

Financial Highlights

(Dollars in thousands, except per share data)

For the Years Ended December 31,	1999	1998	1999 Highlights
Net sales	\$1,065,473	\$935,658	16% growth in local currencies
Adjusted operating income ^(a)	\$123,682	\$100,980	22% growth
Adjusted operating margin	11.6%	10.8%	80-basis-point margin improvement
Earnings per share ^(b)	\$1.40	\$1.10	27% increase
Interest coverage	6.9	5.7	Solid improvement
Net debt to EBITDA	1.9	2.9	in credit statistics

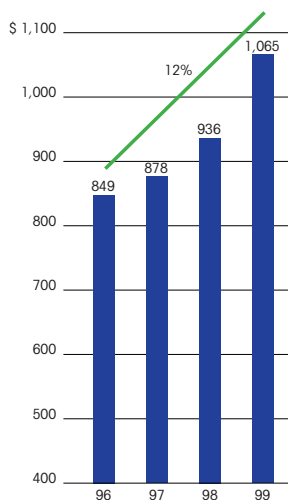
(a) Adjusted operating income represents gross profit less research and development and selling, general and administrative expenses and excludes amortization, other charges (income) and non-recurring costs.

(b) Diluted earnings per common share before non-recurring items such as acquisition charges, significant restructuring charges and a one-time benefit to our tax rate in 1998.

Growing Sales

(In millions)

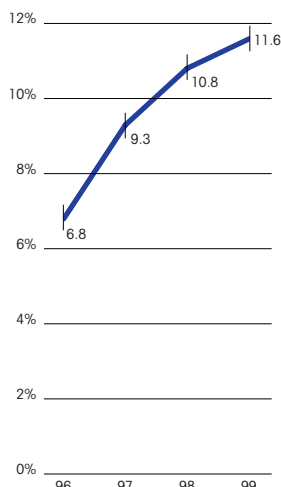
The compound annual growth rate in local currencies is 12%.



Dramatically Improving Margin

(In percent)

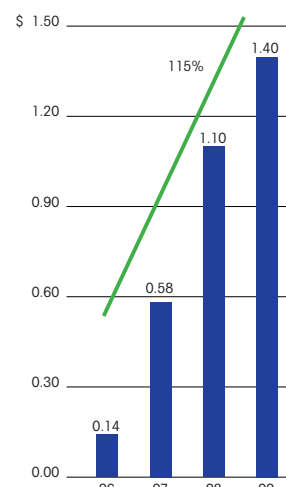
Adjusted operating margin.



Earnings Per Share

(In dollars)

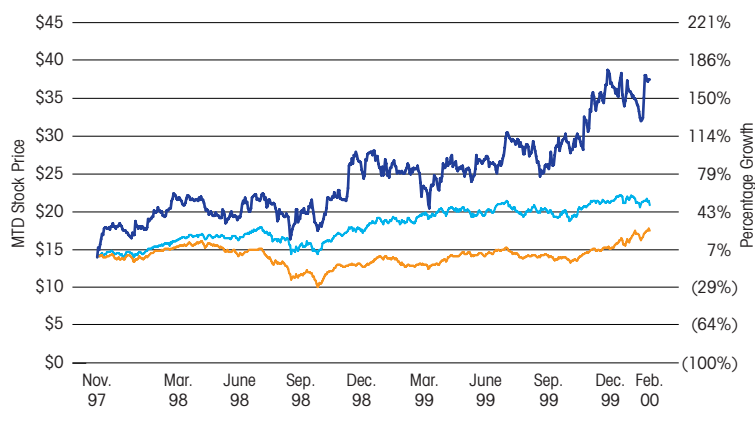
1996 is pro forma for the IPO.



Stock Appreciation

Daily from IPO to Feb. 11, 2000

■ METTLER TOLEDO Stock
■ S&P 500
■ Russell 2000



Redefining the Industry Through Innovation

Dear Fellow Investor



Robert F. Spoerry

Technological advances continue to move our business and our industry to new heights. New technology in our instruments – from application-oriented software to unique Internet capabilities to automation tools – is greatly increasing the value proposition to our customers through productivity gains and improved product quality. We believe our technological leadership, together with our cost discipline, is directly enhancing METTLER TOLEDO's value for you, our investors.

This annual report is intended to increase your knowledge of our innovation capabilities. We hope this report will help you understand how our technologies, combined with our respected brand name and powerful global presence, are redefining our Company, our relationships with customers and, in many ways, the entire industry.

Market trends

I'd like to set the stage by briefly highlighting the trends that are reshaping our markets and how we are using our technological leadership to benefit from them.

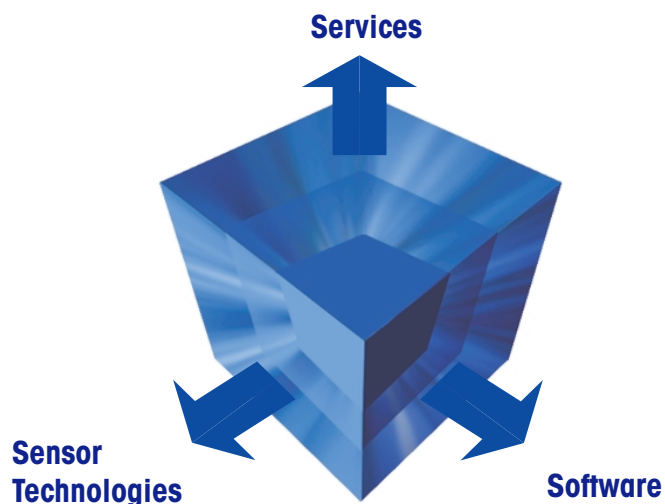
In laboratory markets worldwide, pharmaceutical companies are driven to reduce the time to market for new drugs. The reason is obvious: a blockbuster drug can mean \$1 billion or more in annual sales or, in other words, each day saved in development can mean several million dollars in additional profits. METTLER TOLEDO is an established leader in providing instruments and services to research labs. Now we can also offer a unique portfolio of technologies to help customers accelerate the drug discovery process. As we look to the future, we will

continue to integrate our technologies, pursue acquisitions and invest in additional R&D to further expand our solution offering to this fast-growing market.

