

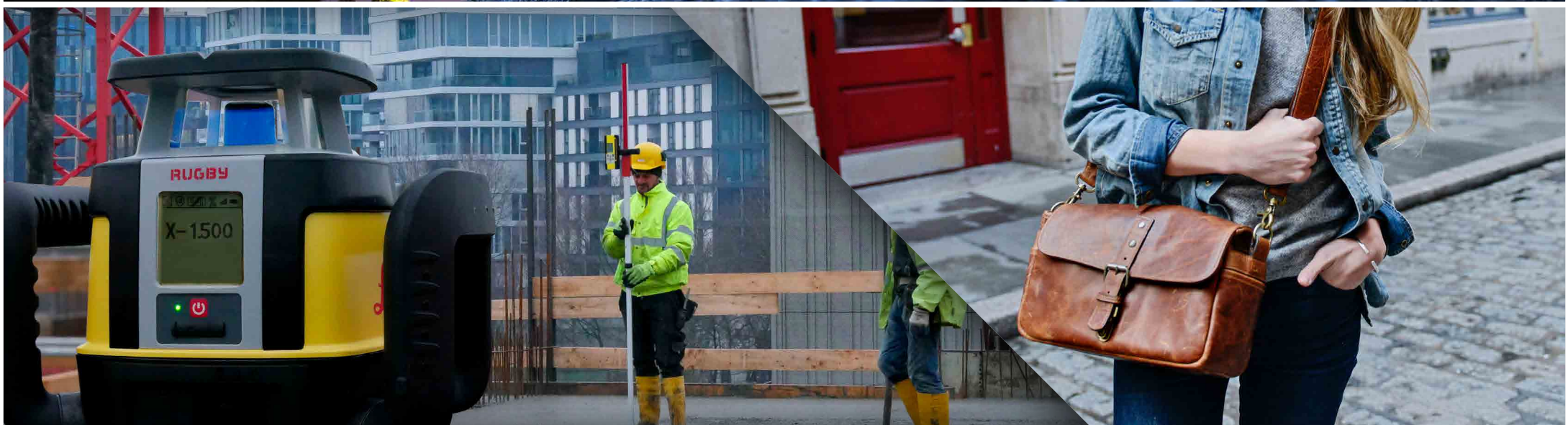


C.R. Kennedy
& COMPANY PTY. LTD.



COMPANY PROFILE 2020

email sales@crkennedy.com.au | **web** crkennedy.com.au



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All capital city properties are owned by the group.

C.R. Kennedy Melbourne Head Office



INTRODUCTION

C.R. Kennedy and Company Pty. Ltd. is Australia's foremost importer and distributor of Photographic, Hunting, Survey, Medical and Surveillance equipment.

The company is divided into six main divisions: Consumer Photographic, Professional Imaging, Hunting, Survey, Medical and Surveillance.

C.R. Kennedy's head office and warehouse is located in Melbourne with branch offices in Sydney, Perth, Adelaide and Brisbane. C.R. Kennedy [NZ] Ltd is based in Auckland and offers full representation throughout New Zealand. C.R. Kennedy offers truly Australasian distribution and representation.

All offices and warehouses are fully company owned by the company. The Melbourne head office occupies 2.6 Hectares on Lorimer Street, Port Melbourne.

C.R. Kennedy trades on D/A or D/P terms with all major suppliers. As further evidence of C.R. Kennedy's commercial and financial integrity, we offer a referral to our principal banker:

