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- Brief history
- Business statement
- Products
- Facilities
- Product market mix
- Sales overview
- Operational overview
- Market drivers
- General strategy

- Established in 1949 as a subsidiary of Heinemann Electric Company US, the inventors of the hydraulic-magnetic circuit breaker technology
- In 1957 we invented the world's first high sensitivity Residual Current Device commonly called an Earth Leakage Device (RCD)
- In 1986 Fuchs Electrical Industries was acquired and merged into a new company called Circuit Breaker Industries Ltd
- Only manufacturer of circuit breakers and residual current devices in Southern Africa

The supply of quality low voltage distribution-, protection- and control equipment

# PRODUCT/MARKET MIX



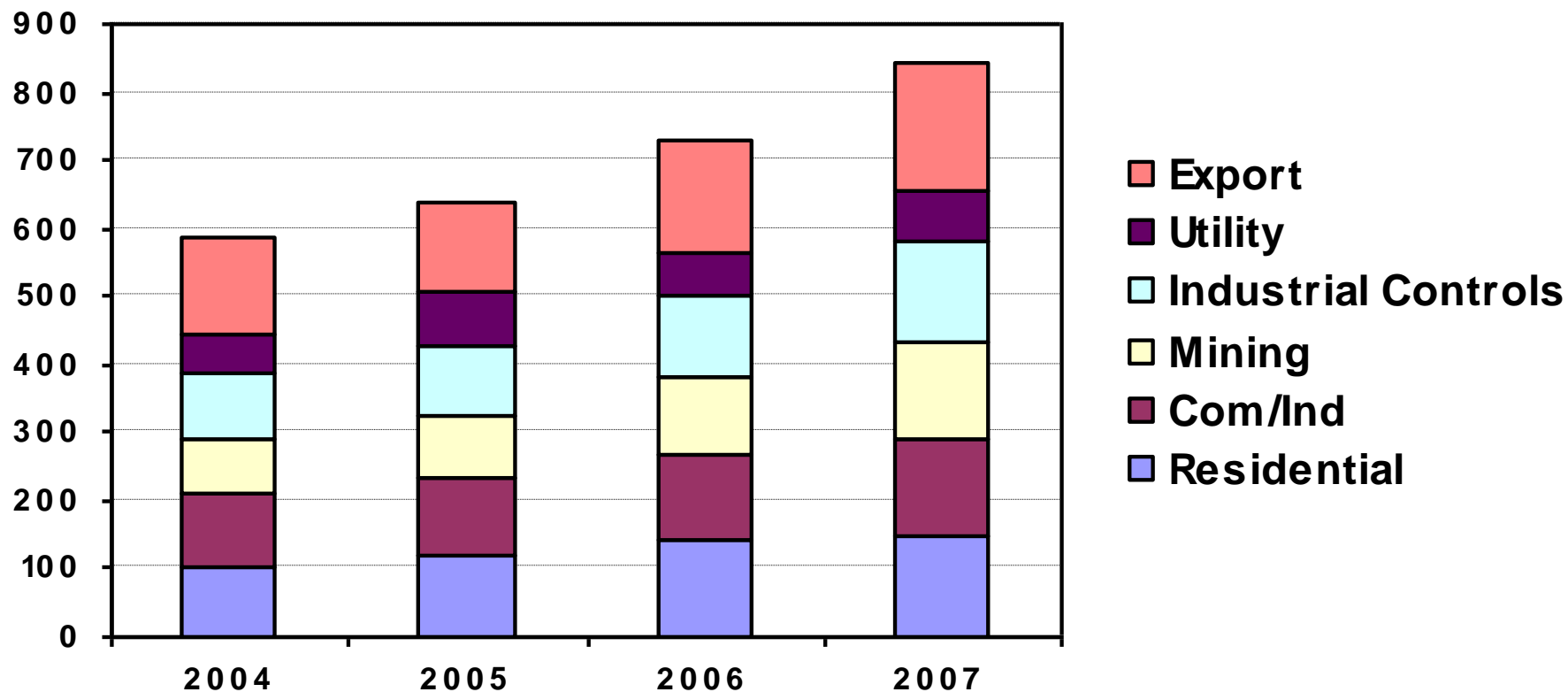
Market Segment	Miniature Circuit Breakers	Earth Leakage Protection	Electricity Metering	Circuit Breakers for Equipment	Surge Protection Devices	Moulded Case Circuit Breakers	Wiring Accessories	Industrial Control Equipment	Motor Control Equipment
Residential	x	x	x		x		x		
Commercial	x	x	x	x	x	x	x		
Mining	x	x				x		x	x
Utilities	x	x		x		x			
Industrial	x	x	x	x	x	x		x	x
Original Equipment Manufacturer	x	x		x					

