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ACQUISITION OF THE MBT BRAND

Masai International Pte Ltd, a Singapore headquartered company, who is the current MBT distributor for Southeast Asia, has successfully acquired the MBT brand and its global assets.

MBT has been enjoying strong growth in Asia, the Middle East and several EU countries in recent years. Due to the significant achievements with MBT Southeast Asia, Masai International was awarded MBT's "Best in Sales and Execution" Award at MBT's international product launch meeting in Zurich in November 2011.

"It came as a surprise to me in May 2012 when MBT filed for bankruptcy in Switzerland." said Andy Chaw/Chairman Masai International. "We were approached by the previous MBT management to explore the opportunity of a global acquisition of MBT - an opportunity which we found difficult to refuse."

Upon the completion of the global purchase of MBT the Masai International Pte Ltd Chairman stated:

"After two and a half months of intense negotiations and due-diligence together with my dedicated team, bankers and lawyers, Masai International Pte Ltd has successfully completed the global acquisition of MBT. It is a remarkable achievement to complete the purchase of an international Brand in such a short period of time as it is very important to ensure minimal disruption to the global MBT business and to allow our loyal consumers around the world uninterrupted access to the world's greatest physiological footwear Brand.

With a new management team consisting of very experienced industry experts, we intend to maintain MBT's Swiss Heritage and rebuild the brand's leadership position. We will continue to leverage on MBT's technology, designs and products that are in the pipeline to continue to grow."



As a final comment about the future, the Masai International Pte Ltd Chairman said;

“As always, I look forward to strengthening MBT’s business relationships in the years ahead and see an incredibly bright future for MBT. Since the Brand’s inception in 1996 MBT has provided many benefits to consumers around the world and we intend to return to the roots of the company and re-establish a solid foundation for future growth and success. MBT is the original physiological footwear Brand and we will ensure its world class functionality is not only maintained but enhanced.”

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Andy Chaw

Chairman/Masai International Pte Ltd

