



Connectivity  
Beyond  
Expectations.

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An introduction to Optronics Plus

The innovation-driven network solutions provider.

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Our Products & Solutions

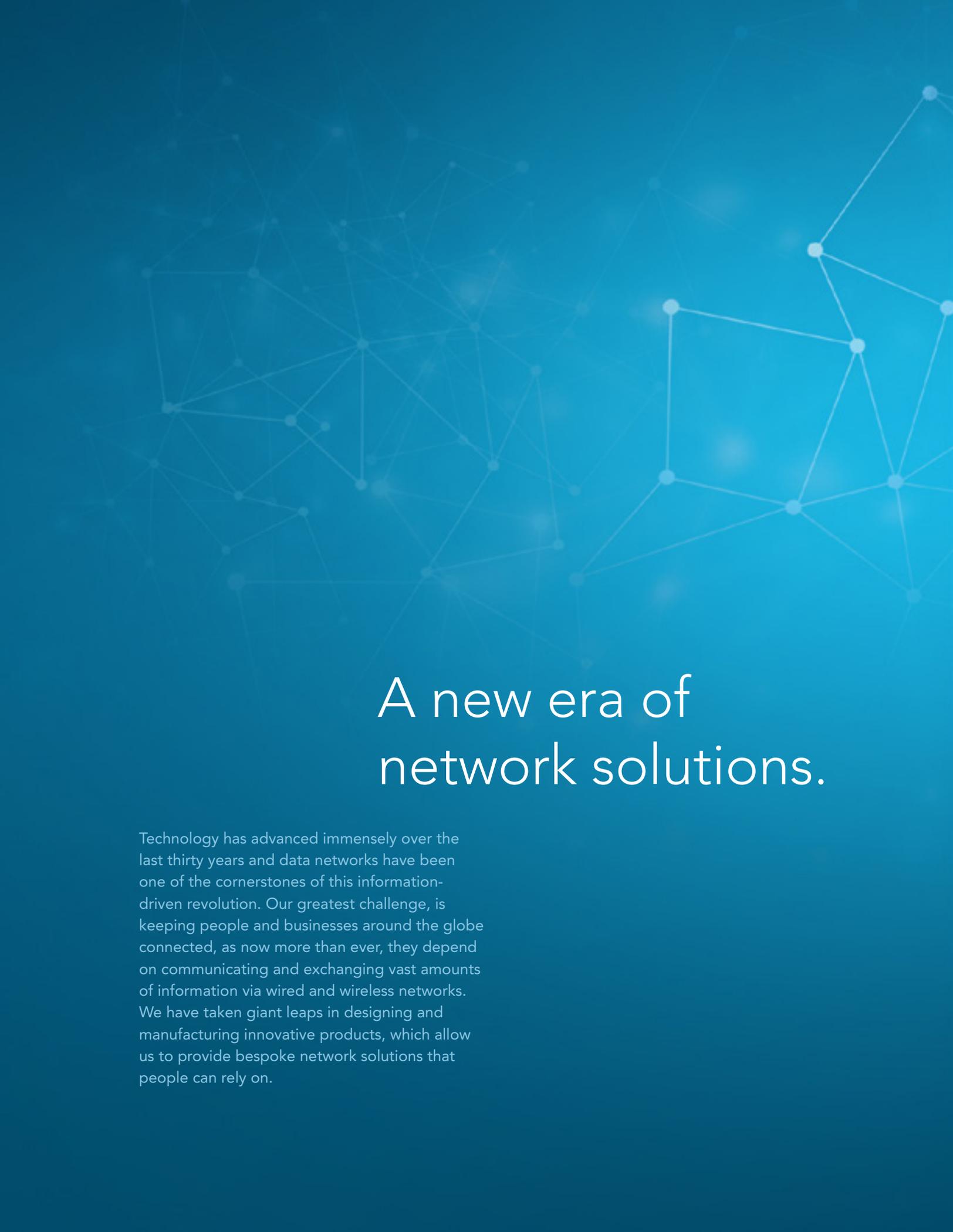
The choice of industry leaders.

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Moral Compass

Our actions define us.

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# A new era of network solutions.

Technology has advanced immensely over the last thirty years and data networks have been one of the cornerstones of this information-driven revolution. Our greatest challenge, is keeping people and businesses around the globe connected, as now more than ever, they depend on communicating and exchanging vast amounts of information via wired and wireless networks. We have taken giant leaps in designing and manufacturing innovative products, which allow us to provide bespoke network solutions that people can rely on.





# Message from our chairman.

Keeping people and businesses  
connected for over two decades.

Optronics Plus is a leading network solutions provider. With offices and sales points around the world, we are able to reach and better service our clients at a global level. We provide innovative optical and copper communications solutions that offer enhanced performance, security and reliability. Our bespoke solutions have been trusted by some of the largest fibre optical communication companies in the world.

We specialise in data communication and data centre infrastructure, enterprise, industrial and telecom solutions and we have been serving numerous industries over the years, ranging from Telecom, Mining, Oil and Gas, Energy to Government, to name a few.

We strongly emphasise on customer satisfaction and take pride in providing state-of-the-art solutions that keep our clients happy. We achieve that by applying three simple practices; We work together with our clients to build tailored solutions, *for and with them*. We consistently provide reliable products by rigorously screening our raw materials and end-products to ensure that they comply with our high-quality standards. Lastly, we invest heavily in our people, research and development - as we constantly try to provide better solutions through innovative products that shape the industry of today and into the future.



