

## **SUBJECT : VISIBILITY AS LEADING EMS/ODM PROVIDER TO THE AUTOMOTIVE AND OTHER SECTORS**

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MHM is currently planning a number of EMS/ODM 'Leading Provider' PR overviews – designed to enable the Brand Name/OEM target audience to better understand the services it can get from this sector, and in particular MHM's client.

The MHM information will allow the Brand Name knowledge of contracts EMS/ODMs are fulfilling while the proposed MHM client's part will be to give an in-depth assessment of the innovative services the client can provide. The objective of the exercise is to stimulate Automotive ODM and EMS business for the client by creating awareness of its leading position, innovative products and services.

Where appropriate, the MHM Information Service subscription clients may expand its current subscription to include this service which is designed to significantly increase visibility in key target growth sectors, while providing credit for being sector leading, via:

- **MHM edited overview of client's innovative approach to EMS/ODM** - For the particular product + sector charts, trends and overview from MHM, with:
  - Innovative EMS/ODM case study from MHM client
  - May have MHM client's customer's comment
  - Focus can be on sector and technology
- **MHM liaison with information sources and periodicals** - For reprinting and forming new articles to be circulated around the world. Significant visibility and credit for being sector leader via circulation to:
  - All Brand Names and OEMs in the sector (3/4 contacts per company – direct mail/email)
  - All relevant generic electronics periodicals
  - Market sector specific industry periodicals
  - News websites and similar
  - MHM website (with link to MHM clients' webpage covering specific product/service)

### **One EMS/ODM Leader Profiled Per Targeted Market Sector**

MHM's enhanced EMS/ODM market sector overview for the OEM/Brand Name will include specific sector information and a significant overview of the sector leader, planned sectors are as follows:

- Automotive
- Wireless Handset
- Mobile Infrastructure
- Server and Storage
- Medical
- PC
- Consumer
- Industrial, Instrument and Control

Currently MHM is targeting the Automotive PR for January 2004, this is likely to be popular so please feedback immediately should you be interested in subscribing to

this service, which is likely to cost about the same as an Information Service subscription.

Best Regards

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