

The logo features the word "MONVACO" in a bold, orange, sans-serif font. A vertical bar with a textured, orange-to-yellow gradient is positioned behind the letters "V" and "A". The entire logo is set against a dark grey background with a thin black border.

**MONVACO**

Importers & Distributors

# MONACO

## MONACO

Experience makes the difference. Established in 1978 as the importer and distributor of Casio and Pioneer products, Monaco Corporation has grown to be New Zealand's pre-eminent distributor of international brands, representing more than a dozen of the world's premium names in the consumer and business electronics, entertainment and high technology markets.

A wholly-owned subsidiary of Hong Kong-based private company Shiro Pacific Limited, an international manufacturer, marketer and distributor of electronics, construction equipment, industrial equipment and lighting systems, Monaco's track record in securing and maintaining market leadership for the brands it manages is second to none.

From its headquarters in North Harbour, Auckland, Monaco fields a 35-strong team of brand managers and sales managers whose sole focus is the successful marketing, sales and support of the brands and categories they manage on behalf of Monaco's principals.

Monaco's in-house staff resources also include supply chain logistics providers, customer service, specialist creative services and a full, level three servicing capability supporting service agents and customers nationwide. Coverage of a wide variety of distribution channels and an unparalleled network of strong relationships with New Zealand's leading retailers enables Monaco to cover the full spectrum of the New Zealand market.

Monaco's four sales divisions – Casio (timepiece, calculator, digital camera and keyboard); Audiovisual (TV/panel, DVD, projector, Hi-Fi, car audio and pro DJ); Commercial & Appliances (whiteware, heating, aircon, ECR, media and lighting), and Interactive Media (gaming software and accessories) interface with various channels in the marketplace. Channel relationships cover the breadth of the market, including commercial and retail stationers, computer, mass merchandise, hardware improvements, lighting, jewellers, FMCG, consumer electronic retailers and specialist independents, to name a few.

As an assertive, sales and marketing-driven company, Monaco makes highly effective use of external promotion and media agencies to ensure the best possible profile and market

performance for the brands it represents. It's an ongoing achievement which has been reflected in numerous awards – Monaco was AXIS Advertiser of the Year in 2006 – as well as constant increases in the market shares of all the brands in the categories that Monaco represents. (Source: Infomark, 2007).

None of this could be achieved without great people. Monaco is proud of the enthusiasm and experience of its staff right throughout the company and of the unique culture that it has developed. Fun but hardworking, young and dynamic in outlook but balanced by strong business performance processes and an experienced senior management team, Monaco is a good place to work. Many of the 85-plus staff have been with the company between 6 to 10 years and some even for 20.

CASIO    General Electric    KARNÄ    MISSION    Pioneer    SEGA

**Market Channels**

- Casio Consumer (timepiece, calculator, keyboard, digital camera)
- Audio Visual (LCD TV, flat panel, DVD, projector, Hi-Fi, car audio, Pro DJ)
- Commercial & Appliances (whiteware, heating, air conditioning, electronic cash registers, media, lighting)
- Interactive Media (gaming software and accessories)

**Brand Management**

- Creation of brand demand
- Sales to market, leadership in market share
- Full life cycle brand support & marketing

**Channel Management**

- Sales Force
- Marketing & Advertising
- Customer Services
- Sales channel training and motivation
- Solid retail terms of trade

**Logistics**

- Complete range of procurement & supply chain services
- Warehousing, retrofitting and reworking services
- Distribution Networks (retail and specialists)
- Merchandising Solutions
- Service Agents
- Full e-commerce capability

**Service**

- Extensive after-sale service including full in-house spare parts management with level three capability
- Dedicated technical team of specialists
- Training and support of in-channel service agents
- Customer Service Call Centre
- Positive brand experiences

TDK    THQ    TOSHIBA    UBISOFT    Wharfedale

## Monaco Company Value Structure

Part of Monaco's fully-owned, purpose-built distribution and office complex in Auckland includes 70,000 sq ft of warehousing. Best practice operations in the prompt and accurate dispatching of customer orders are achieved by experienced staff backed by computerised inventory location software and RF scanning.