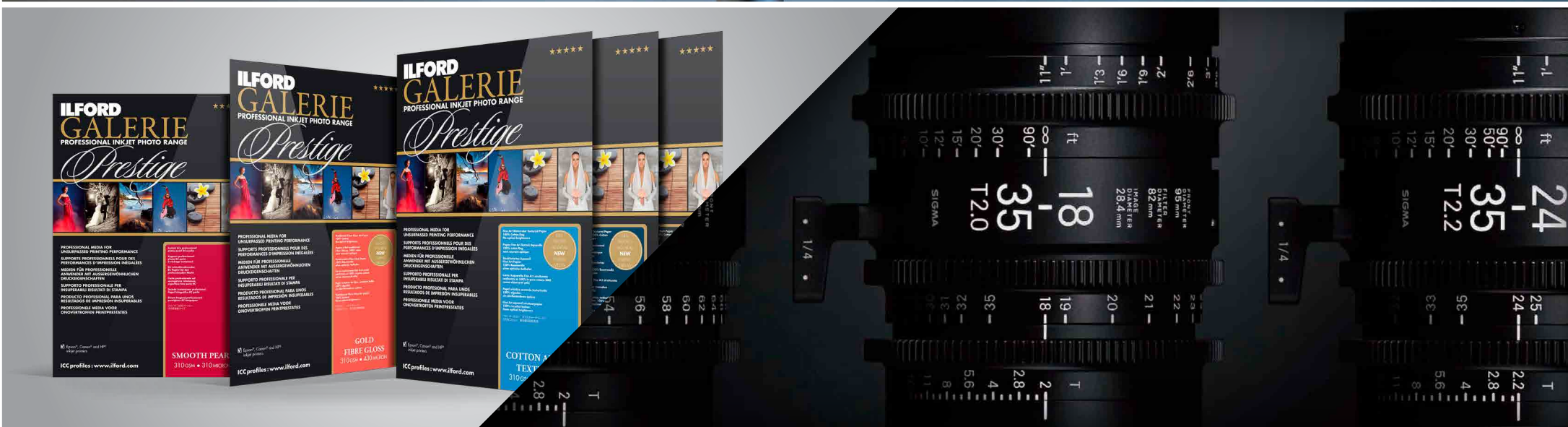
Mr Sean Mah

BNP PARIBAS

Level 6, 60 Castlereagh Street

Sydney NSW 2000 Australia

The group total turnover for the financial year 2018/2019 was AU\$ 184,000,000. Our total staff across Australia and New Zealand numbers 275.



COMPANY HISTORY

C.R. Kennedy was founded in 1934 by Clement Robertson Kennedy, the company's namesake. To this day, the company is still 100% family owned.

Initially the company's activities were solely photographic and optical, importing a variety of products from Germany and Italy. Shortly after the Second World War, C.R. Kennedy became the sole Australian agents for the Rectaflex camera which gave way in 1948 to the Exakta agency from Zeiss Jena.

In 1954, C.R. Kennedy became the distributor for Asahi Pentax - the beginning of a very close and long-lasting relationship with Pentax Corporation. To this day, C.R. Kennedy is the world's first and longest-established Pentax distributor. In the same period, C.R. Kennedy also became the distributor for Elmo and LPL of Japan.

With many of our Japanese suppliers C.R. Kennedy has had more than sixty years of unbroken trading relationship. Once C.R. Kennedy enters into a solid agreement, it is committed to go through both good times and bad, and to build a lasting and enduring relationship.

In 1968, the company became the distributor of surveying instruments for the Fuji agency [later to become Pentax]. The Survey Division has steadily grown to dominate the survey market in Australia.

In 1975, following the death of our founder Clement Kennedy, his son Malcolm Kennedy became Chairman and Managing Director.

In 1979, C.R. Kennedy was appointed to distribute the leading German photographic lines of JOBO, whose excellent darkroom equipment was a significant addition to our photographic range.

In 1980, C.R. Kennedy became distributors for Hasselblad of Sweden, the world's most prestigious photographic line. In the first year of distribution, we doubled the sales of the previous distributor.

The company established its Medical Division in 1981.

Since 1984, when we launched our Surveillance Division, C.R. Kennedy has earned a reputation as the major supplier of surveillance equipment to the Australian market.

In 1986, C.R. Kennedy [NZ] Ltd was established to service the rapidly expanding New Zealand consumer and industrial markets. With the combined purchasing power of the Australian operation, substantial inroads have been made into the New Zealand market offering excellent value and service to amateur and professional photographers, and the surveying, medical and surveillance industries.

1989 saw C.R. Kennedy appointed as the sole Australian distributor for Bowens Studio Flash from the UK. In the first six months of distribution, we achieved the highest ever Australian turnover for Bowens.

COMPANY HISTORY

In 1991, Sigma, the world's largest manufacturer of interchangeable lenses, appointed C.R. Kennedy as their Australian distributor. This appointment followed our excellent sales record as Sigma's New Zealand distributor - and the fact that, as an OEM buyer under C.R. Kennedy's own Astron brand, C.R. Kennedy purchased far more than the previous Sigma distributor had under the Sigma brand itself.

In 2001 the company underwent a huge expansion: we became the sole and exclusive distributor in Australia for Leica Geosystems and took over the entire operation, including the 20 staff from Leica Geosystems Australia Pty Ltd. As a result of this dominant position in the survey market, one in every two dollars spent in surveying, engineering and construction instruments in Australia is now spent with C.R. Kennedy.

In April 2005, C.R. Kennedy was appointed sole and exclusive distributor for iRiver MP3 players, manufactured in Korea. iRiver saw the great strengths of CRK being well represented in both the Australian & New Zealand photo & CE channels. iRiver was built into one of Australia's top selling MP3 brands with an annual sale turnover reaching over 155,000 units.

In 2006, C.R. Kennedy took over the Australian and New Zealand distributorship of Ilford from Ilford's own subsidiary company. By using C.R. Kennedy's existing photographic and CE distribution channels, we achieved excellent business for the Ilford desktop paper range, while maintaining Ilford's traditional mono business.

In November 2011, Ricoh announced C.R. Kennedy as its new Australian distributor of digital cameras, effective 1 February 2012. The new appointment brings both camera brands [RICOH & PENTAX] under the one distributor in Australia.

In 2013, together with our partner Chugai Photo Chemicals of Japan, we acquired the assets of ILFORD Switzerland, including all trade-marks and established ILFORD IMAGING EUROPE, located in Bergisch Gladbach Germany, and responsible for the world-wide manufacture and distribution of ILFORD INKJET PRODUCTS. www.ilford.com.

Our company has some 65 years of experience working with Japanese companies. We are the first and oldest Pentax (camera) distributor in the world, having been the distributor since 1954. Similarly, we have a 65 year continuous relationship with Elmo Company of Nagoya, and a 30 year relationship with Sigma Corporation.

