



Media Coverage

Country	Date	Publication
Hungary	2011	Press Clippings

Flextronics Receives "Business Superbrands" Award

09/23/2011

BUDAPEST, Hungary, September 23, 2011 /PRNewswire/ --

Company awarded for its corporate, social and environmental responsibility program

Flextronics, (NASDAQ: FLEX) has been awarded with the prestigious Business Superbrands Award for its FLEXpledge program. The aim of the FLEXpledge is to build a sustainable framework for social, economic and environmental activities that are integral to the company and consistent with its purpose and values. The Business Superbrands recognizes and rewards the most outstanding brands per business sector. Flextronics was selected out of approximately 3,000 brands/companies by a jury of independent, recognized professionals. Flextronics Hungary is being recognized for its continued success in providing innovative solutions along with its unique, sustainable approach through the FLEXpledge program. The awarded FLEXpledge program focuses on five pillars that form the foundation of its innovation and proactive solutions including People, Environment, Ethics, Governance and Community Partnership. Through FLEXpledge, the company also delivers a sustainable impact on global communities.

"Flextronics's FLEXpledge program is a globally recognized program that works very well and effectively in Hungary. Flextronics is continuously investing in and building sustainable foundation capabilities that enable it

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2011	Press Clippings

to provide complete end-to-end solutions offerings to its customers for products in a manner that preserves the sanctity of our environment. In Hungary, the company is recognized for its attention to waste management resulting in electronic and plastic waste disposal that is continuously decreasing," stated Dr. János Serényi, Head of Superbrands Hungary.

"At Flextronics, we believe that a sustainable approach to business is essential to our company's success and forms a core part of the way we do business. That is why it is a great honor for us that our effort in Hungary has been recognized with the prestigious Business Superbrand," added Rita Kercksmár Moór, Director CSER and Employer Branding Hungary for Flextronics.

About Flextronics

Headquartered in Singapore (Singapore Reg. No. 199002645H), Flextronics is a leading Electronics Manufacturing Services (EMS) provider focused on delivering complete design, engineering and manufacturing services to automotive, computing, consumer, industrial, infrastructure, medical, clean tech and mobile OEMs. Flextronics helps customers design, build, ship, and service electronics products through a network of facilities in 30 countries on four continents. This global presence provides design and engineering solutions that are combined with core electronics manufacturing and logistics services, and vertically integrated with components technologies, to optimize customer operations by lowering costs and reducing time to market. For more information, please visit <http://www.flextronics.com/>.

About Business Superbrands

The Business Superbrands program was established in Hungary in 2008. The program is the world's leading "by invitation only" brand promotional platform and is established in more than 80 countries around the world. The aim of the Superbrands organization is to raise the awareness of

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2011	Press Clippings

and promote the discipline of branding, as well as to celebrate the success of leading international and local brands. Eligible brands are evaluated by an expert panel. The list of nominees presented to the expert panel is based on D&B's database, in addition to suggestions and recommendations from some of the most significant national professional organizations, industry chambers, and associations from various business sectors. The list includes approximately 3,000 national brands/companies. Additional information regarding Business Superbrands can be found at: <http://www.superbrands.hu/>

<https://flex.com/newsroom/press-releases/flextronics-receives-business-superbrands-award>

UNICREDIT LEASING BUSINESS SUPERBRANDS 2011

- Quality awarded
- UniCredit Leasing – Business Superbrands 2011 Winner

This year, the 15 member independent jury, made up of renowned experts, assembled for the fourth time. Each year they follow the same, unified international criteria in order to decide, with the help of professional chambers and associations, which brands may hold the Business Superbrands title awarded to premium business brands.

In Hungary, this year for the first time, the committee decided to award the Business Superbrands 2011 title to UniCredit Leasing, an award that recognizes brands that specialize in assisting businesses and organizations.

We are honoured that our company has won this prestigious international prize this year. We regard this professional award as very important, since it acknowledges both our strategies and our everyday work. As a member of an international team, a firm commitment to our customers continues to be our goal while adapting to ever-changing market conditions. "The range of our financing products, the expertise of our employees, and ongoing innovation, in combination together guarantee that our firm is a reliable and expert partner for our customers," stressed György Pórfy, CEO of UniCredit Leasing.

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2011	Press Clippings

Business Superbrands Programme

The Superbrands programme has been running for seven years in Hungary, which was joined by Business Superbrands in 2008, an influential international title. Business Superbrands showcases the best brands in the business sector (B2B): that is, Hungarian brands and companies that are primarily serving enterprises and organizations, rather than consumers. The jury choose the candidates from a longlist compiled on the basis of Dun&Bradstreet's database, taking into consideration the recommendations of the major Hungarian professional organizations and associations.