Monaco's complete range of procurement and distribution services gives it full control over its supply chain processes, starting with forward cover, foreign exchange, customs and banking.

Monaco's in-house service department offers an array of manufacturing and modification activities, including reworking, recoding, zoning, manuals and stickering, that is unique in the New Zealand market. Monaco's reach through many category channels extends to product support and ongoing training of service agent and merchandisers (the national hardware retail chain Mitre 10 voted Monaco "First in category training" in 2007). Behind everything, the company's finance and IT ERP system ensures that all functions of the company are completely integrated, allowing any

business variable to be reported on and analysed by Monaco staff, customers or brand principals.

Monaco's long experience, its people, its infrastructure and its focused commitment as a brand champion make it the number one choice for leading international brands seeking representation and management in New Zealand. Although it has celebrated over 30 years of success, Monaco's objectives remain nothing less than market leadership in both share and initiative for the brands it represents, while also continuing to

identify and exploit new business opportunities and markets. Monaco's reputation as a company of dedicated professionals makes it confident about the future. Monaco is New Zealand's champion of brands and every brand entrusted to it is in good, experienced hands.

# CASIO®



## Monaco represents Casio

The Casio Timepiece range has consistently been at the forefront of Casio's brand growth and evolution. Entering the market on the back of the digital watch revolution, Casio quickly established itself using its extensive electronic technology experience. Monaco has worked hard to develop the Casio Timepiece brand into a household name. This has been achieved through Casio's consumer reputation as a reliable and quality brand and through Monaco's excellent service and support of its dealer network.

For the past 30 years Monaco has always ensured that Casio is well represented through all the appropriate distribution channels and Casio remains the number one watch brand in all the major watch retail groups.

As the watch market has changed over time, Casio has developed products that have revolutionised the way in which people use their watches. In 1983 Casio launched a range of shock-resistant watches that saw people move away from regarding their watch as a fragile show piece to seeing it as a highly practical timekeeping tool. G Shock and Baby G continue today as the flagships of the Casio range, with the reputation for being not only extremely hard-wearing and practical but also, more recently, a legitimate fashion watch.

2006 saw the successful introduction of the Edifice and Sheen ranges to address the stronger fashion focus in the watch market. These new analogue ranges were a bold move away from the digital watches that the Casio brand is traditionally associated with.

Ever-conscious of the changing timepiece market, Monaco is committed to providing a strong watch range to support Casio and its dealer network. While always open to the opportunity of new channels for expanding its business, Monaco is also careful to protect and grow the business of its existing customers.

# CASIO®



## Monaco represents Casio

While traditionally a calculator and timepiece brand, Casio now enjoys a reputation as a producer of state-of-the-art digital cameras. In March 1995 Casio introduced the QV10 – the first digital camera available to the average consumer. Powered by a unique concept, the QV10 recorded explosive sales in spite of its relatively modest 250,000-pixel picture quality and started the digital camera revolution. Today Casio digital cameras are branded Exilim and are renowned for being slim, stylish and packed with leading-edge technology.

In such a competitive market, choosing the correct distribution network is vital to the Casio brand's success. Harvey Norman is one of New Zealand's largest and most successful digital camera retailers. Stores are located in all the main centres,

and provide Monaco with an experienced and aggressive distribution network. It is important, particularly in this industry, that dealers are passionate about their products. The various independent camera dealers around New Zealand who have been chosen by Monaco to range Exilim digital cameras are also passionate about Casio and work closely with the Monaco sales team to drive sales.

The Casio brand is renowned for being a leader in technical innovation, value and undisputed quality. The Exilim range certainly displays these attributes. Slim-bodied and stylish, Exilim cameras appeal to a wide range of users. Reliable, functional and competitively priced, Exilim offers an abundance of digital technology.

Advanced technology and unique features also ensure that Exilim cameras are a favourite with camera specialists and consumers alike. The recently introduced Exilim 2.0 engine is a state-of-the-art digital image processor embodying the best that digital camera technology has to offer, for the perfect image every time. Casio's new YouTube Capture Mode takes full advantage of the Internet age and allows a user to shoot videos and upload them to YouTube in three easy steps.