The following is a list of Japanese companies for which we act as the Australian Distributor: Ricoh Imaging (Pentax), Sigma Corporation, Fujifilm, Kenko-Tokina Group, Elmo.

Two of our company directors have studied as a Kenkyusei at the International Christian University ICU in Tokyo. Several of our company directors have spent time working in Japan at the offices of our suppliers. Both Robert and Clement Kennedy have undertaken work experience at the Sigma Corporation factory, located in Aizu Wakamatsu in Fukushima prefecture, studying the production of camera lenses. Normally at least one of our company directors is visiting Japan on a quarterly basis for meetings with our partner companies.

HUNTING & SPORTS OPTICS

Since 2014 C.R. Kennedy has been expanding their product range for the hunting and outdoor industry. Within this short time C.R. Kennedy has rapidly gained recognition as an intrepid new supplier to this industry.

This is not our first venture in this industry: C.R. Kennedy imported firearms and several other related accessories in the early years of the company.

C.R. Kennedy is determined to establish positive and long-lasting relationships with all our new suppliers. In our other divisions, we have partnerships with suppliers now nearing their 60th year. We see value in working with companies with a strong business acumen and a long history of success.

C.R.Kennedy holds both firearm dealer's and dangerous goods licenses, and now represent leading suppliers in firearms, ammunition, and firearm related accessories.

It is our intention to quickly grow this latest division, building it to become a major part of our business. Our divisional managers have many years' experience in the industry. As we add to our portfolio of brands, we will continue to put the right people in place to best support this vibrant new division.



SURVEY DIVISION

CR Kennedy employs experienced leaders from the surveying community and built a surveyor centric business providing best in class products and industry leading support and service.

Our Survey Division was founded in 1968, originally with Pentax optical levels.

Today, the company's Survey Division contributes significantly to the business revenue while employing 130 staff dedicated solely to survey division.

In 2000 C.R. Kennedy formed partnership with Leica Geosystems, the world leader in survey technology & instrumentation and was appointed exclusive partners in Australia for the sale, service and distribution of Leica Geosystems solutions. This partnership has gone from strength to strength. Leica Geosystems product portfolio covers all product / market segments, including but not limited to Geodesy, Scanning, Machine control, Reference stations, Monitoring, GIS, Lidar, photogrammetry, Construction lasers & levels, UAV, BIM, utility detection, GPR, software solutions, hydro applications, general survey accessories and is expanding as new innovations come on line. Other leading brands we supply include: Riegl, Optech, DJI, Wingtra, Pix4D, Geocue, Hovermap, Vivax, Acura hydro boat, Tuff Lasers and more. C.R. Kennedy provides expert training and support on all our products. All sales staff have many years' experience working in survey / construction industries and can provide professional advice and propose solutions to meet all spatial requirements. Our offices are in Melbourne (head office), Sydney, Brisbane, Cairns, Adelaide & Perth. Each office has full-service facilities staffed by factory trained engineers ensuring equipment we supply is serviced & maintained ensuring optimum performance. Our service departments are fully authorised by Leica Geosystems and offer full technical support, service maintenance, repairs in accordance to Leica-Geosystems guidelines and ISO9001 / ISO14001 accreditation. We employ over 30 qualified service technicians with over 350 years of servicing experience between them. All workshops are equipped with latest state of the art service & calibration equipment. We offer extension of warranty – including parts and labour. Annual service – includes test protocol and service calibration certificates. We also have dedicated support staff in each office, we understand the importance of supporting our extensive range of surveying products. With a highly committed and responsive technical support and training team who can answer your questions, whether simple or complex, and provide the required product training. In addition to technical support, we also understand that high quality training is critical and the key to unlocking the true potential of your survey equipment. Our structured training programs will enable you to take full advantage of your instrument's capabilities, and improve your work flow, both in the field and in the office, with the goal of increasing your productivity and giving your company a competitive advantage.



MEDICAL DIVISION

C.R. Kennedy's Medical Division was established in 1981 when our long-time partner, Pentax, diversified into the manufacture of Flexible endoscopes for gastroenterology. The Medical Division has grown steadily and now distributes medical equipment and accessories for over 20 different manufacturers from around the world.

