

PRESS RELEASE

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Novaled AG opens its second Asian office in Korea

Novaled AG, a leading company in OLED technology and materials reinforces its support of Asian customers by opening a Representative Office in Korea, Seoul.

Effective from July, 2011, Novaled sets up a Representative Office in Seoul, Korea. With this opening, the company confirms its commitment to the OLED industry in Asia. Novaled's new Korean office will reinforce the service and support in the center of AMOLED display industry.

The Novaled Korea Branch office is accommodating a technology support service, aimed at providing in-depth and fast technical assistance, specializing in OLED stack optimization. Dr. Andreas Haldi, Novaled Korea Customer Support Manager, will carry out this service and will be the onsite link between Korean customers and the Novaled headquarters. The Korean Novaled office is the second office the company is opening in Asia after the Japan office was created in 2008.

"Korea is very important for the OLED display industry and plays the leading role in these fast emerging markets", says Gerd Guenther, CMO of Novaled AG. "We are proud to participate in this growth by providing our technology, know-how and materials. A local office is the best way for us to be at our customer's disposal when they ramp up production."

After a continuous increase of its revenues during the last years the company is expecting a further strong revenue growth in 2011.

About Novaled

Novaled AG is a world leader in the OLED (Organic Light Emitting Diode) field and specializes in high efficiency long lifetime OLED structures and is an expert in organic electronics. The company is known for its Novaled PIN OLED[®] technology, its proprietary OLED materials and the customized OLED products and services. Novaled has developed long term partnerships with major OLED producers throughout the world. Based on more than 400 patents granted or pending, Novaled has a strong IP position in the field of OLED technology, and was named No. 1 in a list of 'up and coming' world market leaders by the German newspapers Handelsblatt and Wirtschaftswoche. Its main investors include eCAPITAL, Crédit Agricole Private Equity, TechnoStart, TechFund and CDC Innovation. For further details please visit www.novaled.com.

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About OLEDs

OLEDs (organic light-emitting diode) are semiconductors made of thin organic material layers of only a few nanometers thickness. They emit light in a diffuse way to form an area light source. In a fast growing display market OLEDs are key part of a revolution: the dream of paper-thin, highly efficient displays with brilliant colors and great flexibility in design. OLEDs represent the future of a vast array of completely new lighting applications. By combining color with shape, organic LEDs will create a new way of decorating and personalizing personal surroundings with light.