The list, which consists of the 3000 brands/firms (including the most profitable Hungarian companies as well as smaller enterprises recommended by each sector's chamber of industry, associations, and professional bodies) which are considered the most prominent in the business world.

<http://www.unicreditleasing.hu/en/unicredit-leasing-business-superbrands-2011-0>

Cardinal - a 4x Business Superbrands Awardee

02/11/2011

[printable version](#)

Cardinal Kft. won the esteemed Business Superbrands Award for the 4th time in 2011. This high recognition is granted to the most excellent B2B brands by a council of independent experts.

This is the fourth year that the council of 15 independent experts assembled and, based on the Dun&Bradstreet database and with the help of professional chambers and associations, decided which of the approximately 3,000 nominated brands/companies should receive this year's Superbrands status awarded to business brands. The Council decided that Cardinal Kft. deserved to be recognized with the **Business Superbrands 2011** status again.

The Superbrands program was introduced in Hungary seven years ago and was complemented in 2008 with Business Superbrands, a program that had already played an important role in the international market for years. The Business Superbrands program presents the most excellent brands in the business sector (B2B), i.e. such Hungarian companies and brands which provide their services mainly to various businesses and organisations and not to consumers.

It is a special honour for us that Cardinal has been awarded the Business Superbrands status every year since 2008, when this international program was introduced in Hungary, and so this is the fourth time that we have received this recognition.

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2011	Press Clippings

The systems developed by Cardinal Kft. manage and forward banking transactions electronically and as these have replaced conventional hard-copy orders for years, our systems have saved nearly 35 thousand trees from felling.

Cardinal was the first company in Hungary to offer a software solution allowing the use of electronic banking services to banks and their customers in 1994. The Electra system can already manage all customer segments and electronic channels of financial institutions and so it provides a cost-efficient, integrated, uniform and transparent interface for their customers to manage their finances.

Electra is present at the majority of financial institutions and so it has become the market leader, what is more, the industry standard solution. This ensures cost-efficiency and also greater security to their partners because the system undergoes security audits and is tested at several large banks.

The other business line of Cardinal is focused on the **CRAFT** document management framework system, which is used by banks, insurance companies and other financial service providers to process their documents received in electronic or hard-copy formats and to control their management.

Cardinal Kft's value comes most of all from the hundreds of years of development experience and special expertise accumulated by its staff over the almost 20 years. The company value is further increased by the minimum fluctuation of Cardinal employees. The staff members have a professional history covering a lot of special fields but they are also open to innovative ideas so that the systems they develop could easily and flexibly adapt to the needs of their customers and the development of technology.

The **reference list** of Cardinal Kft. shows that the systems introduced at its partners were added new functionalities, enhanced and upgraded over the years and worked continuously in a reliable manner in the meanwhile.

Superbrands

Media Coverage

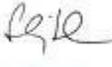
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Hungary	2011	Press Clippings

OKLEVÉL

A Szakértő Bizottság döntése alapján
2011.
évben a

 **Cardinal**
Számítástechnikai Kft.

márka elnyerte
a Business Superbrands kitüntetést.


Dr. Salyó István
a Business Superbrands
Szakértő Bizottság elnöke


Witzoldomsky András
a Superbrands Magyarország
igazgatója

BUSINESS 2011
Superbrands

http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek_1320245296

Superbrands

Media Coverage

Country	Date	Publication
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4 times in 4 years! - namely .A.S.A. is a Business Superbrand again in Hungary

03/06/2011



We are proud to announce that this year our company has won the Business Superbrand award fourthly.

This was the fourth time that the jury of 15 independent experts met to decide which brands may wear Business Superbrands mark. Their work was supported by Dun & Bradstreet database, as well as professional associations and chambers.

The committee decided – similar to the last 3 years – that .A.S.A. gets the title again, which is a great feedback for us that .A.S.A. is a really strong brand!

Thank you for the trust and loyalty of our partners and for the conscientious work of our colleagues, which allows us to provide our services the demanded high quality.

<http://www.fcc-group.eu/en/Hungary/News/4-bol-4-szer-azaz-ujra-Business-Superbrand-az-A-S-A-.html?ind=6>

MagyarBrands 2011

MagyarBrands was launched by Superbrands Council Hungary in 2010 in order to pay tribute to and increase awareness about the most significant Hungarian

Superbrands

Media Coverage

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brands. Vajda-Papír Kft. was first given this award in 2011, which is a great achievement for the company, since it is based on criteria related to management, tradition, ownership and reputation. It is recognition for Vajda Papír Kft. which will reassure customers about the reliability of the company.

<http://vajdapapir.hu/prizes/magyarbrands-2011>