Casio also takes face detection to a new level and now offers Face Recognition technology which makes it possible for individuals to be identified and made the focus of group shots.

YouTube Capture Mode and Face Recognition are just two of the features unique to Casio. Casio's world-leading R&D team in Japan is constantly improving Exilim products and adding new advanced technology. Casio continues to lead the way in digital camera technology. Watch this space!



# CASIO®



## Monaco represents Casio

Monaco, in association with Casio, has been the dominant force in the New Zealand calculator market for over 25 years. The iconic FX82 is the single biggest-selling calculator in our country's history and Casio's market share in this category continues to grow year on year. Such is Casio's penetration of the market that almost every student in the country has grown up with a Casio calculator!

With a wide range of high quality products, competitive pricing and strong relationships in both the business and education sectors, Casio is set to lead the market in this mature but still growing product category well into the future.

Monaco's wide and varied distribution network ensures that Casio calculators are available in every city and town across New Zealand. The business market is covered by a presence in all the major retail chains including Whitcoulls, Paper Plus and Warehouse Stationery as well as associations with the country's biggest catalogue companies – Office Max, Office Products Depot and Corporate Express. New Zealand schools also have direct access to Casio calculator products through School Supplies, Graphic Technologies and Mahobe Resources. Monaco's nationwide distribution cannot be matched by any rival calculator company.

While Casio continues to dominate the calculator market as a whole and total market share increases year on year, the education sector offers potential for future growth. Monaco and Casio are the major sponsors of the biannual New Zealand Association of Maths Teachers conference and the Senior Secondary School Maths Competition as well as many other mathematical events around the country. This relationship with the education sector holds the key to future success.

Casio prides itself on being innovative and at the forefront of new technology and the calculator market is no exception. Approved for use in exams in 1994, graphics calculators continue to grow in popularity and have started to rival the

FX82 as the most widely used calculator in secondary schools. Casio, with over 90% market share in graphics calculators, faces little competition in this market. The success of this technology is a direct result of Monaco's dedication to the education sector.

With the assistance of Casio, Monaco has invested heavily in the Ministry of Education CAS pilot, investigating the use of next generation Computer Algebra Systems. Monaco's goal for the next few years is to introduce CAS technology to the wider teaching community and, in the process, secure Casio's future in the calculator market.



# CASIO®



## Monaco represents Casio

Casio first entered the electronic musical instrument market in 1980 with the introduction of its CT201 electronic keyboard. It was a very basic 49-key, four-octave model that retailed for around \$399.00. Over the next 15 years Casio invested a considerable amount of R&D funds on innovative electronic instruments, including electronic organs, digital drums, digital guitars, digital horns and digital synthesizers.

Monaco has formed a very strong relationship with its musical instrument retailers over the past 27 years and has established the Casio range of electronic keyboards and digital pianos as the number one-selling brand in the New Zealand market.

The real growth of the Casio EMI range began in June 2000 with the introduction of the WK1800. This 76-note high quality digital keyboard established Casio as a serious player in the musical instrument market. Following the success of the WK range Casio lifted the bar again, introducing the 88-note PX100 digital piano at a price that took the market by storm.

Casio's track record as a brand leader in musical instruments has been due largely to its commitment to producing quality instruments that make it easier and more affordable for consumers to have access to the world of music.

Monaco, in conjunction with Casio, is committed to the future growth of the musical instrument category and will continue

to add to and improve on the current digital keyboard line-up. The Privia range of digital pianos will remain a key focus as Casio aims to become the number one electronic musical instrument brand on the world market.

Monaco also represents Casio's comprehensive range of electronic cash registers and POS products which can be tailored to suit applications from corner dairies to large hospitality industry venues. Casio ECR has been the market leader in New Zealand for over 28 years and has a nationwide dealer network with outstanding knowledge and experience of the Casio ECR range. All warranties are handled by the dealer network whose technicians receive training and support from Monaco.