# Leading the way.

We provide solutions that keep people and businesses connected throughout every stage of their progression in the 'IoT'<sup>1</sup> era.

## Two decades of innovation.

Our roots run through some of the largest fibre optical communication companies in the world with nearly two decades of product innovation. We research, develop, manufacture a range of fibre optic and connectivity products, that cover the needs of any high-demand network infrastructure. Our focus is on continually providing world-class products, services and complete optical fibre connectivity solutions to data networks across the globe.

Our product range comprises both fibre and copper products, ranging from copper structured cabling solutions, to various types of fibre discrete connectors and MTP multifibre assemblies, modular and high density internal management products, FTTX termination enclosures and FTFA optical assemblies.

## Clients come first.

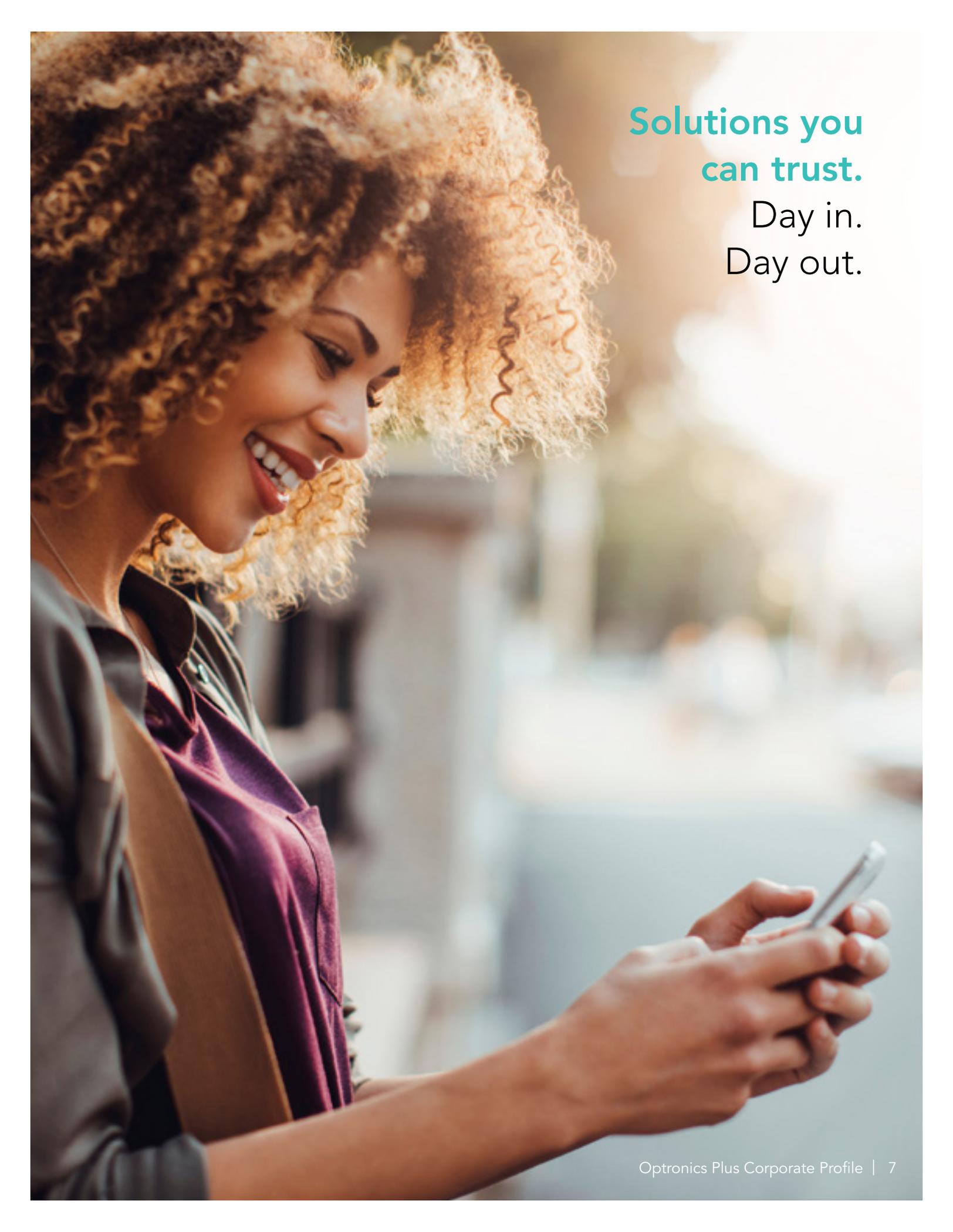
Client oriented and innovation driven, we are committed to being a premier world-class company for optical communication systems. We continuously achieve superior operational performance to support our global clients. Our flexible processes and manufacturing excellence, means that we enable our engineers to bring their visions to life, with the speed and scale that our clients demand.

## Research & Development.

We continuously invest in research and development to discover and exploit the latest digital manufacturing technologies; from utilising advanced design software to 3D Printing, we stay ahead of our game that gives an edge to the entire range of products and solutions we offer.

