



# HAPPY NEW YEAR



## A LOOK BACK AT 2010 AND AN OUTLOOK FOR 2011

Dear ELSE Family

We have been blessed with another very successful year. Throughout the past year, You all have advanced our mission and our global reputation for excellence. Your continued support helped us to grow in strength and prominence. Everyone of You has, been highly effective and contributed to our achievements. To each of You, I offer my deepest respect and thanks.

2010 has been another best year ever - so far. Once more it has been an exciting year, where we have achieved many new objectives. Again we had a growth rate of more than 30%. The third year in a row now.

### The highlights of 2010:

- ISO 9001 certification
- TÜV Functional Safety certification
- ABB Channel Partner Gold status
- xPert DAY
- 100% workload the whole year
- Extended customer base

Have we reached the goal now?

The danger of being successful is that we start to feel comfortable. Having a comfort zone is good but staying to long in the comfort zone makes people slow down and become lazy. That's why we need continuously to „Sharpen the Saw“. This means preserving and enhancing the greatest asset we have; ourselves.



It means that we need a balanced program for self-renewal, that keeps us fit. The moment that we think and feel that we have reached the goal, we will stop becoming better and we will slowly start to dissolve.

The spirit and culture in our company will help us to re-invent ourselves in order to be able to challenge a changing market.

As we begin a new year, I truly believe that our company is strong, stable, and ready for even greater prominence. And this for only one reason: our strength comes from people like You.

Looking ahead, I feel certain that we are very well positioned to reach new pinnacles of achievements and that we will have another great year in 2011.



### The outlook for 2011:

- More than 80% of the whole team is already booked for the whole year.
- Stabilize and consolidate our success and growth of the past years by anchoring ourselves in the Basel area.
- Enhance our know how base in the area of COMOS.

Keep in mind that every moment, every situation, provides a new opportunity, and that opportunities are chances that create added value.

My personal wish for You in 2011 is that You can obtain job satisfaction, fulfillment and excitement, and a stable work life balance. I pledge to continue to lead You as best I can, to be Your mentor and Your partner.

Best wishes for a happy and prosperous new year.

I look forward to continue to work together with You all.

**WE ARE GREAT**  
Patrick Vergult