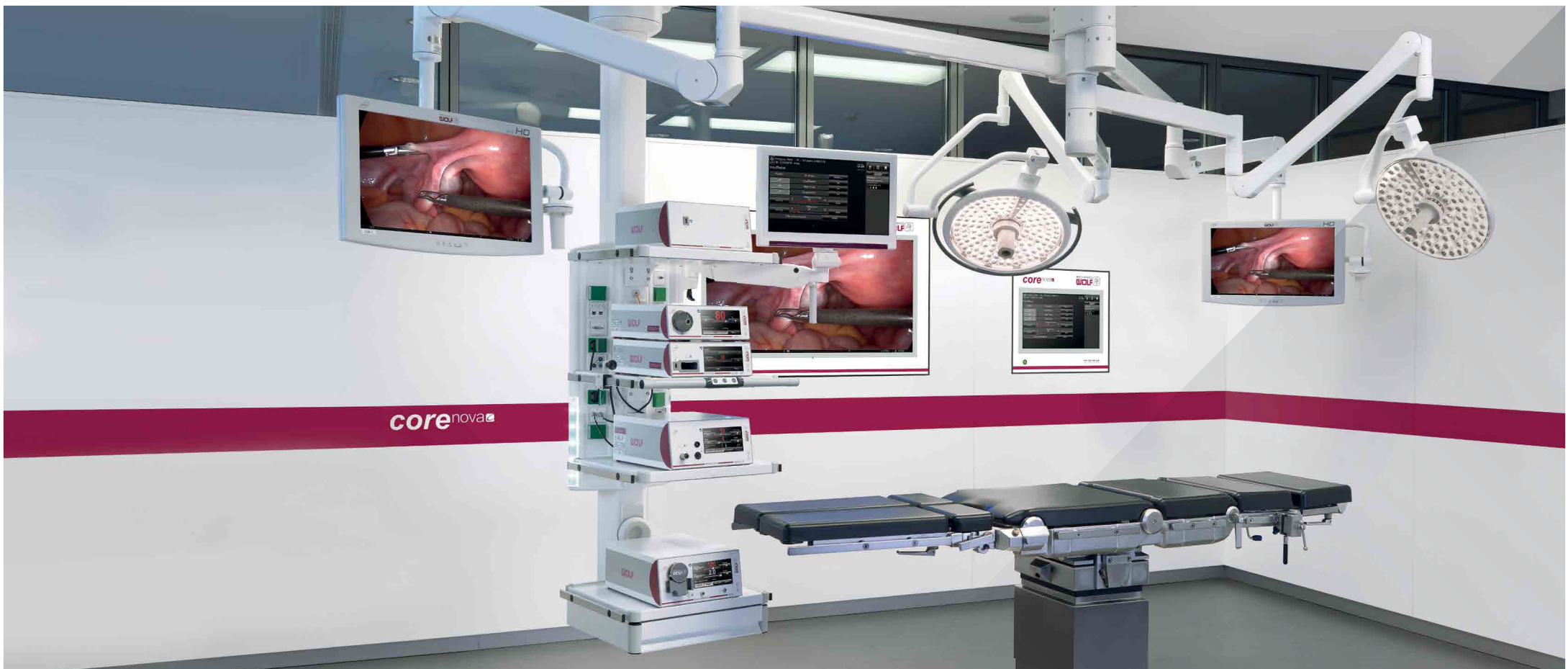
In 2013 we became the exclusive distributor of Fujifilm flexible endoscopes from Japan. Since then we have made huge inroads into the market and Fujifilm's market share in Australia has increased tenfold.

In July 2017, we acquired the distribution business of Endocorp Pty Ltd, the long-time Australian distributor of the world-famous Richard Wolf endoscope brand. As part of this acquisition C.R. Kennedy employed all the Endocorp staff with a combined 200 years knowledge in the medical devices industry. The Endocorp acquisition has expanded our expertise from being primarily focussed in gastrointestinal endoscopy to now comprehensively encompassing urology, ENT, spine surgery, pulmonology, gynaecology and general surgery.

We have a large team of sales representatives covering all of Australia, backed by in-house service centres and infrastructure of internal sales, IT, accounts, warehousing and logistics personnel. C.R. Kennedy's ongoing success can be attributed to its overarching principle to deliver unparalleled customer service. As a result, a large portion of our sales consist of repeat business from satisfied customers.

Any supplier represented by C.R. Kennedy can expect to enjoy an uncommonly high market share for its products. For example, while C.R. Kennedy was distributor for Pentax endoscopes, Australia had the highest market share of Pentax endoscopes of any country in the world. We repeatedly won best distributor and best sales awards from Pentax year after year. Since we switched to selling Fujifilm endoscopes, the Australian endoscope landscape has changed drastically and FujiFilm scope sales are now enjoying unprecedented growth. Similarly, Australia has the highest market share of Intromedic's MiroCam capsule endoscopes in the world.

In short, our large sales force and infrastructure coupled with our passion for customer service guarantees any manufacturer represented by C.R. Kennedy, the best sales results for its medical products in Australia.



SURVEILLANCE DIVISION

C.R. Kennedy's Surveillance Division has been operating since 1984, launching with Pentax CCTV Cosmicar lenses.

In 1996, the Division won the largest digital contract in the world at that time, by supplying Melbourne's Crown Casino with an unique pit cam solution. This thinking was well ahead at a time when all recordings were still direct to VHS tapes, not HDDs.

The Crown Casino contract also marked the beginning of a long and close friendship with Dallmeier Electronic of Germany, the first manufacturer of digital video recorders.

Following the Crown Casino success, Sydney's Star City Casino, Perth's Burswood Casino, Darwin's Sky City Casino and the Reef Casino in Cairns soon followed suit, adopting digital recorder technology from C.R. Kennedy. No two contracts are ever identical, and every customer is offered solutions tailored to their requirements.