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<sup>1</sup> IoT - Internet of Things

A close-up, profile view of a woman with voluminous, curly hair that transitions from dark brown to a lighter, golden-brown color. She is smiling warmly, looking down at a smartphone held in her hands. She is wearing a dark grey or black button-down shirt over a purple top. The background is a blurred indoor setting, possibly a cafe or office, with warm, natural light filtering through, creating a soft, bokeh effect.

**Solutions you  
can trust.**

Day in.  
Day out.



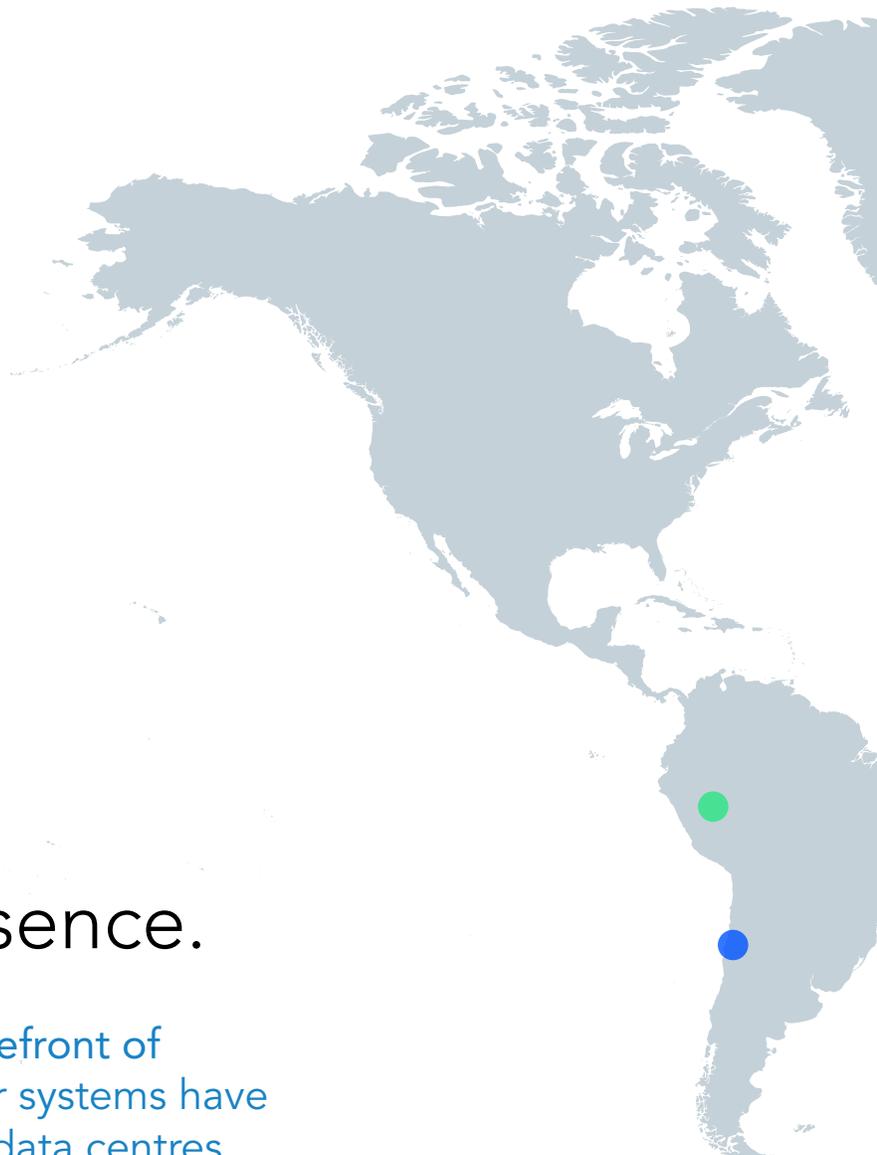
# Our Vision & Values

Ensuring  
future  
business  
growth.

Our philosophy to ensure a long term and successful business is to consistently deliver top quality products and solutions, that our customers can depend on for their business critical applications. We foster a culture of collaboration both with our business partners and clients as well as within our company.

Collaboration leads to great results and builds up high performing teams, which are placed at the core of our business and can sustain our success. That's why we take care of people who are integral parts of the Optronics Plus family, whom we are and shall continue to treat with respect, promote equality and provide a rewarding workplace, while respecting and caring for the environment and each other.

Our secret to creating successful products, is listening to the people who use them. That's why our designers and engineers here at Optronics Plus work closely together with our customers throughout all the phases of a project. They combine creative thinking, expertise, share product visions and expectations and via this process, we are able to provide our customers with more efficient, tailor-made solutions.

