

Barcelona, March 8th, 2018

## **Motic celebrates its 30th Anniversary**

***From humble beginnings and only a handful of staff to a now publicly listed company with products and facilities spanning the globe, Motic is proud to celebrate its 30<sup>th</sup> year anniversary of growth and expansion.***

30 Years ago, two entrepreneurs recognized an unfulfilled niche in the affordable microscopy market. Armed with European know-how, Stephen Chan and Richard Yeung started their own production of the first Motic microscope line in China's coastal city of Xiamen making full use of the supply of skilled labor in the region.

2018 marks the 3rd decade of Motic production. With a workforce of almost 2000 people in offices, factories and warehouses in Europe, North America and Asia, Motic is able to deliver innovative quality microscopy solutions aimed not only at the Educational market, but also the Medical, Research and Industrial fields.

Motic's rapid expansion to be among the top five recognized microscope brands in the world can be evidenced by some of its key milestones in market penetration as well as product innovation. Due to its popularity in Europe, 1995 saw the opening of Motic's distribution and sales offices in Barcelona, Spain as well as Wetzlar, Germany – famous as the birthplace of microscopy. The North American market soon followed with the opening of our warehouse and sales office in Vancouver, Canada. In 2002, Motic achieved another milestone by successfully converting any conventional microscope in the market into a digital microscope through the sales of its flexible and functional MotiCam program. Product innovation accelerated even more after Motic's successful IPO on the Shenzhen Stock Exchange when the MoticEasyScan was launched in 2015 enabling rapid, high-resolution full slide imaging at a fraction of the current costs. The first Panthera Smart Microscope won the coveted Red Dot Design award in 2016 and in 2017 Motic announced its cooperation with the Global Good Foundation's fight against Malaria using the EasyScan GO, powered by AI.

The future looks bright as Motic aims to take microscopy onto the next level by including Deep Learning and Artificial Intelligence technology in our digital solutions therefore providing tools for better Education, faster Inspection and even more accurate Diagnostics.

Motic will be celebrating this milestone with special promotions and events throughout the year. Please visit [www.moticeurope.com/30years](http://www.moticeurope.com/30years) regularly to keep informed of all the activities or simply join them on any of their social media platforms.

### **About Motic**

Motic is a groundbreaking company specialized in manufacturing conventional compound microscopes. Thanks to our optical expertise, our thorough and heartfelt customer service, and to our aim to enhance the microscopy experience, we have grown into a global brand within everyone's reach.

We are committed to stand by our young scientists from their early steps, improve healthcare and support the progress of scientific research, by adapting to the market trends and by focusing on advanced digital solutions aimed to fulfill the needs of today and exceed the expectations of tomorrow.

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