In 2003, C.R. Kennedy and Dallmeier founded a joint venture to target the Asian market, with an office in Hong Kong, and later in Macau and Singapore.

This joint venture went on to win the first fully-digital matrix solution at the Sands Macau Casino; the world's largest surveillance and digital recording site on Earth at the Venetian Macau Casino; the Four Seasons Macau Hotel; and more recently, the Wynn Macau Casino and the Marina Bay Sands Casino in Singapore.

The Surveillance Division was also awarded distribution of Samsung Techwin DVRs and cameras in 2003. In recognition of the Division's high sales figures, Samsung awarded C.R. Kennedy an award in "appreciation of their superb achievement in sales and marketing in 2007". Other Surveillance products the Division handles include Wattec miniature cameras, VideoTec camera housings and brackets, and TVS high quality CRT and LCD screens.

In 2010, C.R. Kennedy became exclusive Australian distributor for LG Electronics Security products. In addition to HD High Definition IP products, the LG range gives us the opportunity to now provide total solutions, integrating CCTV with access control.

C.R. Kennedy's Surveillance Division has a staff of more than 20, with offices in Melbourne, Sydney, Brisbane, Adelaide and Perth.

Not only has it won success with high-rolling applications like Casinos, we have also provided solutions for apartment buildings, shopping centres, government departments, petrol stations, prisons, police stations, interviewing systems, city councils, restaurants, airports, hotels and pubs, mining companies, businesses and private residences.

In 2015, C.R. Kennedy became Univeiw's first distributor in the Australia and the New Zealand market. C.R. Kennedy's multiple locations and highly trained staff across the market meant that within 1 year, Univeiw went from having no presence in the Australia & the New Zealand Market to one of the major players, with large year-on-year growth. Univeiw's partnership with C.R. Kennedy has put them at the forefront of the Australian and New Zealand surveillance market.

C.R. Kennedy was "Distributor of the year" for Uniview in 2017 and 2019.



DALLMEIER & CRK A GREAT SUCCESS STORY

Dallmeier Electronic was founded in 1984 by Dieter Dallmeier in Regensburg Germany. The company launched the world's first digital hard disk video recorder in 1992, based on PC architecture, with a 486/33Mhz processor and a 100MB HDD.

A major turning point for Dallmeier came in 1996 when C.R. Kennedy approached it to jointly develop a unique casino gaming surveillance system known as Pit Cam. C.R. Kennedy had identified a need for local recording and review at the gaming tables at the new Crown Casino in Melbourne. The system allows the pit boss to review incidents and disputes when they happen, thus avoiding the need to close the table and refer the matter to Surveillance. The number of table supervisors was dramatically reduced with Crown stating the system paid for itself within 3 months.

C.R. Kennedy went on to sell Pit Cam to Star City Casino in Sydney and Burswood Casino in Perth, generating business for Dallmeier of A\$5M. To this day, Dallmeier acknowledge that this business not only saved them, but formed the foundation for what is now a leading DVR manufacturer with a turnover in excess of €60M.

In 2004, C.R. Kennedy / Dallmeier created a successful joint venture in Hong Kong in order to leverage off the massive casino developments about to be undertaken in Macau, an SAR region of mainland China. C.R. Kennedy's Australian casino experience was instrumental in securing the casino contracts for the joint venture.

The milestones included:

- The world's first digital matrix surveillance: Sands Macau
- The world's largest surveillance system (more than 5,000 channels) for the world's largest casino: Venetian Macau
- The world's first fully-networked IP surveillance system: City of Dreams
- The Four Seasons Hotel complex, Macau
- The Marina Bay Sands Casino, Singapore
- The Wynn Palace Casino and The Wynn Macau Casino (Largest single private IP camera network in the world), Macau
- The Studio City Casino, Macau
- The Altira Casino, Macau



DALLMEIER & CRK A GREAT SUCCESS STORY

- The Parisian Casino, Macau
- The Imperial Pacific Casino, Saipan
- The Naga World Casino, Cambodia
- The Grand Ho Tram Casino, Vietnam

C.R. Kennedy engineers in conjunction with engineers from Dallmeier, designed and implemented the world's first "Virtual Matrix Surveillance System", which allows any camera to be viewed by any operator in full resolution and in real time without the use of costly and complicated analogue switches. Revenue from the systems installed, and that for which firm orders are in hand, will exceed US\$10M from the Venetian group alone.

C.R. Kennedy continues to enhance the system design with interfaces to third party devices such as card shuffles, cash registers and facial recognition systems. Our engineers have been appointed to project manage the network design and implementation as well as the surveillance system itself.

Together with Dallmeier, C.R. Kennedy has developed extensive marketing plans to take the technology to emerging gaming markets in Singapore, Japan, the UK and the USA.

Through co-operation with C.R. Kennedy, Dallmeier has been catapulted from a small player into a market leader, now dominating the surveillance industry.

C.R. Kennedy's close relationships with casino end users in Australia and Macau has been vital in helping Dallmeier develop its next generation of products such as the Casino Analytic Technology [CAT], which is expected to revolutionize the casino surveillance industry.