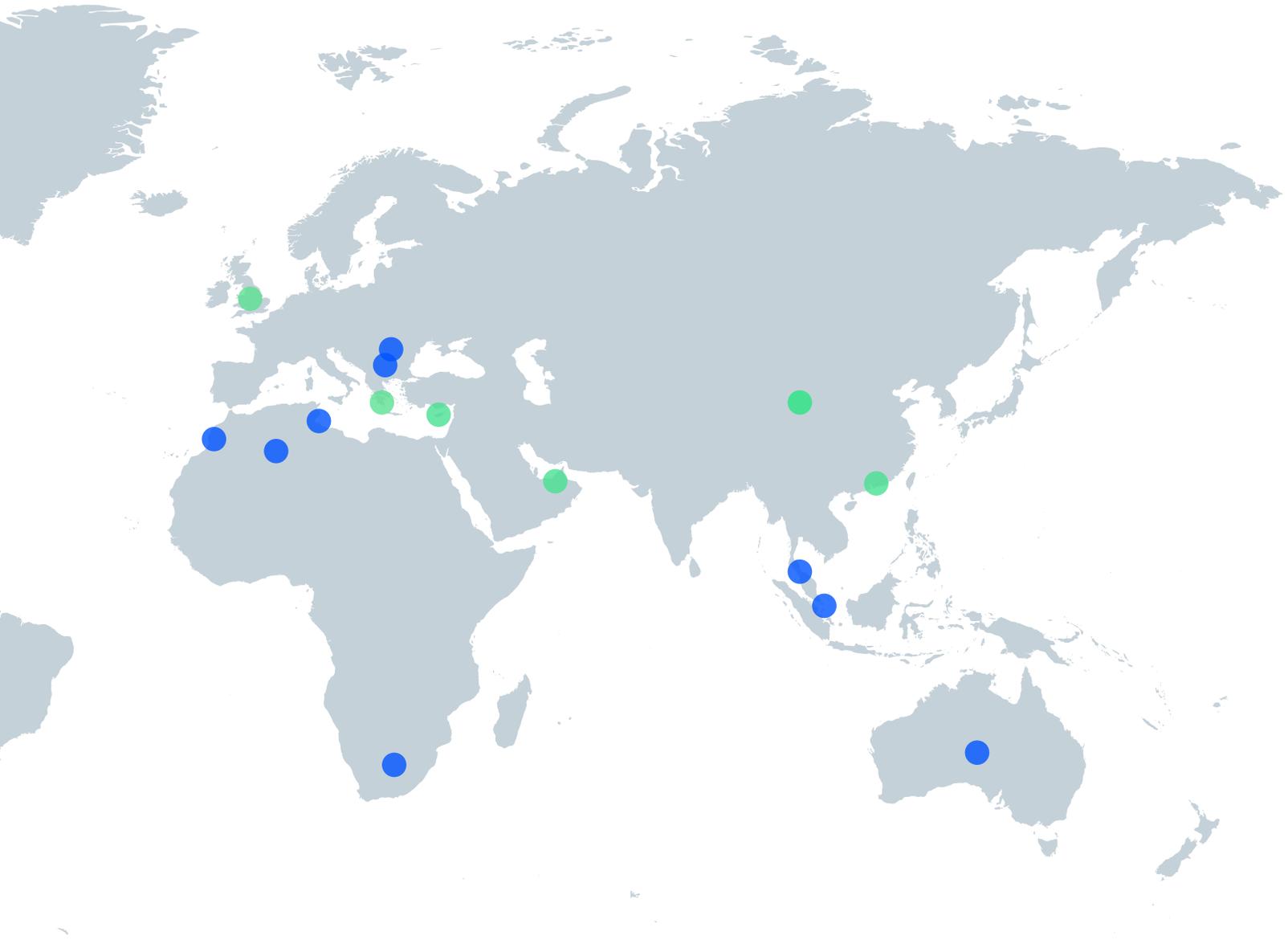


## Worldwide presence.

We are positioned at the forefront of optical communications. Our systems have been in some of the largest data centres, data networks and telecommunication construction projects across the globe.

Optronics Plus's offices and sales points can be found around the world. Having an international footprint that stretches across five continents, means an extended reach to clients at a global level, yet better service and communication with dedicated country representatives, speaking your language, available locally at your request.

We take the hassle out of the equation. Our processes have been built around our client's needs, ease of transactions and peace of mind. So, when it comes to enquiries, ordering, dispatch, replenishment, and all other process, things become much easier, with reduced delivery times and costs via our global distribution network.



**● Direct Sales**

- UK
- Peru
- Greece
- Cyprus
- Hong Kong
- China
- UAE

**● Indirect Sales**

- Australia
- South Africa
- Singapore
- Malaysia
- Algeria
- Chile
- Tunisia
- Marocco
- Bulgaria
- Romania

# Strategy for steady growth.

We are committed to providing superior products and solutions to our clients worldwide and build trust via excellent service and quality.

## **Effective Sustainable Growth Planning**

The development of an effective growth planning process which delivers tangible strategies and tactics to grow the business, supported by the alignment of the leadership team.

## **Right People in the Right Seats**

Having the right seats filled with the right people is fundamental for our business success and growth.

**Skills** – Technical depth, problem solving, organised

**Knowledge** – Industry, clients, strategy, products, services

**Behaviours** – Leadership, decision making, values, ethics

**Results** – Revenues, profits, new products, new processes

## **Differentiated Products and Services**

Providing superior, innovative, and differentiated products and services.

## **Strong Core Values**

Developed accepted fundamental principles, standards and beliefs that motivate the organisation and drive decision making.

