

# Market Place.

Marwah und Partner GmbH Elisabethstrasse 26, 1010 Wien, Austria

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## MUP increases KAJ Smell Me stake to 20%



**Bangkok, Thailand** The Principals in Marwah und Partner GmbH and Finnish private company KA Jarvenpaa Oy concluded a weekend of meetings in Bangkok, with Marwah und Partner GmbH acquiring an additional 10% of the common shares of KAJ. KAJ managing director, Janne Jarvenpaa hailed the series of meetings “as the most productive yet in the two year relationship between KAJ and Marwah und Partner GmbH.” In addition to the scent infused varnish finishing for the promotion and printing industries, KAJ has developed a light sensitive scent release mechanism that will revolutionize scent marketing for publishing and packaging. This patent pending process is now poised for global expansion.

### KAJ PRODUCES SCENTED BOOKLETS FOR ALZHEIMER’S PATIENTS

KAJ has been approached by Muistiliitto - Alzheimer Centralforbundet, the Finnish Memory Association that helps Alzheimer’s patients and their relatives. Medical literature has long established that aroma therapy is a useful technique in triggering or restoring memory for patients with Alzheimer’s or other memory loss problems. The Association is developing written materials that will then be printed with specific scents as a targeted therapy for specific types of patients. KAJ Managing Director Janne Jarvenpaa states that KAJ is happy to cooperate with the institute on developing these materials. “It gives us a chance, in a small way to give back to our community.”



**KAJ Managing Director  
Janne Jarvenpaa at PSI Fair**



MUP company/markets tracking

**NEWS / Views**



**ADVISORY BOARD MEMBER PRINCE GRIGOR LIECHTENSTEIN CONSULTS WITH MARWAH UND PARTNER SENIOR MANAGEMENT IN BANGKOK**

Prince Grigor Liechtenstein attended the Advisory Board meeting in Bangkok recently and had an opportunity to see the Asian operations first hand. He issued a statement and “I congratulate the team on the global expansion of projects, and am impressed by the continued vitality of the Asian markets.”

**Marwah und Partner GmbH APPOINTED EXCLUSIVE ADVISOR FOR KA JARVENPAA**

KAJ appointed Marwah und Partner GmbH as the exclusive investment advisor to seek funding for the growth that will be generated by the two process patents. MUP Chairman Raj Marwah stated, “KAJ is at the cutting edge of reviving the declining printing and promotion industries. Smell Me offers promotion companies the ability to scent T-shirts to custom branded scents, and the printing costs for both T-shirts and traditional print media are at a fraction of other scent marketing technologies.”

Marwah und Partner GmbH believes that as more multinational retailers, in particular, adopt scent marketing as part of their brand identification, the need for print scent marketing will grow. As a low cost producer of scented inks for silk screeners, Smell Me® will empower the 287,000 printers world wide to cater to this growing sector of the marketing industry.

**KA JARVENPAA OY, SMELL ME®, APPOINTS CHIUN SAIGO OF 33 LLC AS EXCLUSIVE AGENT IN JAPAN**

Janne Jarvenpaa of KA Jarvenpaa announced the appointment of 33 LLC as the exclusive agent for Japan at recent meetings in Bangkok, Thailand. Mr. Saigo, Managing Director of 33 LLC expressed his delight at the appointment, “I look forward to working closely with KAJ and with Marwah und Partner GmbH over the next two years.” As a marketing consultant to leading Japanese retailers and to Disney Japan, 33 LLC is well positioned to expand Japanese sales of Smell Me.®

**SCENT MARKETING INSTITUTE AWARDS TOP 2011 COMPANIES FOR EXCELLENCE IN SCENT MARKETING**

The Scent Marketing Institute gave out awards to top companies for excellence in the field of scent marketing in 2011 at the ScentWorld Expo, in Miami, FL recently. This year's ScentWorld was 60% larger than the previous one, showing the explosive growth of the industry.

Two of the awards, Harald Vogt Scent Marketer of the Year, and the Most Innovative Use of Scent Marketing and Scent Technology Innovation, honored creative use of scent marketing by companies.

The Marketer of the Year award, went to Abercrombie & Fitch, along with Prolitec, the company that supplies and services the retail chain's scent equipment. Fierce, the scent used to scent their stores, is now the best-selling men's fragrance in the United States, and one of the top selling in the world. "Abercrombie & Fitch was the first retail chain to commit to a strong olfactory branding strategy, and through their success have paved the way for other companies to do the same," said Caroline Pieper-Vögt, president of the Scent Marketing Institute.