SENIOR PERSONNEL

Chairman and Managing Director

Malcolm Kennedy holds a Bachelor of Economics degree and is a post graduate student of the International University Tokyo. Since becoming Managing Director, he has guided the company through four major recessions and the company has experienced unparalleled growth. Turnover has increased from A\$ 2.5 million in 1975 to A\$190 million in 2017. Malcolm Kennedy is also Chairman of C.R. Kennedy (NZ) Limited.

In 2002, at the request of Asahi Optical Co Ltd (Pentax) Tokyo, Malcolm Kennedy was appointed to the Board of Pentax of America Corp as a Director. The expertise Malcolm Kennedy had used to achieve market share leadership in both the Imaging and Medical business in Australia enabled him to make a major contribution to Pentax's USA business. Malcolm Kennedy was a Director of Pentax of America Corp until 2005.

Malcolm Kennedy is on LinkedIn au.linkedin.com/pub/malcolm-kennedy/15/99/422

Directors

Robert Kennedy has a degree in Electrical Engineering from the University of Melbourne, where he also studied German and Japanese. Robert has studied the Japanese consumer and medical markets extensively with Pentax in 2004. In the same year, he gained invaluable experience in manufacturing through work experience with Sigma in Aizu Japan, living in the company dormitory. In 2005, Robert went to Leica Geosystems AG Switzerland and spent three months undergoing intensive training in GPS, TPS and Machine Control. Robert has also worked extensively with Dallmeier in Regensburg and is fully au fait with every aspect of our CCTV business. In 2007, Robert was Engineer in charge of the installation of the largest Machine Control site on earth, covering 200 kms in the remote Pilbara region of Western Australia. In 2008, Robert managed our Joint Venture Company Dallmeier International Ltd based in Hong Kong, Macau and Singapore. Robert is also a Managing Director of SmartNet Aust, our joint venture with Leica Geosystems.

SENIOR PERSONNEL

Clement Kennedy has a Bachelor of Economics from the University of Sydney graduating in 2005. During his time at the University of Sydney Clement was a resident of St Paul's College. In 2006 Clement completed a postgraduate Kenkyusei course at the International Christian University (ICU) in Tokyo, specialising in Japanese language. In 2012 Clement completed the Asialink Leaders Program based out of the University of Melbourne.

During his time living in Japan, Clement was trained in the domestic Japanese sales market by Pentax Corporation, visiting all major Dealers and the Pentax factory. He received further training at Sigma Corporation's lens factory in Aizu, Wakamatsu, Japan.

Based out of our Sydney office Clement is in charge of New South Wales operations, and is the Director in charge of our Consumer and Industrial Imaging Divisions. Outside of C.R.Kennedy & Company, Clement is also the Joint-Managing Director of Ilford Imaging Europe, an inkjet media company headquartered in Germany. In 2007 Clement was elected to the board of Directors for the Imaging and Digital Entertainment Association (IDEA), that same year he became Treasurer of the organisation.

Managing Director C.R. Kennedy (NZ) Ltd

Gerard Emery was appointed in April 2005 to head the New Zealand operation. Gerard has an in-depth retail and industrial photographic and medical background having worked extensively in key managerial positions in the industry.

Chief Financial Officer

Trevor Hardner, CA, MBA (Melb), B.Bus (Acc), is the company's Chief Financial Officer. Trevor joined the company in December 2006 from a wide-ranging career working in the chartered accounting profession and a number of private/public companies. He brings with him considerable experience in both financial management and procedure development. Believing the finance and administration areas of the business must be supportive of the growth of the company, part of Trevor's role is the continue review of processes to ensure all areas of the business are focused on delivering effective support to the company's sales and customer service efforts.

Company Secretary

James McDonnell, CA, B.Bus (Acc). As part of his role as company secretary he is responsible for taxation, stock control and general administrative matters for the company and related entities, including C.R. Kennedy (NZ) Ltd. Prior to joining C.R. Kennedy James worked in accounting roles across areas including business taxation services, project accounting and law.

SENIOR PERSONNEL

Director of Sales : Medical

Graham Hines transferred to Melbourne in February 1997 from the New Zealand Office, taking on the position of Director of Sales of the Medical Division. Prior to his transfer, he was Managing Director of the New Zealand operation for ten years. Under his leadership, the New Zealand Company's sales increased by an average of 20% per annum, despite New Zealand going through its deepest and most prolonged recession in recent history.

General Manager : Consumer

Marc Payet joined the company from Ilford and brings with him over a decade of experience as an active and aggressive Sales Manager. Marc is very keen on setting and meeting budgets and ensuring that at C.R. Kennedy, what we say we will do, we do.

National Sales Manager : Professional Imaging

Damon Rulach has been with the company for over 25 years and has had over 45 years experience in the photographic industry. Fully experienced in technical sales, Damon has the experience, background and expertise to handle our entire range of professional imaging, video and cine products.

General Manager : Survey

Francis Sibenaler has been employed by C R Kennedy for over ten years. He brings a wealth of knowledge and experience from many years working in Australia & Overseas in Survey / Management related positions.