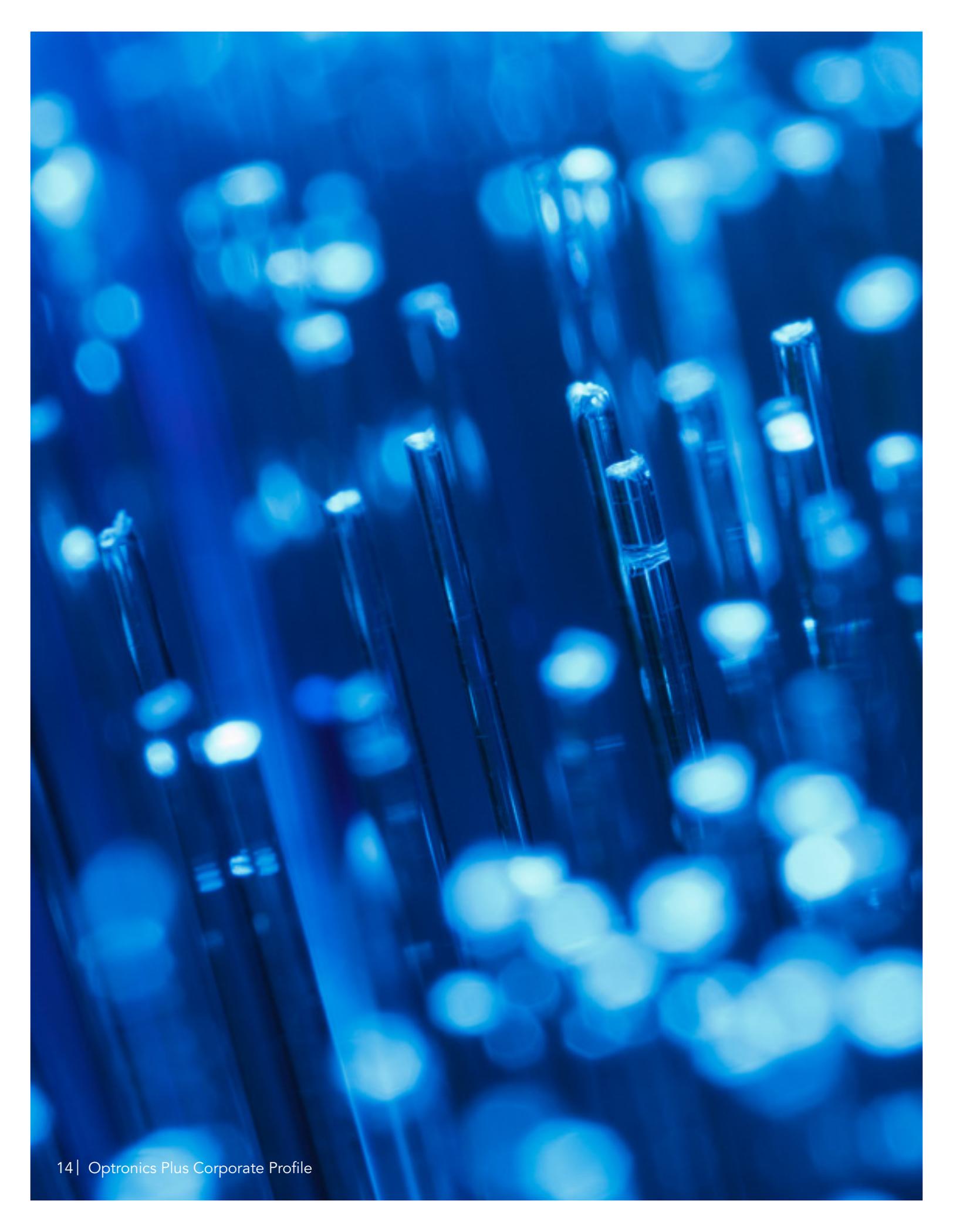
## **Defined and balanced tangible objectives**

Sustainable, budgeted, targeted acquisition and organic growth strategy.

## **Developed culture of accountability**

Disciplined focus on objectives, measured progress and accountable directors and employee culture.





# What defines us.

“Our clients and business partners can safely depend on Optronics Plus products because of our uncompromising focus on quality.”



## Commitment.

Delivering world-class client service and technical innovation are not just goals: they are imbedded in to Optronics Plus’s DNA.



## Trust.

We strive to under promise and over deliver. Optronics Plus earns the trust of clients, partners, and employees through actions every day.



## Reliability.

Clients and business partners depend on Optronics Plus because of our uncompromising focus on quality.



## ISO 9000-9001 Certified.

Products bearing the Optronics Plus name have been certified to meet the highest industry quality standards.



## Value.

Value is the combination of quality, efficacy, and a fair price. Optronics Plus supply superior products, affordably.

“We believe the greatest challenge to businesses today is not just keeping up with our competitors, but with our own clients.”

## Keeping clients as our focus.

Everything we do starts with the client’s needs, sharpens our motivation, and drives our evolution.

Optical communications will remain an integral part of our world for generations to come. Our commitment is to develop and manufacture innovative products for optical networks and systems for our clients.

Our proven methodology helps clients define their future innovation ambitions and strategy and develop an action plan for implementation. Our insights into technical, market and client trends, combined with our proven Future Worlds scenario planning process, provide our clients with high-growth, market-winning products, and service opportunities. An outstanding team of technical experts are crucial to our success, leading to faster development, greater innovation, and premium services.



## We approach every project as a unique challenge and opportunity.

### Big and small

We combine the speed, agility, and creativity of being small with the scope, scale and influence associated with being big.

### Complex and Simple

We manage the systems and processes to run a global business while creating simple and well-designed experiences for clients.

### Global and Personal

We achieve universal consistency and reach around the world while delivering relevant, tailored solutions to every client.

