



Capture the moment™



CAPTURE THE MOMENT

We provide vital products and services that support the capture of exceptional images.

When your livelihood depends on the quality, performance and reliability of the equipment you use, then choosing the best is no longer a luxury. In our markets, the difference between success and failure can be a fraction of a second. That is why the Vitec Group is focused on delivering premium products with a reputation that professionals respect and reliability they can trust. We provide our customers with the means to seize the opportunity, steal the show, capture the moment.

But it is not just the quality and performance of Vitec equipment that makes our products the choice of leading creative industries. It is the can-do attitude and committed mindset of our people, as demonstrated in our values.

Product excellence

Everything we make and do is exceptional.

Creative solutions

We are constantly looking to break new ground.

Integrity

What you see is what you get.

Customer focus

We are nothing without our customers.

Collaboration

We work better when we work together.



A Snapshot

Vitec is an international group principally serving customers in the broadcast, photographic and military, aerospace and government (MAG) markets. Listed on the London Stock Exchange with 2009 revenue of £315 million, Vitec is based on strong, well known premium brands on which its customers worldwide rely.

Vitec is organised in three divisions:

Videocom Division

Designs and distributes systems and products used in broadcasting and live entertainment, film and video production and MAG.

Imaging & Staging Division

Designs, manufactures and distributes equipment and accessories for photography, video and events.

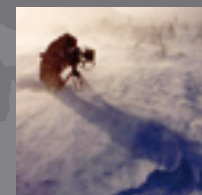
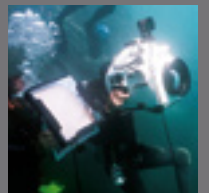
Services Division

Provides equipment rental, workflow design and technical support for camera, video, audio, fibre optic and wireless technology used by TV production teams and film crews.

GLOBAL PRESENCE

The Vitec Group, founded in the UK, has expanded worldwide, taking superb products to new markets and developing new markets for superb products. Today, around half our business is done on the American continent, for so long the powerhouse of film, broadcasting and MAG. We retain a substantial share of markets in Europe where our products are bridging old divides from professional to keen amateur to home studio and we have an expanding presence in the rapidly developing markets of the Far East.

In an era of global news and events, of instant information and image sharing, we offer both feet on the ground and a global standard of quality and service. Our customers might be capturing a championship putt at St Andrews or broadcasting a 100 metres final at the Olympics, managing the rush hour in Delhi or filming a TV series in Dallas. They all need brands they can trust.



STRATEGIC MARKETS



Broadcast & Video

From complex TV productions such as the Olympics to corporate training videos, our products and services help broadcasters, film crews and videographers create the highest quality and most effective images for their needs.



Photographic

Our camera accessories, supports and tools are trusted by professional photographers and amateurs driven by the same passion for quality and the perfect image.

Military, Aerospace and Government

Vitec's mission critical products are used on the front line to record, analyse and process the kind of visual information that will save lives and preserve security.



NEXT GENERATION

Our people are constantly developing new problem solving products and systems to overcome the tough technical and commercial challenges facing our customers.

We invest in research and design for the photographic and broadcasting industries, encouraging innovation in our own developers at brand level and promoting group-wide collaboration. Our creative teams rapidly generate outstanding products and solutions when working together around the businesses. Innovation is driven by the market factors and customer demands and we are proud of our pioneering reputation.

Innovation is not only about product excellence. It applies also to the way we serve our customers, thinking laterally and putting ourselves in their shoes so that we can support them more actively and effectively.

We have earned numerous awards for novel and successful solutions delivered to our customers.

Jerry Gepner, Chief Executive Services Division, pioneered some of the most important changes in live broadcast technology. He has received five Sports Emmy awards, the 2003 Broadcasting All-Star Award, the 1998 Deutsche Telekom DigiGlobe Award as well as eleven patents in the field of virtual imaging and television production technology.

OUR AWARDS

Bexel Broadcast Services



Emmy Award for Outstanding Team Technical Remote – 2008 Summer Olympics.

Litepanels



Emmy Award for proprietary lighting systems.

Nucomm's ProQ Digital IFB System



Litepanels' Micro Portable LED camera light



Litepanels' 1 x 1 Bi-Focus



Kata's 3N1-20



Anton/Bauer's Solar Charger



Vinten's Vision AS Pan and Tilt Head Range



Clear-Com's I.V. Core technology

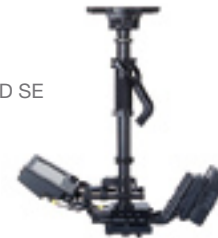


PRODUCT LAUNCHES IN 2009

Videocom Products



Vinten Radamec's Fusion Legislative Control System



Sachtler's Artemis EFP HD SE



Vision AS Range (Vision 3AS, Vision 5AS, Vision 8AS and Vision 10AS) of Pan and Tilt Heads