General Manager : Surveillance Division

Phil Viggiano has been with the company for more than 25 years. He has more than 30 years' experience working with imaging technologies and most recently 10 years in the Surveillance industry. He is a member of ASIAL [Australian Security Industry Association Limited] and works closely with the Australian Electronic Security Industry. Phil and his team have vast experience working on large and complex Surveillance projects, including Casinos, Law Enforcement, Government Departments and more.

MARKETING APPROACH

The company's founder, Clement Robertson Kennedy, based the company's operation on a philosophy of high turnover and low margin. This philosophy still directs our basic marketing approach. Both C.R. Kennedy Pty. Ltd. and C.R. Kennedy [NZ] Ltd. are 100% owned by the Kennedy family and final responsibility for all decisions rests with the Managing Director, Malcolm Kennedy. There is no diversified group of shareholders whose interests have to be balanced nor is there a complicated, bureaucratic management structure which cannot make a decision.

This corporate agility gives C.R. Kennedy great flexibility in the face of an everchanging market and an ability to fine-tune prices, advertising and marketing policy in general. The company is neither too small nor too large and is in constant, intimate contact with the market. C.R. Kennedy knows which direction to move in.

C.R. Kennedy uses cloud, network and web technology to allow uninterrupted operations across our Melbourne, Sydney, Brisbane, Cairns, Perth, Adelaide and Auckland offices and to service our customers where ever they are across the globe. Using this investment in technology, C.R. Kennedy takes advantage of business intelligence tools to keep our suppliers fully informed of all developments in the market including sales and inventory reporting and in-depth market analysis.

C.R. Kennedy has developed a number of web sites designed to allow customers to explore our market leading range of products and services including crkphotoimaging.com.au, survey.crkennedy.com.au, surveillance.crkennedy.com.au, medical.crkennedy.com.au, pentax.com.au and sigmaphoto.com.au. Our customers can utilise our web services to manage the entire sales lifecycle from in depth product information through to placing and tracking orders through to delivery.

In today's digital world, the great strength of C.R. Kennedy is its strong relationship with customers and industry leaders in each of our four major segments. From our strong relationship with the CE channel through our Photo Imaging Division to our extensive experience with government, mining, building and infrastructure market segments through our Survey Division, C.R. Kennedy is able to provide the best service to both our suppliers and customers alike.

C.R. Kennedy is very much involved with social media – with over 30 internet sites, direct internet sales, plus Facebook & Twitter; advertising in television, magazines, newspapers, direct mail-outs and road shows. Multiple successions of campaigns across all divisions have been instrumental in ensuring the continued domination of all sectors of the company's industries.

In essence, C.R. Kennedy has the expertise, the marketing force, the experience and the advertising power to ensure that a line handled by C.R. Kennedy receives sales, representation and service second to none in Australia and New Zealand.

AWARDS WON BY C.R. KENNEDY

Pentax Awards

[1] In 1992 Pentax awarded C.R. Kennedy the **“Distributor of the Year Award”**.

“The past year has been a rich one for C.R Kennedy & Company Pty Ltd. Outstanding results, both in sales turnover and market share, have been achieved through exceptional advertising and aggressive sales promotion. C.R. Kennedy & Company Pty Ltd manifest all the characteristics of a professional, successfully managed business. We are honoured to recognise C.R. Kennedy & Company Pty Ltd for their outstanding achievement and exemplary display of the name Pentax.”

[2] In 1997 C.R. Kennedy was named **“Special Distributor Of The Year”**.

A special plaque was presented to C.R. Kennedy on the occasion of The Pentax Family Party at Photokina in September 1998. The reasons for the selection were:

- Outstanding high market share for all product segments Pentax have produced for the past several years, including 1997.
- Continuous growth in turnover in spite of the high market share.
- Outstanding sales and marketing support to realise outstanding results.

[3] In March 1999 at a special International Distributors Conference held in Singapore, C.R. Kennedy was honoured with the inaugural award of **“Distributor Of The Year”** by Asahi Optical Co. Ltd [Medical Division - makers of Pentax Endoscopes].

This award was made to C.R. Kennedy & Company Pty. Ltd. in view of:

- Outstanding sales performance over 18 years, in which Pentax has risen to be dominant in most segments of the Australian and New Zealand Endoscopic Market.
- Best service facility, most economic service prices and fastest turn around in the world. C.R. Kennedy & Company Pty Ltd’s service facilities are second to none, and our long established practice of rebuilding components ensures our customers receive the most economic service in the world.

AWARDS WON BY C.R. KENNEDY

[4] C.R. Kennedy & Company Pty Ltd was awarded **“Distributor Of The Year”** by Australia’s largest Camera Store Group - Camera House Australia; awarded on the basis of:

- Best overall service for the Australian Photographic Industry
- Most competitive prices
- Best after sales service
- Best representation
- Best handling of telephone and account inquiries

[5] In March 2000 at the AOC Medical International Conference held in Hong Kong, C.R. Kennedy was once again honoured with **“Distributor Of The Year 1999/2000”**. Mr Kenji Ohashi, General Manager later wrote as follows: *“In this opportunity, we would like to extend our thanks to you and all of your staff for the daily hard efforts in selling and promoting our products in your market. We believe that only your professional daily activity as well as the perfect teamwork could enable you to get the award in two consecutive years.”*

[6] In August 2001 at the AOC Medical International Conference held in Japan, and C.R. Kennedy was once again honoured with **“Most Sales Amount Award 2000 – 2001”**. It was an outstanding achievement to be so honoured three years in a row.

