MOBOTIX

MOBOTIX back on growth track

el 14 de enero de 2019

Following a successful turnaround, MOBOTIX is closing the financial year 2017/18 with a net profit of €0.4 million for the year.

The financial years 2015/16 and 2016/17 were unsatisfactory, the decline in sales and annual losses shaped the course of business.

Thomas Lausten started as CEO of MOBOTIX 15th of June, 2017. Lausten immediately developed and implemented the "Fit for the Future" restructuring program together with CFO, Klaus Kiener. The investments to strengthen the IT infrastructure, product development and marketing activities, the more intensive focus of the sales in growth markets and a streamlining and more efficient organization of work processes as well as the overall operating organization led - as planned - to a turnaround already in the financial year 2017/18.

The MOBOTIX Management Board has presented sales targets of at least € 100 million by fiscal year 2022/23 and an EBIT margin of 12% in a five-year plan announced in November 2018. The achievement of these targets could also be accelerated by possible acquisitions.

The global market for video surveillance systems is estimated to be at US$ 68 billion by 2023 according to Markets and Markets Research.

Growth drivers of the five-year plan are the new high-performance video/IoT platform with analytical as well as cloud-based software applications, the expansion of the complementary product line MOBOTIX MOVE combined with increased development investments in the hardware and software sector. This is managed by the new CTO, Hartmut Sprave who joined MOBOTIX by June 2018 with senior leadership experience from the IT industry.

"MOBOTIX was and is a fantastic company that has a key position in the market for video surveillance systems with uniquely reliable, cyber-safe products 'Made in Germany'," says CEO Thomas Lausten. "With this reorientation, we are focusing on the differentiated position of MOBOTIX in the market, with the high quality, reliability and innovative strength that MOBOTIX is known for in the market for German based cyber secure technology, "says Lausten.

“We respect the many global players and competitors in the industry but MOBOTIX has a different approach based on edge surveillance which we now have developed with respect of the original DNA of the company and increased integration with selected technology partners to provide many more possibilities to our global partners and end-customers. We want to focus on their specific needs in vertical markets.”

Contact

Klaus Kiener

Chief Operating Officer
Phone
+49 6302 9816 3003
klaus.kiener@mobotix.com
Get in contact now

About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

Follow us on:

MOBOTIX
BeyondHumanVision