

## MIRA INFORM REPORT

<b>Report No. :</b>	482831
<b>Report Date :</b>	04.01.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	BRON ELEKTRONIK AG
<b>Registered Office :</b>	Hagmattstrasse 7 4123 Allschwil/BL /CH
<b>Country :</b>	Switzerland
<b>Date of Incorporation :</b>	1958
<b>Com. Reg. No.:</b>	280.3.914.259-4
<b>Legal Form :</b>	Company limited by shares
<b>Line of Business :</b>	The Subject engaged in the manufacture, rental and trade of electronic devices and aids for image reproduction, photography and video, the graphic industry and lighting applications
<b>No. of Employees :</b>	150-249

### RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

<b>MIRA's Rating :</b>	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	No Complaints

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<b>Litigation :</b>	Clear
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**NOTES :**

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

**ECGC Country Risk Classification List**

Country Name	Previous Rating (30.06.2017)	Current Rating (30.09.2017)
Switzerland	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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**SWITZERLAND - ECONOMIC OVERVIEW**

Switzerland, a country that espouses neutrality, is a prosperous and modern market economy with low unemployment, a highly skilled labor force, and a per capita GDP among the highest in the world. Switzerland's economy benefits from a highly developed service sector, led by financial services, and a manufacturing industry that specializes in high-technology, knowledge-based production. Its economic and political stability, transparent legal system, exceptional infrastructure, efficient capital markets, and low corporate tax rates also make Switzerland one of the world's most competitive economies.

The Swiss have brought their economic practices largely into conformity with the EU's to enhance their international competitiveness, but some trade protectionism remains, particularly for its small agricultural sector. The fate of the Swiss economy is tightly linked to that of its neighbors in the euro zone, which purchases half of Swiss exports. The global financial crisis of 2008 and resulting economic downturn in 2009 stalled demand for Swiss exports and put Switzerland into a recession. During this period, the Swiss National Bank (SNB) implemented a zero-interest rate policy to boost the economy, as well as to prevent appreciation of the franc, and Switzerland's economy began to recover in 2010.

The sovereign debt crises unfolding in neighboring euro-zone countries, however, coupled with ongoing economic instability in Russia and other eastern European economies continue to pose a significant risk to the Swiss economy, driving up demand for the Swiss franc by investors seeking a safe-haven currency. In January 2015, the SNB abandoned the Swiss franc's peg to the euro, roiling global currency markets and making active SNB intervention a necessary hallmark of present-day Swiss monetary policy. The independent SNB has upheld its zero interest rate policy and conducted major market interventions to prevent further appreciation of the Swiss franc, but parliamentarians have urged it to do more to weaken the currency. The franc's strength has made Swiss exports less competitive and weakened the country's growth outlook; GDP growth fell below 2% per year from 2011-16.

In recent years, Switzerland has responded to increasing pressure from neighboring countries and trading partners to reform its banking secrecy laws, by agreeing to conform to OECD regulations on administrative assistance in tax matters, including tax evasion. The Swiss government has also renegotiated its double taxation agreements with numerous countries, including the US, to incorporate OECD standards, and is openly considering the possibility of imposing taxes on bank deposits held by foreigners.

Source : CIA

## **COMPANY NAME AND ADDRESS**

### **Bron Elektronik AG**

**Operating address:**

Hagmattstrasse 7  
4123 Allschwil/BL  
Switzerland/CH

Telephone: +41 614858585  
Fax: +41 614858500  
Web site: <http://www.bron.ch>  
E-mail: [info@bron.ch](mailto:info@bron.ch)  
WIN Worldbox No.: CH0000276111  
VAT-No.: CHE-105.958.359 MWST  
UID-No.: CHE105958359

## **PROFILE**

Established: 1958  
Line of Business: Electro technology  
Industry Division: Manufacturing  
Industry-code (NACE): 2611 Manufacture of electronic components  
Import/Export: Export  
Banks: CS Credit Suisse  
BLKB Basellandschaftliche Kantonalbank  
Organisation level: Ultimate Parent

## **OPERATIONAL FIGURES**

Coverage: Company  
Figures: estimated  
Financial year: 2017  
Employees: 150-249  
Sales: CHF 20-40 Mio

## **ACTIVITY**

The company engages in the manufacture, rental and trade of electronic devices and aids for image reproduction, photography and video, the graphic industry and lighting applications. With its product brands broncolor and kobold, the company is active in the international market for professional lighting systems.

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Operations and Branches:

At the address, Hagmattstrasse 7, 4123 Allschwil, Switzerland, we find the company's registered office.

## **REAL ESTATE**

Real Estate: The company owns buildings.

