfvendahl. "Our diverse product line gives our customers more options to manage their mobile workforce effectively and efficiently. The opening of a subsidiary in this region will provide our APAC partners a resource that's close to them and familiar with the particular needs of their market."

Handheld APAC will commence business on the 10th of February, 2011 and will be located in Sydney, New South Wales, Australia. More information is available at www.handheldapac.com.au

About the Handheld Group:

The Handheld Group is a worldwide supplier of rugged mobile computers and PDAs. Handheld and its partners deliver complete mobility solutions to businesses in industries such as logistics, forestry, mining, public transportation, construction, military, and security. The Handheld Group of Sweden has local offices in Finland, the Netherlands, Italy, Australia and the USA. For more information, please see www.handheldgroup.com

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