Casio has a range of handy terminals designed for business purposes, with inbuilt scanners, cameras and printers. All are drop-proof from two metres onto concrete and have a water-resistant rating of IP64. Current users of Casio handy terminals include Air New Zealand, Courier Post, Trans Rail and City Councils. Monaco works with software companies to provide solutions for these customers.

Senor is a range of computer-based POS equipment used in larger franchise companies and some hospitality businesses and is backed by a nationwide dealer network set up by Monaco. Burger King New Zealand currently uses a purpose-built Senor product with a removable hard drive for quick servicing or replacement.





# General Electric



## Monaco represents General Electric

In 1876, Thomas Edison took a revolutionary idea and created the light bulb, a device that would change the world forever. And while the small company he founded over a hundred years ago is now an international business, GE's commitment to "Imagination at Work" remains. Today, GE is a diversified technology, media and financial services company that focuses on solving some of the world's toughest problems.

From household appliances to aircraft engines, to motors and medical equipment, the GE brand reflects Edison's spirit of exploration and success in over 160 countries around the world. With over 310,000 employees worldwide, a brand like GE requires heavyweight marketing and a sound understanding of the principles that have driven this company to be one of the world's largest organisations. By forming and maintaining outstanding relationships with the top appliance retailers, Monaco has been able to lead the New Zealand refrigeration market with a premium brand.

With an annual R&D budget of over 5.7 billion, it's no wonder that GE introduced the Climate Keeper II Dual Evaporator System, one of the most exciting developments in refrigeration since the technology was invented. By dividing the fridge and freezer sections, Climate Keeper II has revolutionised the double door refrigeration market and introduced consumers to whole new levels of food preservation technology.

To establish GE as the premium product in the Side by Side Refrigeration market, Monaco undertook a vigorous marketing campaign, combining the latest in GE refrigeration technology with Italian-designed Stainless Steel and Custom Integration décor options. The result is a unique refrigeration product which is unrivaled in technology and design.

As lifestyles change, so do kitchens. Consumers' desire for more luxury products has also become evident. To capitalise on these developments, Monaco has launched GE's premium Monogram brand of wine and beverage refrigeration. With elegant brushed stainless trim and stainable wooden wine racks, customers can match their fridge with their interior décor.





# KARDA



## Monaco represents Karda

A Monaco owned-brand, Karda offers consumers high quality products at affordable prices. Karda creates comfort for the consumer, offering a range of market-leading home appliances including air conditioning, dehumidifiers, heating and small appliances.

Established in 2005, Karda has made huge inroads into the New Zealand dehumidifier and portable air conditioning market. Karda is currently sold in 13 out of 15 of the major electrical retailers in New Zealand. Monaco's distribution power has enabled Karda products to be diversified in terms of the store types they are sold in, from leading appliance stores such as Harvey Norman to leading hardware chains such as Mitre 10 and Bunnings.

Karda continues to broaden its horizons and introduce new concepts in the New Zealand market. It was the first brand to introduce a dehumidifier with an inbuilt ceramic heater, enabling the consumer to have a dry, warm household during damp New Zealand winters. Karda has also created a dehumidifier that purifies the air of odours, dust, bacteria and even viruses.

Monaco's proven and reliable installation network for air conditioning products ensures maximum customer satisfaction from start to finish.

Monaco has taken the Karda brand portfolio from humble beginnings to today's wide and varied offering. The Karda product range now offers a solution for every household and a list of successful products for every retailer. In Karda, Monaco is looking to the future with new projects such as Karda Lighting, Gardening and Tools.

Karda is set to launch into overseas markets, sharing the New Zealand success with the world.



# MISSION



## Monaco represents Mission

Through Monaco's experience in marketing audio visual brands, its industry relationships and the strength of its sales team, the Mission brand has become a dominant player in the New Zealand high fidelity loudspeaker market. Monaco has successfully achieved this market position in a relatively short space of time.

