**PRESS RELEASE**

Future outlook is positive for MSA Africa

***14 October, 2013:*** *MSA Africa – a global leader in the development, manufacture and supply of sophisticated products that protect people’s health and safety – looks set to record a strong performance in 2013, despite numerous challenges facing the industry.*

MSA Africa Managing Director, **Colin Oliver**, believes that despite the labour turmoil faced by the mining industry, particularly in South Africa, MSA Africa has been performing well. “Our business has proven to be robust and has been able to weather the storm with positive results.”

Oliver attributes this success to MSA Africa’s exposure to other industries. “We have a large footprint in the oil, gas and petroleum sector, as well as in manufacturing. These industries have actually helped us to compensate for some of the turmoil experienced in the mining industry."

According to Oliver, MSA Africa’s overall performance in 2013 has been more stable in comparison to last year. "Business has been very good. We’ve got a diversified portfolio of customers, and that’s served us well in obtaining increased exposure in new markets across Africa".

To ensure that MSA Africa stays ahead of its competitors, the company works to update existing products and develop new ones. “Regulations change, particularly with underground mining in South Africa, where requirements are becoming increasingly stringent. This has prompted us to stay on our toes in terms of new product development and product changes."

Oliver believes that MSA Africa has excelled at being able to stay ahead of these regulatory changes. "We have been working closely with our R&D centres globally to come up with these products, in addition to taking some of our existing product ranges and adapting them with product improvements."

What's more, Oliver highlights the fact that MSA Africa has been successful in penetrating the Zambian market through the establishment of its local office in the region. “We have had some measurable successes, particularly in the copper sector, and are working tirelessly on diversifying our business there. As a result, we are starting to make inroads into the agricultural business in Zambia too.”

MSA Africa is also beginning to increase its local presence in Nigeria, where it supplies products and after sales and technical support. “We have a local presence in Lagos as well as Port Harcourt, where we provide our backup and support. We also do training on all of our products, such as self contained breathing apparatus and gas detection equipment, and provide our end-users with certification training, even on off-shore oil rigs and platforms.”

Despite continued difficulties in the mining industry, Oliver has identified potential for growth in the sector, particularly with regards to gas detection. “I still see a significant opportunity for growth in the mining business. We recently launched a number of innovative products, particularly in gas detection, that are focused on exploiting the opportunities in the mining industry. With this in mind, we are currently working on a number of projects that we believe will lead to significant growth for us in the next 12 months.”

When speaking about the future, Oliver says: “We are upbeat and positive about the rest of this year. We have had a fairly challenging first half of 2013, however our business has actually come out stronger as a result. We see positive growth for the second half of this year in South Africa, as well as in Sub-Saharan Africa.”

***Ends***

**Notes to the Editor**There are numerous photographs specific to this press release. Please visit <http://media.ngage.co.za> and click the MSA Africa link.

**About MSA**MSA been the world's leading manufacturer of high-quality safety products since 1914. MSA products may be simple to use and maintain, but they’re also highly-sophisticated devices and protective gear - the result of countless R&D hours, relentless testing, and an unwavering commitment to quality that saves lives and protects thousands of men and women each and every day. Many of MSA's most popular products integrate multiple combinations of electronics, mechanical systems, and advanced materials to ensure that users around the world remain protected in even the most hazardous of situations. MSA's dedication to safety has been the key to its impressive year-over-year growth. In eight of the past ten years, MSA has achieved record growth numbers, with annual revenues of more than US$1 billion.

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