## **COMPANY REGISTER**

Company No: 280.3.914.259-4  
UID-No.: CHE105958359  
Legal form: Company limited by shares  
Registration: 18.01.1963  
Legal status: active  
Responsible Register: Handelsregister des Kantons Basel-Landschaft  
History: Date of Statutes: 23.08.1978  
Date of Statutes: 13.03.2003

<b>Entry</b> active	<b>Deleted</b>	<b>Name</b> Bron Elektronik AG
<b>Entry</b> active	<b>Deleted</b>	<b>Legal domicile</b> Allschwil, Switzerland
<b>Entry</b> active	<b>Deleted</b>	<b>Address</b> Hagmattstrasse 7, 4123 Allschwil/BL, Switzerland/CH
<b>Entry</b> active	<b>Deleted</b>	<b>Capital</b> Share Capital CHF 120,000, paid up CHF 120,000
<b>Entry</b> active	<b>Deleted</b>	<b>Capital Structure</b> 120 Registered shares of CHF 1,000.--

## **OFFICIAL ADMINISTRATION**

<b>Title</b> President	<b>Name</b> Bron, Jacques Citizen: Basel, Corban, Switzerland Residential address: 1009 Pully/VD, Switzerland single signature
<b>Director</b>	Bron, Michel Citizen: Basel, Corban, Switzerland

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Residential address: 1000 Lausanne/VD, Switzerland  
joint signature of two

## **MANAGEMENT**

<b>Title</b>	<b>Name</b>
General Manager	Bron, Jacques Citizen: Basel, Corban, Switzerland Residential address: 1009 Pully/VD, Switzerland single signature
Member of the management	Gass, Urs Citizen: Hölstein, Switzerland Residential address: Therwil, Switzerland joint power of attorney of two Registered since: 26.03.2012
Member with procuration	Chollet, Jacques Citizen: Maracon, Switzerland Residential address: 4123 Allschwil/BL, Switzerland joint power of attorney of two Registered since: 10.07.2006
Member with procuration	Niederhauser, Daniel Citizen: Böckten, Switzerland Residential address: Böckten, Switzerland joint power of attorney of two Registered since: 20.01.2017

## **EXTERNAL POSITIONS**

<b>Title</b>	<b>Name</b>
Auditor	BDO AG, Residential address: Liestal, Switzerland Id: CHE-147.528.510 Registered since: 30.07.2001

## **EXECUTIVE BOARD**

<b>Title</b>	<b>Name</b>
Chief Executive Officer	Bron, Jacques

## **DIRECT OWNER/S**

Owner: The company is in family ownership.  
Class: 50-100%, directly held  
Name: Jacques Bron  
City/Country: Pully/VD, Switzerland/CH

## **INVESTMENTS**

Class: 100%, directly held  
Name: Bron Imaging Group Inc.  
City/Country: Union Township, United States of America/US  
Interest: 100,00% voting right, 100,00% capital interest

Class: 100%, directly held  
Name: Broncolor Sarl  
City/Country: Mulhouse, France/FR  
Interest: 100,00% voting right, 100,00% capital interest

Class: 50-100%, directly held  
Name: bron kobold Vertriebsgesellschaft mbH  
City/Country: Wolfratshausen/Bayern, Germany/DE  
Interest: 60,00% voting right, 60,00% capital interest

## **FINANCIALS**

Balance sheet publication:  
The subject company does not publish balance sheet or turnover figures.

## **LEGAL ACTIONS**

Control date	Year	No.	Amount CHF	Status
04.04.2014	2014	0		Legal actions
31.12.2013	2013	0		Legal actions
31.12.2012	2012	0		Legal actions
31.12.2010	2010	0		Legal actions
31.12.2009	2009	0		Legal actions
31.12.2008	2008	0		Legal actions
31.12.2007	2007	0		Legal actions
31.12.2006	2006	0		Legal actions

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31.12.2005	2005	0	Legal actions
31.12.2004	2004	0	Legal actions
31.12.2003	2003	0	Legal actions

Official bankruptcy reports:

No bankruptcy publications available on the subject.

An updated legal action check is only available against proof of interest. e.g. a copy of an enquiry letter, and order or invoice relating to the subject company.

## **SANCTIONS LIST**

We did not find the company included on the various international sanctions lists, such as the OFAC (Office of Foreign Assets Control), the BIS (Bureau of Industry and Security), the European Union Restrictive measures (sanctions) list, the Export Control Organisation (ECO) of the UK, the Australian Department of Foreign Affairs and Trade.

## **PAYMENT EXPERIENCES**

Payment experiences from pre-legal collection cases:

No payment experiences from pre-legal collection cases are available.

Payment experiences from collection cases:

No payment experiences from legal collection cases are available.

Mode of payment / Business conduct:

There are no complaints about the mode of payment and the business conduct.

## **CREDIT INFORMATION**

Financial Statements: The company does not disclose any financial statements. Third parties are not permitted any insight into the financial affairs. It is therefore difficult to make a proper assessment of the actual situation.

Financial Situation: The financial situation is difficult to assess.

Payment experiences: No Complaints.

**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 63.48
UK Pound	1	INR 86.41
Euro	1	INR 76.54
CHF	1	INR 65.03

**Note :** Above are approximate rates obtained from sources believed to be correct

**INFORMATION DETAILS**

<b>Analysis Done by :</b>	PRI
<b>Report Prepared by :</b>	TRU

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**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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