# Empowering businesses through innovative network solutions.

## Synonym to Quality & Reliability.

Optronics Plus believes that achieving product excellence requires rising above industry standards; being better than our competitors by developing superior designs and manufacturing them with excellent processes, tight controls, and first-rate materials. Indeed, higher levels of quality and reliability are symbols of all Optronics Plus products.

Those objectives start with strong support from the management team and extends to a persistence to deliver excellent client service long after we despatch our products. Our corporate philosophy highlights that quality and reliability must be built into all our products, we encourage all employees to be continuously dedicated to quality. The result is a Optronics Plus culture of quality that comprises a *results-driven methodology*.





## Results-driven methodology.

- Structured training programs for our fabrication, assembly, test, process control personnel and supporting organisations
- Team-based problem solving methodologies
- Stringent in-process inspections, gates, and monitors
- Rigorous qualification and evaluations of designs, materials, and processing procedures
- On-going reliability monitors and process verifications
- Real-time statistical process control methods
- Company-level audits of manufacturing, subcontractors, and suppliers
- Control of non-conforming material
- A robust corrective-action system, with a strong focus on verification and follow-through for permanent systematic solutions



The choice of industry leaders.

# Our Products & Solutions

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Dedication.  
Passion.  
Innovation.

## Fostering Innovation.

We have been pushing boundaries and providing innovative products and solutions to clients around the world for nearly two decades. Our experience has taught us, that innovation can be achieved when people collaborate. The process and results are overly rewarding when creative minds are put together, that is why we work with clients throughout the entire design and engineering process to bring their innovations to life. Our high-quality manufacturing process, means that we enable our engineers to bring their visions to life, with the speed and scale that our clients demand.

We use the most advanced manufacturing innovations available, reducing lead time and making us more responsive. Our advantage system for manufacturing that we use, allows for global breakthroughs, and drives a culture of continuous improvement, which involves all processes in between.



Faster Deployment



3D Design & Printing



Engineered to measure



Global Breakthroughs



# Tailor-made solutions designed and engineered for and with our clients.

A core discipline that defines Optronics Plus is the ability to recognise current and future trends, enabling us to provide solutions that provision for future problems, today.

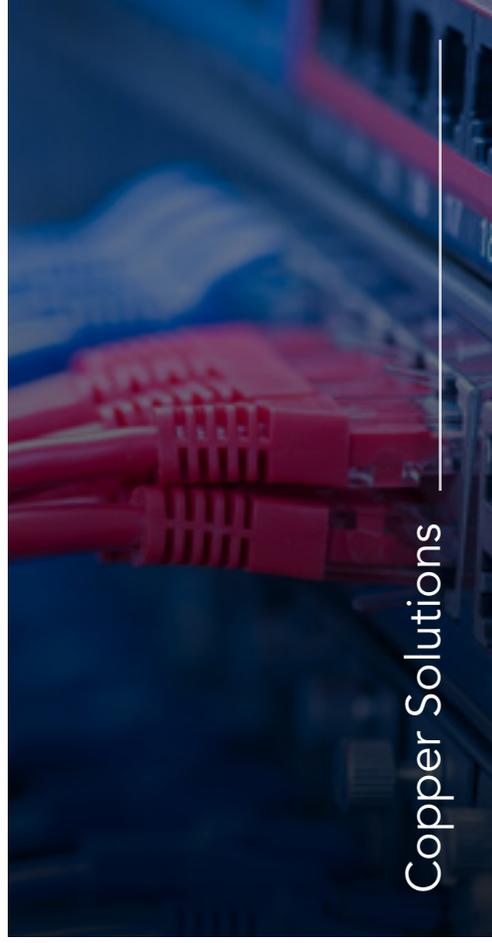
We currently live in the 'Internet of Things' (IoT<sup>1</sup>) era which challenges and changes the way we communicate and exchange information in our everyday lives. In a nutshell, IoT is a global network of electronics, software, sensors, actuators, network connectivity and communications - connecting almost everything and everybody around the globe, which makes top-quality, reliable network infrastructure solutions a necessity.

IoT<sup>1</sup> has evolved from converged wireless technologies, microservices and the internet. It has torn down the barriers between operational technology and information technology, allowing unstructured, machine generated data to be analysed for insights that will drive improvements in our everyday lives. You may have "smart home" solutions enabling you to monitor the home's temperature, lighting, and security systems remotely, through Internet connectivity. Given the vast potential, the future will belong to innovators willing to rethink their corporate models and explore technologies that can create connected products and services.

Successful planning and implementation of network infrastructure requires specialist experience and expertise. Our team has a long record of accomplishment of successfully supplying complex systems integration projects that involve collaborative technologies, network, security, data centre, unified communications, and a wide range of technologies. **We work with customers to understand their objectives and then we design, plan and implement an integrated solution that best meets their goals.**