Monaco has chosen to position the Mission brand to meet the growing demand in the custom speaker installation market, which in turn allows Wharfedale to be the brand leader in the traditional speaker cabinet market which continues to stabilise. This dual brand strategy provides Monaco an outstanding breadth of range within the Hi-Fi category and delivers competitive and non-conflicting product to New Zealand retailers.

Monaco's position in both the Hi-Fi component and loudspeaker market requires a proactive approach to stay in front of this very volatile and competitive market. Constant analyses of both the local and global markets go into decisions about product mix and distribution. Monaco's very sound infrastructure and financial base also allows for flexibility in apportioning resources to areas of continued growth or viable opportunities.

The Mission brand, previously established in New Zealand and traditionally focused through the specialist channel, has also benefited from Monaco's market-leading distribution and marketing support. Since the reintroduction of the Mission brand under the Monaco umbrella in mid-2007, the brand has experienced continual improvement in the loudspeaker market. It now has successful representation nationwide and continued support from a very select distribution structure.



# Pioneer



## Monaco represents Pioneer

In 1938, Nozomu Matsumoto founded Pioneer as an audio products manufacturer by making speakers in his garage. Today, Pioneer is a world leader in electronics products for the car, home and business markets, respected for innovations such as consumer laser discs (1979), car CD players (1984), GPS car navigation (1990), DVD-Video players (1996), high definition plasma displays (1997) and organic electroluminescent (OEL) displays (1997).

Pioneer continues to be a leader in the highly competitive New Zealand car audio market. Monaco has developed a strong specialist dealer network that consistently markets the brand in line with the principal's global marketing strategies and keeps its high quality aspects fresh in consumers' minds. Monaco's distribution is further strengthened by supply to nationwide retail chains such as Harvey Norman, Repco Auto Parts and the NARTA Group.

High tech electronic and entertainment innovation remains Pioneer's focus and this year there is a huge focus on "connectivity", taking advantage of the digital convergence or integration of several key technologies. Examples include made-for-iPod CD tuners, USB Input and Bluetooth audio capability.

In an ever-changing electronics environment, R&D is crucial to Pioneer's growth, creativity and market leadership. With seven percent of its revenues invested back into R&D, Pioneer continues to develop imaginative products to enhance lifestyles in the new century.

Whether it's Blu-ray Disc technology and PureVision plasma television with crystal-clear high definition images or a sound system for your car that allows you to hear every bass-thumping note, Pioneer truly believes in the power of sound and vision to "move the heart and touch the soul." It is Pioneer's market-leading mission to stir as many senses and sensibilities as it can through the wonders of everlasting sound and vision.





Monaco  
represents  
SEGA

Beginning with the introduction of the SEGA Master System in 1986, SEGA has been a constant innovator in the worldwide interactive entertainment industry. In 2001 the company announced a multiplatform strategy, making innovative SEGA content available to a much wider audience for home consoles, handhelds and other electronic consumer devices.

SEGA's focus on international growth required an established New Zealand distributor with a proven background of creating sustained growth within a competitive market. Monaco's proven performance in growing interactive brands in the New Zealand market made it the logical choice.

Monaco is prepared for SEGA's rapid growth as SEGA invests millions of dollars in its portfolio of gaming titles. SEGA has secured the exclusive development rights for all games based on the 2008 Beijing Olympic Games and key relationships have already been formed in preparation for this release with worldwide Olympic partners, including McDonald's and the New Zealand Olympic Committee. SEGA has also committed to the development of video games for a number of major theatrical releases in 2008 from Marvel Entertainment and New Line Cinema.

Monaco is extremely excited to be part of the worldwide growth of SEGA as it continues to aggressively target the interactive entertainment industry through investment in innovative product. Monaco's dedicated sales team is constantly looking for new sales opportunities to expand the brand and ensure continued growth.





Life on Record



Monaco represents TDK

Monaco relaunched TDK to the market in November 1987. The TDK brand has been an important part of Monaco's product portfolio for the last 20 years and continues to thrive. The TDK brand offers consumers the broadest available range of magnetic and digital recording media across the audio, video and computer spectrum.