Autoscript's LED TFT Displays and MiniScript portable on-camera TFT monitor



Litepanels 1x1 Bi-Colour



Clear-Com's Tempest 2400 Wireless Intercom System

Imaging & Staging Products



Manfrotto's M-Y tripod family designed for lightweight Digital SLR cameras



Gitzo's Ocean Traveler tripod (with stainless steel components) designed to perform in extreme conditions



Kata's 3N1 versatile camera bag that allows great flexibility of use



Manfrotto's Baby Lightweight lighting stands with patented Quick Stand System that allows for easy transport and storage for on-location purposes



Bags
Petrol Bags

Camera Accessories
OConnor

Communications
Clear-Com

Equipment Rentals UK
The Camera Store

Lighting
Anton/Bauer
Litepanels
Sachtler

Microwave Systems
Microwave Service Company
Nucomm
RF Central

Mobile Power
Anton/Bauer

Prompters
Autoscript

Supports
OConnor
Sachtler
Vinten
Vinten Radamec

VIDEOCOM DIVISION

Our Videocom Division specialises in the design and distribution of high quality equipment principally for professionals engaged in producing and transporting video content for the global media industries – broadcast, film, live events and education. More recently, our world-leading products and technologies have successfully entered the military, aerospace and government markets, where our mission-critical visual communication and surveillance products are increasingly sought after.

“With a live electronic news gathering operation, the reliability of high performance broadcasting equipment is absolutely critical. It has to be right first time, every time whatever the broadcast conditions and with Vinten, Sachtler, Anton/Bauer and Vinten Radamec we know the kit won't let us down”

Malcolm Smith, Head of News Gathering Operations, ITN News



The proliferation of media channels and the introduction of high definition TV has driven the growth in demand for high quality equipment around the video camera.

Through our world leading brands, Vitec's Videocom Division is at the forefront of these changes with a range of equipment for high definition video and broadcast tools fully integrated with internet and digital wireless technology. We have the know-how to help our customers upgrade to the latest systems quickly and cost-effectively.



It is safe to say that our customers are at every key media event that happens in the world and we are committed to make their work increasingly more exciting, creative, easier and cost effective.



Videocom Division



Supports

Gitzo
Manfrotto
Avenger

Bags

Kata
National Geographic*
Manfrotto

Distribution

Manfrotto Distribution

Staging

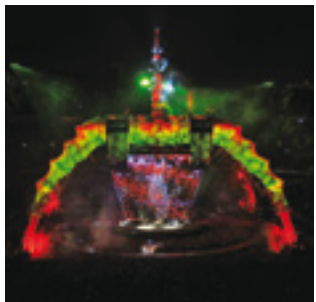
Brilliant Stages
Litec
Tomcat

IMAGING & STAGING DIVISION

The Imaging & Staging Division has a strong reputation with two main groups of creative professionals. On the one hand, photographers and videographers, whether they are shooting commercially, independently or for pleasure; on the other, live and corporate event production and touring bands who need versatile trussing and staging sets.



The imaging side of our business has been driven by the irresistible rise of the digital slr camera, where acquiring and sharing pictures and video clips is today's new way to communicate and socialize. This has also boosted the emergence of 'pro-sumers': consumers seeking professional quality equipment in expectation of a seriously enhanced result. Vitec premium brands are ideal for professionals and amateurs driven by the same passion for quality and the perfect image.



Our focus on successfully launching innovative new products, combined with control of the distribution of those products in the key markets of the world, is proving to be a winning formula. Innovation is as important to photo, video and cine professionals as it is in the live event business, where customers who use our stages are looking for ever lighter, easier to operate and more creative solutions to make their performance look as good as possible.

"Manfrotto has been my trusted partner over thirty years of pro activity, delivering the best accessories in the market. Digital technology is making photography and videography an accessible and fun activity for all to capture magic moments and share their creativity and I am collaborating with Manfrotto to develop new, exciting product to bring the Manfrotto experience to a wider range of enthusiastic photographers."

Bill Frakes,
professional photographer, USA



Imaging & Staging Division



Our Services

Production equipment
rentals

Used production
equipment sales

Major event
systems & services

Professional audio
services & sales

Fibre optic solutions

SERVICES DIVISION

Our Services Division provides rental equipment and technical support for the most demanding broadcast productions, from the world's first in-flight concert to a Papal visit. We are also an integrator/dealer for high-end audio equipment, provide comprehensive maintenance services and offer fibre optic systems design and installation services along with resale of used broadcast hardware.

"They have and will continue to be my first call... They are a very dedicated organization and a very thorough organization. I absolutely trust them... I'd say they are the leader in the industry."