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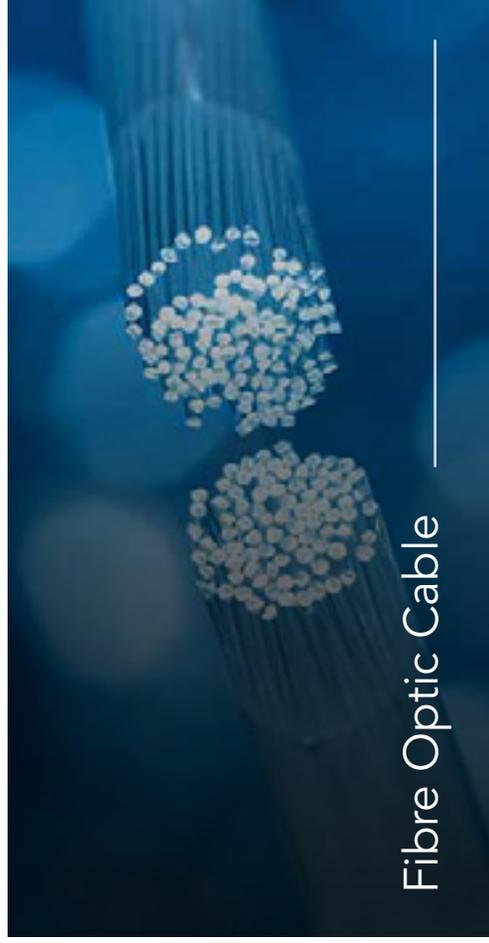
<sup>1</sup> IoT - Internet of Things



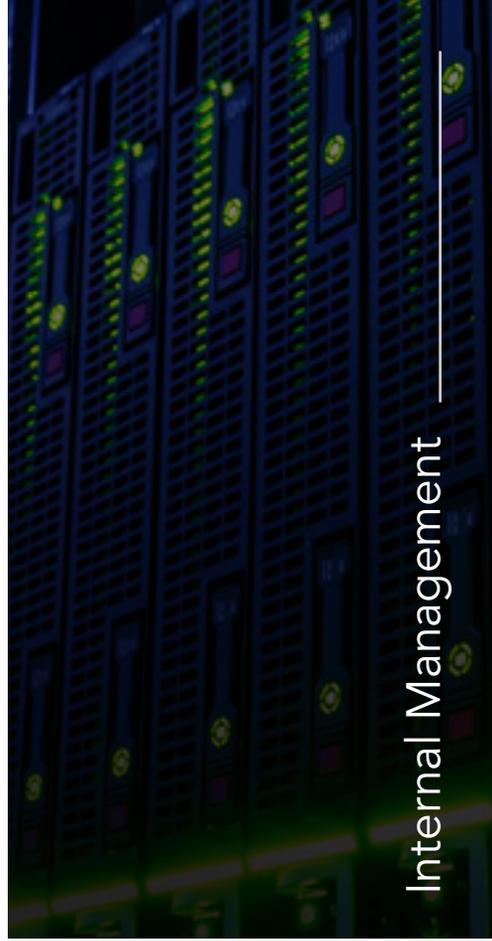
Copper Solutions \_\_\_\_\_



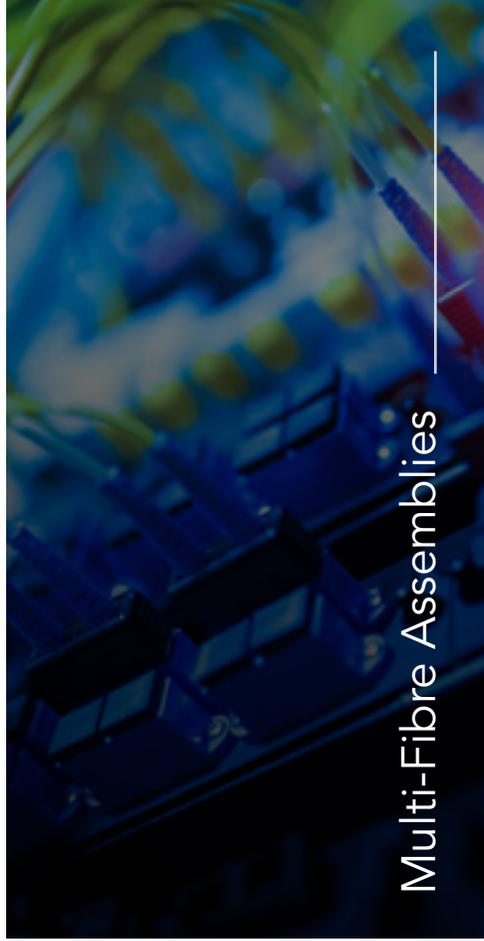
MPO/MTP® Solutions \_\_\_\_\_



Fibre Optic Cable \_\_\_\_\_



Internal Management \_\_\_\_\_



Multi-Fibre Assemblies \_\_\_\_\_



Fibre Optic Components \_\_\_\_\_

# Data Centre Solutions.

## Secure. Robust. Trusted.

Data Centres are the epicentre of corporate and modern business and range in size; from single comms rooms to Hyperscale Centres supporting international organisations. Whatever their size, they all have to deliver uninterrupted instant access to current and precise data the moment it is needed. Therefore, they ought to provide a reliable ecosystem to host equipment and to minimise downtime, meeting modern-day industry demands.

Our industry expertise has given us insights to better grasp the issues you face daily and thus help you maximise the efficiency of your enterprise while reducing operational expenses by implementing the right fusion of technologies.

Optronics Plus offers robust, flexible and modular internal management solutions that can be completely tailored to the client's needs. Our line of MTP® solutions have been designed to cover all the requirements for high-density and low-loss performance in modern data centres. As the demand for higher bandwidth increases, our wide range of MTP® assemblies and internal management LGX modules can be the ideal solution for a reliable and top of the line performance network.

