

PRESS RELEASE**Date: 10/05/16****Ref: CSE518**

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Citizen Systems Europe names Mark Moore as new Managing Director

Citizen Systems Europe, the leading manufacturer of high quality calculators and label, barcode, portable, POS and photo printers, is pleased to announce the appointment of Mark Moore to the role of Managing Director Europe, the Middle East and Africa (EMEA). He comes to the post following 10 years as the firm's Sales and Marketing Director and becomes its first non-Japanese Managing Director in any of its target markets worldwide.

Mark, who will work between the Stuttgart head office and the UK branch, will be responsible for continuing to grow the business and has a vision to ensure Citizen remains "the printer specialist of choice". He aims to further boost the company's presence in the Middle East and Africa, including developing markets such as South Africa and Iran.

Mark plans to enhance the cross range synergies between Citizen's print technologies to provide advanced support for both its business partners and customers. As well as enabling distributors and resellers to better service end users with interchangeable components, greater synergies across Citizen's products will enhance the company's activities in what is becoming a predominantly digital environment. Citizen is well placed to thrive, thanks to its broad spectrum of printers. For example, cross-over product development such as Bluetooth and Wi-Fi connectivity enable wireless and mobile POS (mPOS) transactions, making it possible for existing stationary or mobile printers to be developed and upgraded to support mPOS transactions, thereby future proofing the technology.

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As well as his experience at Citizen, Mark brings with him a strong business background, which includes five years as Sales Director EMEA at Zebra Technologies. He also has a number of remarkable personal achievements, such as five years as a Lieutenant in the Royal Artillery and representing Great Britain in cross-country skiing events at the Sarajevo 1984 Winter Olympic Games. His passion for sport remains and although he still skis for fun, he now applies himself more to running – he became the Buckinghamshire county cross country running champion for his age category this year.

Speaking following his appointment, Mark said: “During my decade of service at Citizen Systems Europe, I've been instrumental in defining and guiding the strategy of the company, and witnessed strong year on year growth. We have a uniquely diverse range of print solutions, and that's where I see the strength of the business. By broadening the proposition we will get further growth with the infrastructure we've already established. I've now got the opportunity to take hold of the reins personally and continue to drive the business forward.”

Mark replaces outgoing Morihito Suzuki, who, after six years as Citizen Systems Europe's Managing Director, is taking his European experience to Citizen Systems Japan where he will embark on new challenges. The company expressed its gratitude to him for bringing it to an excellent level where it successfully competes with major European market players.

Please visit the Citizen Systems Europe website to learn more about the company, its history and its market leading range of printing solutions.

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About Citizen Systems Europe

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply. Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

More information can be found on www.citizen-systems.com

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