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Altium to Relocate its PCB CAD Division to the USA

Altium takes the next step with its growth strategy by relocating its core R&D and PCB CAD Division to San Diego, USA

Sydney, Australia - 30 April 2014 - Electronics design software company Altium Limited (ASX:ALU) has announced that it intends to relocate the management of its PCB CAD division and its core R&D team from Shanghai, China to San Diego, USA. The relocation to the USA, where Altium has had a long-established sales and operational presence, represents a natural next-step in the implementation of Altium's renewed growth strategy.

In 2011, Altium moved its R&D function from Australia to China on the basis of a technology pursuit, which required access to world-class engineering talent and the desire to be close to technology partners that could assist Altium to realise its vision. The objectives behind that journey have been, for the most part, achieved. The company has also re-defined its Internet of Things (IOT) strategy to be in alignment with its core business of the development of world-class PCB (printed circuit board) design tools.

China remains an important market for Altium, and is the best location for the company's IOT division, including its associated development services and support teams.

The Board believes that the management of Altium's PCB CAD division will be better placed in markets where Altium derives most of its revenue and the USA is the best location and offers the best opportunity for the execution of Altium's product development strategy focused on "Closing the Capability Gaps" with high-end PCB design tools. This strategy will support the expansion of Altium's market reach into larger customers, while consolidating its position as a world-leader in the provision of PCB design tools to the mainstream market.

The CEO and key executives in the Altium corporate office also will relocate from Shanghai, China to the USA. In time, the USA is expected to become Altium's strongest operational centre as Altium succeeds in closing the capability gaps with providers of high-end design tools.

The relocation of Altium's PCB CAD division to the USA is planned to occur, for the most part, in Q4 2014. This move is expected to be cost-neutral.

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About Altium

Altium Limited (ASX:ALU) creates electronics design software. Altium's unified electronics design environment links all aspects of electronics product design in a single application that is priced as affordable as possible. This enables electronics designers to innovate, harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs.

Founded in 1985, Altium operates worldwide. For more information, visit www.altium.com.

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