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| Press Release | | |  |
| MCD Elektronik GmbH Hoheneichstr. 52 – 75217 Birkenfeld - Germany Tel. +49-7231 78405-0 – Fax: +49-7231 78405-10 Managing Director: Bruno Hörter | Release Date: 19.06.2020 | Page 1 of 3 | |
| | Document Version: V1.0 | Editor: TS | Summary Title: MCD_20_003 |
| For immediate publication | | Queries to: Tobias Stange, Tobias.Stange@mcd-elektronik.de | |

3-peat for MCD: Once again innovation champion

MCD Elektronik is also in 2020 part of the TOP 100 innovative elite

Birkenfeld, Germany, June 19, 2020: Following the successes of the years 2018 and 2019, MCD Elektronik GmbH participated to the innovation competition “TOP 100” in 2020. As in the previous years, the company from Birkenfeld, Germany, managed to make a final leap to the group of innovational leaders in medium-sized businesses. The jury was impressed with the “innovation climate” and the “innovation promoting top management” at the 27th edition of this competition. Thus, MCD finally was able to receive the optimal “A+” rating as already in 2019.

“There should not be fears about a change process, but it is necessary to understand it as an opportunity. The joy of work and freedom to experiment are the most important components for the development of market-ready ideas.”, explains CEO Bruno Hörter the internal orientation towards innovations. So, the employees develop a voice control for test systems, a cooperative use of robots or artificial intelligence controlled data analysis in inter-divisional teams. The company attaches importance to innovations all along the entire value chain - from conception to final setup at the place of operation.

TOP 100 evaluates the innovation management of medium-sized companies on the basis of a scientific system with approximately 120 parameters. Due to the spread of the corona virus in Germany, the TOP 100 award ceremony of the „Deutscher Mittelstands-Summit“ event was cancelled. Instead, compamedia GmbH as organizer, mentor Ranga Yogeshwar as well as the science director Prof. Dr. Nikolaus Franke used all possibilities to honor the top innovators. The MCD Elektronik GmbH is exceptionally proud to receive the TOP 100 award for the third time in a row.

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Images:



Image 1: MCD's company management, CFO Petra Noske-Mahseredjian and CEO Bruno Hörter, are very proud about the third TOP 100 award.



Image 2: MCD has defended its „Top Innovator“ title twice already.

(© Image 1: MCD Elektronik GmbH, Image 2: 123RF / MCD Elektronik GmbH, Birkenfeld – Material free of charge as part of the publication of this press release)


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About MCD Elektronik GmbH:

MCD Elektronik GmbH was founded in 1983 and currently employs 80 people. The owner-managed company is headquartered in Birkenfeld, near Pforzheim, Germany. MCD Elektronik is active in Germany, Hungary, and China, and delivers to over 50 countries around the world.

MCD Elektronik GmbH manufactures measurement and test systems for electronic production for their customers from various industries. The company relies on innovative customer-specific complete solutions - developed and realized by a team of highly qualified specialists.

TOP 100: The Competition

Since 1993, compamedia has awarded the TOP 100 seal of approval for outstanding innovation and above-average innovational success to medium-sized companies. Since 2002, the scientific direction has been in the hands of Prof. Dr. med. Nikolaus Franke, the founder and director of the Institute for Entrepreneurship and Innovation of the Vienna University of Economics and Business. The science journalist Ranga Yogeshwar is a mentor of TOP 100. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the German Association for Small and Medium-sized Businesses (Bundesverband mittelständische Wirtschaft, BVMW). As media partners, manager magazin, impulse and W&V accompany the comparison of companies. Further details at www.top100.de.

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