TDK's recording products have gained an international reputation, built on its skills as a leading manufacturer of electronic components used in a wide range of consumer electronics.

TDK's media business has grown and evolved over the years. As a maker of high quality magnetic media products for the audio, video and computer markets, TDK dominated the 1980s and 90s. TDK has evolved into a market leader of digital technology, particularly in the CDR, DVD and USB memory markets.

Monaco continues to develop and expand its TDK product range, which now includes iPod docking stations, Micro Hi-Fi systems and a full range of TDK headphones, including state-of-the-art noise-cancelling products.

Monaco, in conjunction with TDK, is committed to the future growth and development of the range of TDK products.





Monaco represents THQ

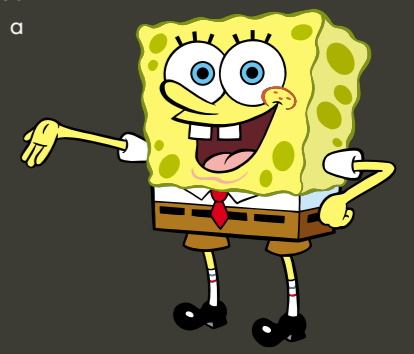
THQ is a leading distributor of interactive entertainment software worldwide. The company boasts a portfolio of top-selling, award-winning interactive entertainment and a network of development studios whose focus on new intellectual property creation positions THQ at the forefront of gaming innovation. Monaco proudly distributes the THQ product range in New Zealand, where it is the third largest brand in the New Zealand interactive market.

As the representative for THQ in New Zealand, Monaco has constantly delivered strong results for THQ's key intellectual properties and licensed products, driving great growth for the THQ brand in the New Zealand gaming market since 2005. The Worldwide Wrestling Entertainment® license is a key driver of revenue internationally for THQ and Monaco has been responsible for New Zealand becoming one of the largest growth territories over the last two years with the WWE® Smackdown® vs Raw® franchise.

Working closely with Disney, Monaco has been a key promotional partner in all of the Disney•Pixar animated films such as Finding Nemo, The Incredibles, Cars and Ratatouille. This will continue next year with the theatrical and game release of WALL-E in mid-2008. The ability to develop innovative campaigns for new intellectual property saw Monaco named the AXIS Advertiser of the Year in 2006.

Focusing on all elements of the business, Monaco has grown the THQ brand by over 15% for the last three years and this growth is forecast to continue. As the number one

interactive distributor in New Zealand, Monaco provides a solid foundation for sales and market share growth in an increasingly competitive industry. The commitment, innovation and strong results delivered by the Interactive Division has resulted in Monaco being recognised on a global level as a key contributor to the THQ organisation.



# TOSHIBA



## Monaco represents Toshiba

Monaco Corporation has enjoyed a long-standing relationship with Toshiba Japan and holds the distribution rights to LCD, HD DVD, DVD, and projector products for New Zealand. Monaco's brand distribution channels include all reputable retail outlets, and strong associations with system integrators and specialists throughout the country.

Fundamentally guided by our principal supplier, Monaco maintain the same high standards as set for Toshiba internationally, including how products are taken to market and the marketing behind them.

In recent years Monaco has seen a proliferation in the sales of flat screen technology. Toshiba has firmly invested in LCD

(Liquid Crystal Display), introducing the first unified REGZA brand in 2007. The title REGZA is derived from the German word "regsam" which expresses vibrant dynamic qualities and encapsulates the essence of Toshiba flat panel design. Over successive years Monaco has invested significant resource into building Toshiba as a brand domestically. Its products are trusted by consumers and represent quality that is affordable.

Monaco takes pride in the distribution networks that it has built, and recognizes that without support from these retail and specialist partners it would not be able to sustain and grow its current market share position.

In addition to flat panel technology Monaco also distributes

various other Toshiba products including data projectors. This market is very competitive and is primarily driven through corporate and education channels. Trusted as being a market leader in DLP and LCD projection technology, Toshiba has formed preferred supplier agreements throughout New Zealand. Toshiba products feature prominently in many board room, classroom and public event arenas the length of the country.