Manufactured

Traded

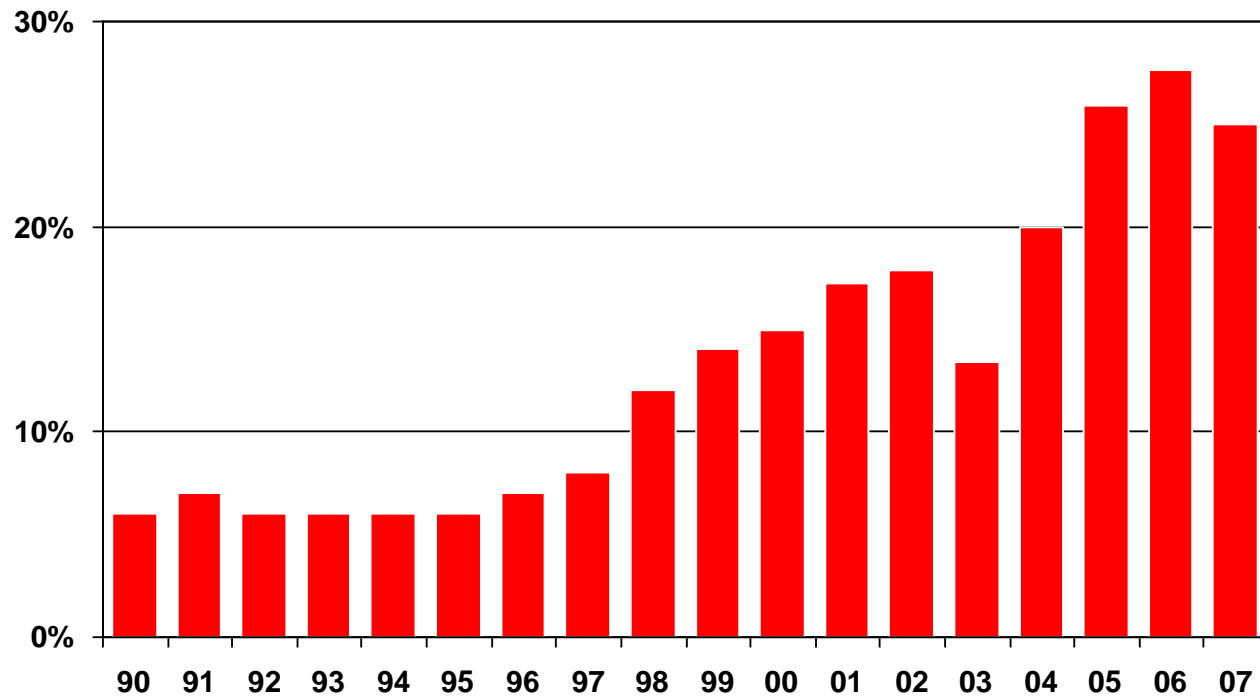
# SALES MIX

2003 Base = 100

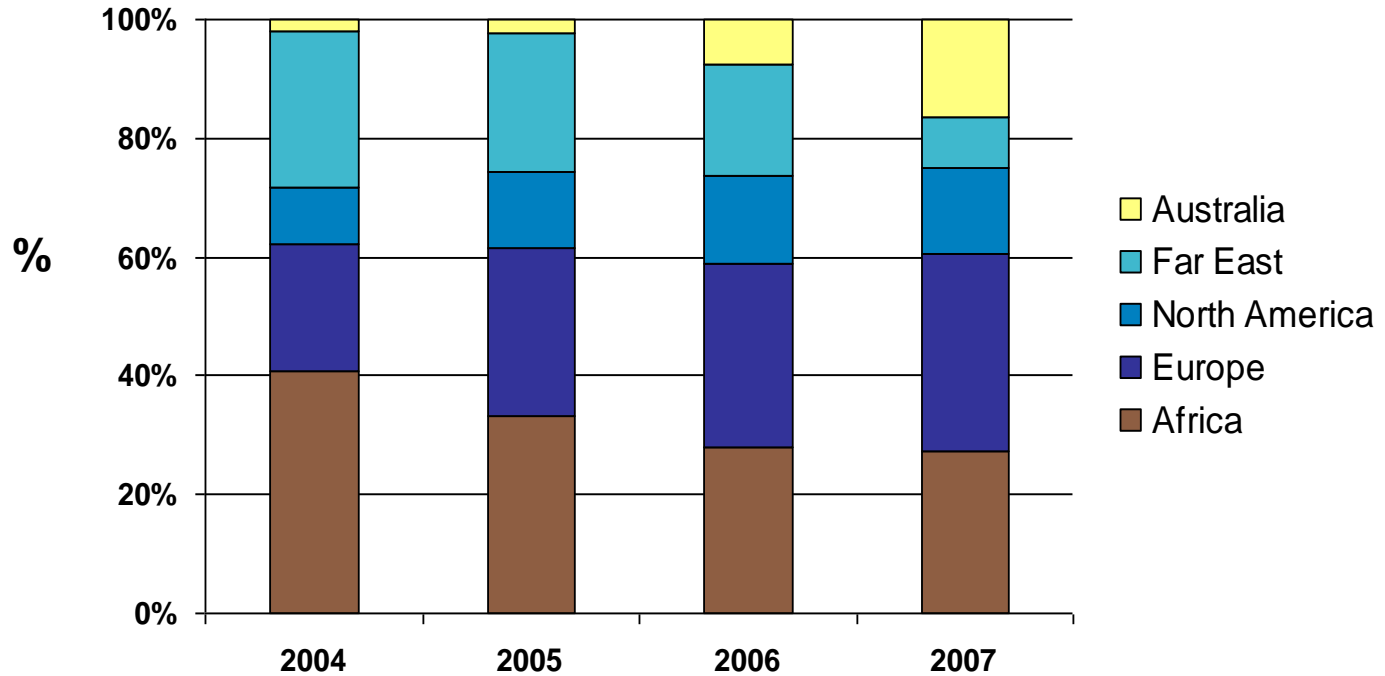


# EXPORT/TOTAL SALES

Ratio



## Export Sales by Region





- Positive contribution from CBI-electric Australia.
- Positive contribution from Industrial Controls. (Automation, Motor Control)
- Integration of Bolt-on acquisition (Moeller) completed.
- Benefit of lower cost assembly facility in Lesotho.
- Benefits from operational streamlining and re-sizing from Elandsfontein.

- Property/construction market is in decline. We are well positioned for this.
- Positive impact of commodity prices on mining industry and mining projects.
- Buoyancy in general industrial market.
- Expected growth in Industrial Control Market.
- CBI market share in Industrial Control Market.
- Outlook for the local market remains positive.

- Telecommunication boom in Middle East and Far East.
- Importance of market presence in Africa.
- Status Quo maintained in neighbouring countries.
- Opportunities in Australia.
- Export volumes of manufactured products during June and July. (66% of manufactured products exported)

- ▶ Lower cost of manufacturing by:
  - Complete rationalisation of product range.
  - Continue reducing input costs across the board.
  
- ▶ Grow sales by:
  - Increasing coverage and presence in Africa.
  - Adding value added services.
  - Capitalising on growth opportunities in Industrial Control Market.
  - Increase exports of specialised protection products.
  
- ▶ Maintain local market share.

# Q's & A's