[7] In September 2006 at Photokina, Pentax awarded **“Distributor of the Year 2005”** to C.R. Kennedy for outstanding achievements in the fiscal year April 2005 to March 2006.

[8] In 2008 Pentax Life Care Division awarded **“In appreciation of outstanding market share and superb service”** and **“In recognition of highest market share in the world with Pentax endoscopes”**.

[9] In April 2009, Pentax Life Care Division awarded **“Distributor of the Year Award 2008-2009”** to C.R. Kennedy for **Highest Market Share, Best Service, Biggest Sales Increase, Best Monthly Reporting** at Jeju, Korea.

AWARDS WON BY C.R. KENNEDY

Bowens Awards

[1] In 1994 Bowens awarded C.R. Kennedy **“International Distributor of the Year 1993/94”**.

Hasselblad Awards

[1] **Goteborg – 1982**

In recognition of a strong and comprehensive advertising activity in connection with a successful promotion on the Hasselblad 500CM.

[2] **Goteborg – 1984**

In recognition of the successful use of the photo competition formula as a public relation tool in the marketing strategy.

[3] **Koln – 1990**

In recognition of an innovative approach in promoting Hasselblad using TV as an advertising medium to enhance current sales campaigns.

[4] **Koln – 1992**

In recognition of a consummate and professional sales achievement in placing a major number of PCP80 projectors at the Australian pavilion of the world exhibition of Sevilla.

[5] **Koln – 2002**

Received award for Enterprising Marketing strategies.

ILFORD Awards

[1] In September 2008, Ilford awarded C.R. Kennedy **“Best Distributor of the Year”** award at Photokina 2008 in recognition of outstanding sales and service in both the professional & consumer sales segments.

[2] In 2009, Ilford awarded C.R. Kennedy **“Professional Distributor of the Year 2009”**.

[3] In 2010, Ilford awarded C.R. Kennedy **“Distributor of the Year 2010”**.

AWARDS WON BY C.R. KENNEDY

Leica Geosystems Awards

- [1] 2004 - **Outstanding Market Share in Total Stations**
- [2] 2005 – **Overall sales champion for Disto, Asia Pacific region**
- [3] 2006 – **Best A6 Sales**
- [4] 2007 – **Distributor of the Year Award for 2006**
- [5] Vietnam - 2008 - Overall sales awards in: **Measuring tools sales, precision tools division, and construction tool sales.**
- [6] 2008 – **Distributor of the Year Award for 2007.**
- [7] 2009 – **Highest Sales PTD-APEC 2009**
- [8] 2010 – **Outstanding Order of the Year CY09, Highest Target Over Achievement PTD 2010, First to Exceed Target PTD 2010, Highest Sales PTD 2010.**
- [9] 2014 – **Awarded C.R. Kennedy “Volume Dealer of the Year” in grateful appreciation of our efforts throughout CY 14.**

Intromedic Awards

- [1] Received award for **“Distributor of the Year 2010”.**

Samsung Awards

- [1] Vietnam – 2007 **In appreciation of superb achievement in sales and marketing of the year 2006.**
- [2] Indonesia – 2008 **In recognition and appreciation of an outstanding achievement in sales during 2007.**
- [3] Malaysia – 2009 **In recognition and appreciation of excellent achievement in sales during 2008.**

AWARDS WON BY C.R. KENNEDY

Elmo Awards

[1] In 2002 C.R. Kennedy was awarded **“Elmo 80th Anniversary Commemorative Award – Gold Prize for Outstanding Sales Results”**.

Minntech Awards

[1] In October 2008, Minntech awarded C.R. Kennedy Australia & New Zealand in recognition of **“Best Overall Distributor Performance”** in Asia/Pacific Region for the FY '08.

PMA Awards

[1] In November 2011 was awarded **“Longest serving co-operative supplier membership”** by PMA Australia.

Microline Surgical Inc. Award

[1] Awarded to C.R. Kennedy in 2008 and 2009 for Best International Sales, far exceeding all expectations set.

Alphatec Spine

[1] Awarded to C.R. Kennedy in 2012 **Best Performing New International Distributor**.

Sigma Corporation

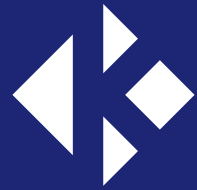
[1] Awarded to C.R. Kennedy **“Gold Award”** for best Distributor in 2015-2016.

Uniview Technologies

[1] Awarded to C.R. Kennedy **“Excellent Sales Award 1st Prize”** in 2017 at the Uniview Partner Summit in Shenzhen Oct 2017.

[2] Awarded to C.R. Kennedy **“Excellent Sales Award 1st Prize”** in 2019 at the Uniview Partner Summit in Shenzhen Oct 2019.





C.R. Kennedy
& COMPANY PTY. LTD.



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