"Leading innovation" has become a slogan that represents Toshiba as a brand. This could not be more apparent in products such as HD DVD. HD DVD development has culminated in what is the next generation of DVD technology and represents a revolutionary leap in home cinema entertainment. This

innovative technology brings the lifelike quality of high definition pictures, colour and sound into your living room, taking DVD entertainment to an entirely new level.

Toshiba's investment into research and development will continue to bring us new products that will change the way people interact with technology. Monaco looks forward to progressing the Toshiba brand and products domestically with the support of its dealer networks.



# UBISOFT™



## Monaco represents Ubisoft

Founded in 1986, Ubisoft is a creative powerhouse in the global video game industry. Its rapid ascension from the 20th-ranked independent publisher in 1996 to number four worldwide in 2006 is proof of the company's winning strategy to develop, publish and distribute gaming experiences that are truly exceptional. Ubisoft's number four position in the New Zealand interactive game market mirrors global trends.

Ubisoft has an extremely diverse product portfolio that requires careful brand management to ensure the successful introduction of product to the market. This requires gaining a detailed understanding of each product from key Ubisoft personnel in Australia and globally; communicating this knowledge to retailers to ensure support and inspiring consumers through innovative marketing campaigns. Once products are successfully introduced into the marketplace, extensive knowledge of the market becomes crucial for effectively managing product life cycles and ensuring they are priced competitively for maximum revenue and market share.

As the representative for Ubisoft in New Zealand, Monaco has constantly delivered innovative brand management that has been recognised on a global level. Monaco established key relationships with Weta Workshops for the release of Peter Jackson's King Kong: The Official game of the Movie, creating handcrafted, gold-plated limited editions. The launch of Playboy: The Mansion saw Monaco create extremely effective Internet viral campaigns that received multiple international advertising awards. The combination of a number of projects saw Monaco named as the AXIS Advertiser of the Year in 2006. This reputation of innovation will continue as new concepts are constantly presented to enhance brand value in New Zealand and globally.

Monaco has grown the Ubisoft brand by 10 percent for each of the previous three years and this growth is forecast to continue as Monaco becomes further established as the leading provider of interactive distribution in New Zealand. Monaco's dedicated sales team is constantly looking for new sales opportunities to expand the brand and ensure continued growth. The dedicated interactive division and the organisational support of Monaco have provided Ubisoft with a solid distribution partner in New Zealand and a valuable contributor to the global organisation.





# Wharfedale



## Monaco represents Wharfedale

As a premium brand of high fidelity loudspeakers, with an exceptional English heritage, Wharfedales continuing research and development, combined with its state-of-the-art manufacturing facilities, enables Monaco to bring a comprehensive range of products to New Zealand retailers and consumers alike.

Wharfedales range of internationally acclaimed Hi-Fi loudspeakers from entry level to high end, all available in home cinema configurations for the real enthusiast, has been distributed by Monaco Corporation for the past 15 years.

Opus, the flagship of the Wharfedale range, represents the pinnacle of Hi-Fi excellence. Entirely hand-made using a combination of traditional skills and space-age materials, each pair is measured and balanced to within 1dB throughout the entire frequency range.

The Evolution 2 from Wharfedale is the successor to the acclaimed Pacific Evolution loudspeaker. Evolution 2 continues to reinforce the company's aim of introducing components, materials

and production methods that are normally reserved for high end loudspeakers and producing speakers that are not only affordable and practical but also have a great deal of value for money.

The Diamond 9 series is designed using the finest materials and technology in its class. Diamond 9 yet again redefines the standard of reproduction available. Whilst retaining many of the core features that made Diamond 8 successful, Diamond 9 introduces a raft of new features.

Monaco Corporation has maintained a market-dominant position for the brand for over a decade, and continues to be the number one in market share for loudspeakers in New Zealand.

Key to this has been a selective retail market distribution programme which has further cemented the brand's elite position within the marketplace, as well as offering dealers a level of exclusivity which in turn has resulted in long-standing and continued loyalty for Wharfedale products.





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**MONACO**