

## FACTSHEET The Company

The company, emporia Telecom is the **market and innovation leader** in the segment of **easy-to-use mobile phones**, so-called "Senior citizen phones".

Right at the beginning of **1991**, the company, **established** by DI (Graduate Engineer) Albert Fellner, lay its focus on user-friendly telecommunication products. In the 1990's and around the turn of the millennium, the initial round of **international success** could be celebrated in the "**Accessories**" segment for mobile phones. **In 2003** there was a new orientation towards **development, production and marketing of mobile phones for senior citizens**. At present, the **Telme brand name** and the international accessories brand name of **Axxtra** are marketed under the roof of emporia.

The **owner-managed company** is active in **30 countries** in **Europe**, the **USA** and **Hong Kong**. Experts from the fields of telecommunication, usability and organisation and process innovation support the owner as the **Advisory Board**.

At present, the company employs **150 employees**, and, of these, about 80 are deployed at the head office in Linz, 50 in Shenzhen in China and 20 international country and sales managers.

All information at a glance (FY 2012/2013):

- Sales: 50 million
- EBIT emporia Group: 1.5 million EUR
- 900 000 pieces
- Export factor: 80 %: main country of export, Germany

### Owner



DI Albert **Fellner** and Mag. (Master's Degree Holder) Eveline **Pupeter**

### Advisory Board



P. John **Clarkson** B.A. Ph.D., Mag. (Master's Degree Holder) Eveline **Pupeter**, DI Albert **Fellner**, Dr. Boris **Nemšić**, Dr. Robert **Bauer**