

Marketing Bulletin

Konica Minolta is #1 in Colour in the UK



Its official - Konica Minolta is #  in Colour in the UK!

Hot off the Press - The following data was reported by InfoSource and made available on their internet service (iSIS) in March 2006.

In Calendar Year 2005, Konica Minolta achieved a massive **36.5%** Market Share (4,701 bizhub unit placements) of all True Colour MFD's sold in the UK Market. Compared to 2004, Konica Minolta have placed **117%** more bizhub colour units and grown its Market Share by a further 10 points!

This means we are winning more than 1 in 3 competitive encounters with our award winning bizhub colour range. Canon secured 2nd place with only 25.7% Market Share. Xerox claimed 3rd place with a meager 14.2% Market Share.

When you add the Colour Capable placements to the True Colour placements, Konica Minolta has zoomed up the Market Share ranking tables from 5th place in 2004, to 2nd place in 2005, with a share of 15.5%. **Look out Canon, here we come!**



InfoSource is the leading independent photocopier market research company (based in Switzerland). InfoSource have a team of account managers responsible for collecting sales data from every photocopier manufacturer in every country in Europe. This they do twice a year. Therefore, the data InfoSource supplies is reliable and completely up to date.

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Good selling...

GROUP PRODUCT MANAGEMENT

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