Our '**High Density Converged Infrastructure - HDCi**' series is a blend of high performance products, which focuses on minimising costs and increasing efficiency. An essential line of products for your business, which will ensure that your datacentre infrastructure can meet future challenges.

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*MTP® is a registered trademark of US Conec Ltd.*



## Copper Solutions

- U/UTP, U/FTP, S/FTP LSZH, PVC and PE twisted pair cable
- U/UTP, S/FTP LSZH and PVC patch cords
- Screened and unshielded, modular or PCB patch panels
- Screened and unshielded RJ-45 keystone Jacks

## MTP® Solutions

- MTP® to MTP® trunk cable assemblies
- MTP® LGX type cassette modules and patch panels
- MTP® to discrete connector cable assemblies

## Internal Management

- Sliding patch panels
- LGX type High Density patch panels
- Swivel patch panels
- Termination boxes



# Telecom Solutions.

## Optimise. Expand. Grow.

Telecom operators worldwide are under pressure to deliver more and more bandwidth to millions of new subscribers. Customer expectations are rising almost as fast as their data consumption rates.

The place where billions of high-frequency signals turn into digital, cable-bound data streams is the antenna mast. Right here, between base station and antenna, the quality of the transmission between network and end-user is defined.

The Fibre to the Antenna (FTTA) & FTTx solutions that we offer ensures that not only current but also standards to be expected in the future will be met without compromise.

*To deliver against these expectations, you need to address a two-sided challenge. On one side, you need to improve speed, capacity and coverage. On the other, you need to maintain market share, grow revenue and map out a reliable upgrade path.*

### Along the way, we'll assist you to:

- Optimise capacity through cell densification and sector splitting by adding the latest technology without adding interference;
- Maximise efficiencies system-wide by profiling network performance statistics, user trends and per-user profitability via advanced data processing
- Expand backhaul capacity to keep up with growing demand

## Telecom Solutions

- FTTA multifibre assemblies
- Telecom optical distribution frames
- FTTx termination boxes
- PLC splitters





Ethics. Integrity. Responsibility.

# Our Moral Compass

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# Corporate Social Responsibility.

Optronics Plus exemplifies the true spirit of corporate social responsibility, being committed to the highest standards of corporate citizenship. Our culture and values are rooted in excellence, integrity, and taking personal responsibility for our actions and reputation. With a global footprint, we provide employment opportunities to people around the world and aim to have a positive impact in the communities in which we live and work. Given the worldwide span of our operations, workers, clients, suppliers, and partners, we recognise the global reach of our business practices and our public accountability.

## **Come as employees, stay as family.**

We welcome people as employees but they stay as family. We are strong advocates of our people's best interests and we take our responsibilities towards them very seriously. We strive to protect, support, educate and prepare them for long-term successful careers. Our efforts are focused on providing career opportunities and resources to our global workforce, and leading by example in areas such as workplace safety, health and wellness, diversity and inclusion, training and development. We stand by our beliefs and remain true to our commitment for equal employment opportunities and the protection of human rights.

## **Ethics & Integrity**

Being a good corporate citizen is part of our business ethics. Both globally and locally, we have an ongoing commitment to helping and supporting the communities we operate in, a better understanding of environmental issues and investing in our people. All employees and directors of Optronics Plus are committed to being ethically correct, doing the right thing, conducting ourselves in a legal, ethical, and trustworthy manner, upholding

our regulatory obligations, and complying with both the letter and spirit of our business policies.

## **Fostering a culture of collaboration**

Here at Optronics Plus we acknowledge that to truly have an impact, requires joining forces and working together. As such, we partner with organisations in the communities where we live and work to improve lives and society as a whole. We engage in activities such as community service, philanthropy, support for small, minority and disadvantaged businesses.

## **We embrace diversity**

Globally, we treat all our employees with dignity and respect and follow all applicable laws and legislation related to labour and human rights. We embrace diversity and all the benefits that it entails, by bringing together individuals with different experiences, cultures and ideas. We are steadfast in promoting equal employment and career opportunities regardless of an individual's race, color, sex, age, religion, ethnic or national origin, genetics, sexual orientation, gender identity/ expression, disability, and/or other protected categories.



We embrace  
diversity.







# Protecting the Environment.

Adopting a 'green' direction starts with accepting a simple truth - that our choices and actions where we operate have an immediate effect to the natural environment and its inhabitants, thus we must acknowledge the responsibility towards current and future generations to preserve and protect our planet.

Our facilities and operations already have a small ecological footprint, as we embodied a 'green' philosophy from the initial stages of founding Optronics Plus. Nevertheless, we continuously try to introduce and implement new measures and eco-friendly practices, in an attempt to further reduce the environmental impact when it comes to sourcing, production and distribution.

Beyond our company's environmental footprint, we try to amplify the positive results of following a green path by actively encouraging the adoption of similar principles by our people, partners and suppliers. We promote an eco-friendly culture via training programs for our staff to raise awareness of environmental issues and enlist their support in improving the company's performance, and in a larger extend, to embrace an ecological culture in their lifestyle.



Built from Recyclable Material



Reduced Carbon Emmissions

## Always here when you need us.

Challenges this big need a global partner capable of scaling designs and delivering consistent quality on budget.

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