

Press Release  
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## **Focus, Growth, Efficiency: First Sensor Formulates Strategy 2020**

Concentration on core segments and focused internationalization secure long-term growth targets

Industrial, Medical, Mobility. First Sensor AG wants to keep growing in these core segments over the coming years. “Our cars are increasingly driving themselves, medical devices are getting smaller or more mobile and industry is moving into a new era. We want to mold and shape these growth markets of the future,” says Dr. Martin U. Schefter, CEO of First Sensor AG. To do so, the acceleration of the development of modular products and platform strategies for more scalability, the increase of added value through parallel down- and upstreaming and the integration of production sites into one network along the value chain will continue.

### **Business Units Confirm Course Set in 2014**

First Sensor AG’s three business units will continue to internationalize their business in the years to come. For the time being, no additional regions will be entered with their own offices, but activities in existing sales regions will be ramped up. Up to 2020, First Sensor AG will focus in particular on the USA and China.

Under Strategy 2020, the Industrial business unit is continuing to position itself as a system and component provider. It will keep focusing on the application areas of industrial process monitoring, radiation and safety, smart buildings, length measurement and aviation. In addition to the application areas of respiration and pneumology as well as dialysis and infusion, the Medical business unit sees great potential for growth in optical diagnostics in particular. It will use the Group’s optical expertise to accelerate innovation in this application area. In the future, the Mobility business unit will meet the demand for driver assistance systems for partially and fully autonomous driving less with services and more with its own products. These will center on camera systems, LIDAR applications, and pressure and flow sensors for cars, trucks, and commercial and transport vehicles.

### **Strengthening of Earnings Structure and Internal Financing**

“Strategy 2020 is a consistent continuation of the course we set in 2014, but as well as concentrating on high-growth segments we are also making efficiency more central to our activities,” says Dr. Mathias Gollwitzer, CFO of First Sensor AG. The target, says the CFO, is to increase sales at a greater rate than the market trend, but not regardless of cost: “Our primary objective is to grow sustainably. This means that improving the earnings structure and internal financing is more important to us than mere sales growth.”

## About First Sensor AG

First Sensor AG is one of the world's leading suppliers in the field of sensor systems. Our company develops and manufactures standardized and customized sensor solutions for applications in the Industrial, Medical and Mobility growth markets. With over 800 employees, we are represented at six German locations and also have development, production and sales sites in the USA, Canada, Singapore, China, the Netherlands, Great Britain, France, Sweden and Denmark along with a worldwide partner network. First Sensor AG is a German public limited company and has been listed in the Prime Standard of the German stock exchange in Frankfurt since 1999. For more details on First Sensor, please visit [first-sensor.com](https://www.first-sensor.com).

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