



Life Energy Motion

PRESS INFORMATION

LEM reveals new brand identity

Geneva, Switzerland – May 22nd, 2019 – LEM, a leading global company in electrical measurement for industry and automotive applications is proud to announce the launch of its new group brand identity.

The changes come at an exciting time in LEM's evolution and coincide with new prospects for the business. "Today is the starting point of a refreshed LEM. Given the changes in our markets, the time is right to improve the visibility of LEM with all of our stakeholders" commented Frank Rehfeld, Chief Executive Officer at LEM.

The new group brand identity aims to improve LEM's visibility and clearly define the LEM story for customers, suppliers, associates and employees.

The logo has been refreshed and includes a tag line which reflects LEM's "Life, Energy, Motion" strapline.

- **Life:** How many of us desire life unplugged? Even brief downtimes can be quite unsettling. We love the ease, convenience, colour, brightness, speed, mobility, on-command, real-time connectedness that electricity provides. Streams of steady, safe, uninterrupted electric flow runs our devices, powers our vehicles, drives our factories, enhances our healthcare, recharges our batteries, sends our communications, lights our communities, warms and cools our buildings, and captures our imaginations. None of this would be possible without electric sensors, many provided by LEM. As our quality of life improves, energy consumption per capita rises. LEM products help control this consumption and encourage renewable energy, providing continuous power supply.
- **Energy:** Smart grids, microturbines, wind and solar power all provide affordable and clean energy which is critical for a sustainable future. LEM is addressing this challenge by developing sensors that meet the most demanding standards of accuracy and safety, whilst adapting to higher power densities in battery and charging systems. LEM is also engineering a range of compact semiconductor-based sensing solutions.
- **Motion:** Train, trams, buses, conventional cars, green cars, elevators. The world's demand for electrical motion is ever increasing. LEM provides sensor solutions for mobility applications which can play a remote or close role in our everyday lives. LEM has a strong heritage of nearly 50 years as market leaders with best-in-class products. Today LEM is at the forefront of new sensors, combining hardware and software with added functionalities and value, to create new business opportunities for its customers.

Finally, Frank Rehfeld, Chief Executive Officer at LEM explained "Electrical sensors are in high demand for renewable energy, reliable energy, distributed energy, energy efficiency, mobility, automation, and digitalization. The time is right to tell our story and give LEM the vibrant dynamic identity it deserves. We will continue to leverage our strengths, our heritage, market leadership, our technical knowledge, a broad portfolio and closeness to our customers. Moreover, in response to our fast-changing industry, and to ensure we keep pace with today's shorter development and production cycles, we are improving our organization's agility and speed to market. We are proud of our legacy





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and positive about the future. We are playing our part in helping our customers and society accelerate the transition to a sustainable future.”

LEM – Life Energy Motion

A leading company in electrical measurement, LEM engineers the best solutions for energy and mobility, ensuring that our customers’ systems are optimized, reliable and safe.

Our 1,500 people in over 15 countries transform technology potential into powerful answers. We develop and recruit the best global talent, working at the forefront of mega trends such as renewable energy, mobility, automation and digitization.

With innovative electrical solutions, we are helping our customers and society accelerate the transition to a sustainable future.

Listed on the SIX Swiss Exchange since 1986, the company’s ticker symbol is LEHN.

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