Bruce Shapiro, Coordinating Technical Producer, Speed Channel



The majority of our Services contracts are in the US, arguably the most competitive and fast-paced broadcast environment in the world, where rapid reactions are key. Our customers choose our Bexel brand because they associate it with superior technical solutions, top-flight gear and first class 24/7 service through a network of eight depots in major cities throughout the US.



With the most relevant equipment and the best engineering support, we will continue to provide solutions for the most challenging productions and fulfill longer term contracts for customers who want more than simple equipment hire. Whenever trends, technologies and fashions shift, we are there, whether it is capturing revealing reality TV or delivering major sport and entertainment events to a global audience.



Services Division

GROUP FINANCIALS

Vitec's outstanding brands and products, our strong market position and geographical reach give us an enviable financial position. We have the strategic clarity and flexibility to weather the current challenges and take full advantage of the forthcoming recovery.

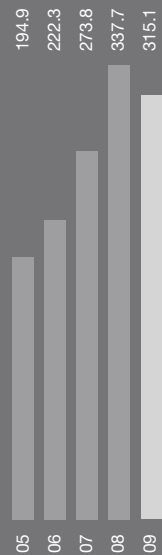


Stephen Bird
Group Chief Executive

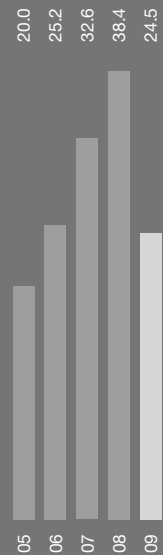


Richard Cotton
Group Finance Director

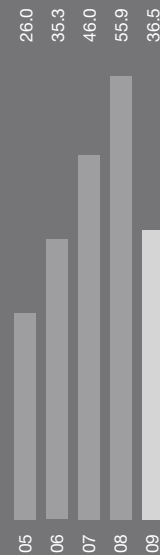
Revenue £m



Operating profit* £m



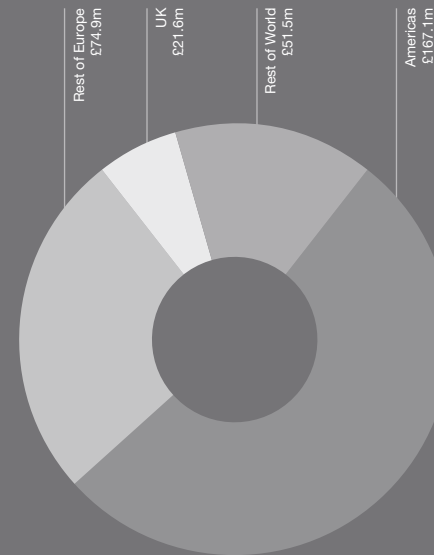
Adjusted basic earnings per share* pence



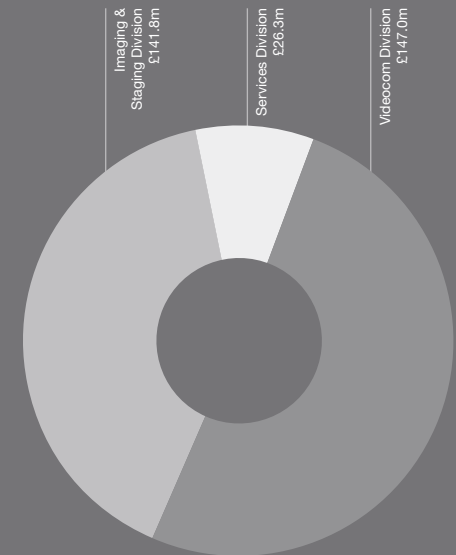
Net debt £m



Revenue by destination



Revenue by division



* Before significant items

DIVISIONAL FINANCIALS

Videocom Division

	2009	2008
Revenue	£147.0m	£172.6m
Operating Profit**	£8.5m	£21.7m
Operating margin**	5.8%	12.6%

** Before significant items. Significant items are amortisation of acquired intangibles of £7.7m (2008: £6.4m) and restructuring costs of £8.2m (2008: £nil)



Imaging & Staging Division

	2009	2008
Revenue	£141.8m	£135.8m
Operating Profit***	£17.7m	£15.6m
Operating Margin***	12.5%	11.5%

*** Before significant items. Significant items are amortisation of acquired intangibles of £0.8m (2008: £0.7m), impairment of goodwill of £nil (2008: £2.1m), profit on sale of property of £nil (2008: £0.3m), restructuring costs of £2.3m (2008: £nil), impairment losses on property of £1.5m (2008: £nil) and loss on disposal of business of £0.7m (2008: £nil)



Services Division

	2009	2008
Revenue	£26.3m	£29.3m
Operating Profit****	(£1.7m)	£1.1m
Operating Margin****	(6.5%)	3.8%

**** Before significant items. Significant items are restructuring costs of £0.4m (2008: £nil)



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