SMI awarded the Most Innovative Use of Scent Marketing SMITty to Schick, for its Xtreme3 Refresh scented men's razor handles. "The addition of scent not only made a daily chore more enjoyable for millions of men, but also improved customer perception of the product, positively impacting brand loyalty and repeat sales," Jennifer Dublino, COO of the Scent Marketing Institute, noted. (PRNewswire, Jan.10, 2012)

**DONALD LEMON APPOINTED AS VICE PRESIDENT FOR US OPERATIONS OF MARWAH UND PARTNER GMBH**

Raj Marwah, Chairman of Marwah und Partner GmbH announced that effective March 1, 2012, Donald Lemon would be the Vice President of US operations for Marwah und Partner, GmbH.



Newly appointed Vice President,  
Donald Lemon

TOP FIVE PERFORMING MARKETS 2012		
		as of March 16, 2012
Index	Value (in Local)	YTD Percentage
Venezuela (IBC)	170,724.20	45.87%
Vietnam (HCM SE)	438.52	24.74%
Germany (DAX)	7157.82	21.35%
Japan Nikkei	10,129.80	19.80%
Brazil (BOVESPA)	67,684.13	19.26%

SELECTED MARKETS 2012 PERFORMANCE					
INDEX	Dec 31, 2010	Dec 31, 2011	Mar 16, 2012	YTD	2011
Austria	1,104.39	764.56	884.54	15.69%	-30.77%
Brazil (BOVESPA)	69,304.81	56754.08	67684.13	19.26%	-18.11%
China CSI 300	3,128.26	2345.74	2623.52	11.84%	-25.01%
Finland (HEXL3)	7,661.91	5355.06	6240.54	16.54%	-30.11%
Germany (DAX)	6,914.19	5898.35	7157.82	21.35%	-14.69%
Hong Kong (Hang)	23,035.45	18434.39	21317.80	15.64%	-19.97%
Hungary (BUX)	21,327.07	16974.24	19378.00	14.16%	-20.41%
India (BSE 500)	7,961.06	5778.68	6775.79	17.25%	-27.41%
Indonesia	3,703.51	3821.99	4024.54	5.30%	3.20%
Japan NIKKEI	10,228.92	8455.35	10129.80	19.80%	-17.34%
Laos	1,000	899.46	951.03	5.73%	-10.05%
Malaysia (KLIND)	2,832.95	2743.05	2815.73	2.65%	-3.17%
Mexico (IPC)	38,550.79	37077.52	38258.45	3.19%	-3.82%
Pakistan (KSE All)	8359.31	7856.82	9310.86	18.51%	-6.01%
Poland (CPTX)	2037.68	1395.37	1655.61	18.65%	-31.52%
Saudi Arabia	6,654.40	6417.73	7600.57	18.43%	-3.56%
Serbia (Belgrade)	1,282.66	977.18	1026.95	5.09%	-23.82%
Thailand (SET)	1,032.76	1025.36	1189.56	16.01%	-0.72%
Turkey (Nat 100)	66,004.48	60893.33	62336.32	2.37%	-7.74%
UK (FTSE)	5,899.94	5572.28	5965.58	7.06%	-5.55%
US (DJIA)	11,577.51	12217.56	13232.60	8.31%	5.53%
US (NASDAQ)	2,652.87	2605.15	3055.26	17.28%	-1.80%
Venezuela (IBC)	65,337.55	117036.13	170724.20	45.87%	79.13%
Vietnam	484.66	351.56	438.52	24.74%	-27.46%

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**Chairman/ceo Raj Marwah**



**Deputy Chairman Mag. Michael Klinger**

Marwah und Partner GmbH (MUP) is a boutique private equity firm pursuing unique investment opportunities worldwide. The principals, Raj Marwah and Michael Klinger fund Marwah und Partner GmbH (MUP) participation, then seek like-minded investors to co-invest in ventures. Marwah und Partner GmbH (MUP) takes an active role in each investment, providing world class international marketing and management expertise to develop companies seeking global expansion possibilities. Marwah und Partner GmbH (MUP) has several European investments and is currently exploring opportunities in Asia seeking key unlisted private and state owned companies that are looking for capital and know-how to expand into international markets.

Deputy Chairman Mag. Michael Klinger, MBA, is an experienced senior manager having served as CFO for several US corporations, most recently was the Financial Officer on the Management Board of a large Gas Distribution Company in Central Europe, and has been the Regional (Europe) Vice President for Western Union International. Michael brings his hands on corporate experience enhancing the MUP capability to deliver the highest quality corporate services to clients and companies in which Marwah und Partner GmbH (MUP) invests.

Chairman/ceo Raj Marwah has more than 21 years of worldwide advertising and marketing experience, working globally for multinational accounts in Sydney, Hong Kong, Toronto, Auckland, Dubai, Vienna, Bangkok, and New York. Raj was Chairman/ceo in New Zealand and Canada producing outstanding results. For the last 12 years Raj has executed major mergers and acquisitions in Russia, Europe and Asia on behalf of multinational clients based out of Hong Kong, Germany, and the USA.

Marwah und Partner GmbH (MUP) brings a truly international perspective to its local investments.

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