

Press release

Rümlang | Switzerland | 15 April 2015 – New brand design

New brand design launched

One of the keys to our success in this dynamic industry is a strong, global brand. And it is an essential element for achieving our strategic goal of innovative leadership in our core business. We are currently launching our new brand design. It will strengthen our position and reflects our brand promise: Kaba goes Beyond security – and creates benefits for all of our stakeholders.

Within the last years, we have further expanded our business all over the world. In this high-paced environment we are focusing on our strengths while keeping our flexibility. Our sharpened brand identity guides us through this process of consolidation and fortification. The brand design is one of the many initiatives we launched to further strengthen our core business.

Beyond security

The new brand design is the outcome of an intense process evaluating our values and capabilities as well as our ambitions for the future and our roots in the past. It is a modular, systematic framework of containers, colors, and images to underline our user-centered approach and innovational capacity.

In our communication you will still find profound know-how and solid facts. These will be enriched with appealing images of real-life situations, colors to highlight the key advantages for you and your business, and a clearly structured layout to guide you through our publications. Overall we aim to provide you with an inspiring brand experience that reflects our ambition: we go Beyond security. Throughout the year you will find more and more communication material in the new look.

For further information:

Saskia Hengartner, Communications Manager, phone +41 44 818 92 01

About Kaba

Kaba – Beyond security

With its innovative products, systems and services, globally active technology group Kaba is a leading provider of high quality access management solutions, keys, cylinders, physical access systems, enterprise data and time recording, and hotel access systems. The group is also a global market leader for high security locks, key blanks, transponder keys and key manufacturing machines. The stock exchange-listed group has sales of around one billion Swiss francs and employs around 9,000 people in more than 60 countries. For more than 150 years Kaba has set trends in security and beyond – in terms of functionality, convenience and design, and always with a focus on optimum value to customers.

SIX Swiss Exchange: KABN

For more information please visit www.kaba.com

Disclaimer

This communication contains certain forward-looking statements, e.g. statements using the words "believes", "assumes", "expects", or formulations of a similar kind. Such forward-looking statements are based on assumptions and expectations which the company believes to be well founded, but which could prove incorrect. They should be treated with appropriate caution because they naturally involve known and unknown risks, uncertainties and other factors which could mean that the actual results, financial situation, development or performance of the company or Group are materially different from those explicitly or implicitly assumed in these statements. Such factors include:

- The general economic situation
- Competition with other companies
- The effects and risks of new technologies
- The company's ongoing capital requirements
- Financing costs
- Delays in the integration of acquisitions
- Changes in operating expenses
- Fluctuations in exchange rates and raw materials prices
- Attracting and retaining skilled employees
- Political risks in countries where the company operates
- Changes to the relevant legislation
- Other factors named in this communication

If one or more of these risks, uncertainties or other factors should actually occur, or if one of the underlying assumptions or expectations proves incorrect, the consequences could be materially different from the assumed ones. In view of these risks, uncertainties and other factors, readers are cautioned not to place undue reliance on such forward-looking statements. The Company accepts no obligation to continue to report or update such forward-looking statements or adjust them to future events or developments. The Company emphasizes that past results and performances cannot lead to conclusions about future results and performances. It should also be noted that interim results are not necessarily indicative of year-end results. Persons who are unsure about investing should consult an independent financial advisor. This press release constitutes neither an offer to sell nor a call to buy securities.

Kaba®, Com-ID®, Ilco®, La Gard®, LEGIC®, SAFLOK®, Silca® etc. are registered brands Kaba Group.

Country-specific requirements or business considerations may mean that not all Kaba Group products and systems are available in all markets.