Customers of industrial instruments are increasingly confronted with demands for improved productivity, higher quality and stricter regulatory compliance. To meet these needs, they are searching for solutions, not just stand-alone equipment. METTLER TOLEDO is in the forefront of this evolution to solutions. It starts with knowing our customers' processes and advising them on how to deploy our sensor technologies, or combinations thereof, together with application-specific software to solve their process problems. Increasingly, we are also linking the data gathered by our solutions into customers' management information or enterprise resource planning systems. In short, we are providing customers with tools to automate their processes and increase quality and productivity.

In our food retail markets, customers such as Wal-Mart and Carrefour are continuing to consolidate and globalize their operations. And they are demanding improved information technology to boost their bottom lines across far-flung operations. Our position as the leading global player serving this market gives us a clear competitive edge. Furthermore, our perishable goods management systems are using the latest information technology to help customers manage their fresh goods more efficiently than ever.

In summary, our customers in all segments want solutions to improve their business processes. With our innovative solutions consisting of sensor technologies,



software and a broad offering of services, METTLER TOLEDO is exploiting these opportunities to meet customer needs and, in so doing, is expanding its franchise. How? We believe you will find the answers on the pages of this annual report.

Financial performance

Our success in meeting the changing needs of our customers has contributed to our financial performance. We believe our excellent performance is primarily the result of rigorous execution of our strategies.

METTLER TOLEDO achieved record sales and earnings in 1999. Sales of \$1.07 billion represented a 16 percent increase in local currency over 1998. Earnings per share (EPS), before non-recurring items, increased to \$1.40 on a diluted basis, compared with \$1.10 in 1998, adjusted for a one-time benefit to our tax rate. Adjusted operating income of \$124 million, or 11.6 percent of sales, represented a 22 percent increase over the prior year and an 80-basis-point increase in our margin. Cash flow generation was again strong as we reduced our debt level below \$300 million for the first time since our buy-out from Ciba-Geigy in 1996, by generating \$71 million in free cash flow before acquisitions and restructuring payments.

We were pleased to have continued to deliver year-on-year EPS growth each quarter in 1999. Indeed, we have kept up this trend in each and every quarter since our

buy-out. Our excellent year in financial performance translated into another year of solid returns for our shareholders. We are committed to continuing that trend as well.

Year's highlights

The past year's accomplishments provide further evidence of the soundness and execution of our strategic initiatives. A major highlight was the successful globalization of our industrial and retail businesses, which historically were distinct entities in North America and Europe. Our reorganization anticipates the continued emergence of a global marketplace, as our customers set up operations worldwide and as industry standards are harmonized globally.

The new organization, under Lukas Braunschweiler, will improve customer service and support by ensuring we offer state-of-the-art solutions and consistent quality and service levels around the globe. It is this powerful combination that continues to attract major customers, such as Procter & Gamble, who have standardized on our weighing instruments at their facilities worldwide. Our reorganization also will increase our cost-effectiveness by eliminating duplicate costs and standardizing product lines. By reducing 25 regional product groups to 15 global lines, we are better leveraging our R&D and other resources to develop even more advanced solutions for customers.

Our R&D investment contributed to a strong flow of new products in 1999. We introduced instruments with significantly reduced production costs, such as our Piranha lab balances and Viper bench and portable scales;

high-end instruments, such as OPRA, the first Internet-enabled retail scale, whose open-system architecture offers maximum flexibility in adapting to customers' information technology systems; and several software packages, such as WinBridge, FreeWeigh.Net and FormWeigh.

Just as exciting is our product pipeline, which will ensure a continuing array of innovative offerings as we enter the new millennium. We are developing advanced versions of our instruments that fully leverage the capabilities of the Internet. We are also combining advanced sensor and other technologies to help customers further accelerate the drug discovery process.

We continue to make progress on initiatives to assure our cost leadership. As an example, we took full control of our 60 percent-owned joint venture in Changzhou, China. Over the next few years, we want to develop both of our Chinese units as manufacturing resources for low-cost products to our global distribution channels.

By moving all business processes from development through manufacturing to our industrial and retail facility in Changzhou and our lab facility in Shanghai, we have achieved cost benefits. We expect to more than double our sales of products manufactured in China over the next several years. We have already introduced Dragon, the first lab balance designed and manufactured in China for export, and we recently moved the manufacturing of our mail scales for Pitney Bowes to China.

Other cost-saving initiatives include a worldwide procurement project aimed at taking full advantage of our global purchasing power and efforts to arm our sales



Our technological leadership is driving our growth.

and service personnel with technology to improve their productivity and ability to serve customers.

Finally, acquisitions remain a strategic part of our growth. The acquisition of Testut-Lutrana made us the number-one retail weighing company in Europe and reinforced our position as the global leader in industrial and retail weighing. We are in the midst of integrating sales and service organizations and rationalizing manufacturing and product offerings. Customers and employees have been very enthusiastic, and we believe the combined organization will be a powerful force in the large French market.

Meanwhile, the three acquisitions we made in the latter half of 1998 in the field of drug discovery are achieving excellent growth. The integration of R&D resources is yielding breakthrough new products, which we will introduce within the year.



Stronger than ever

We believe METTLER TOLEDO continues to be an excellent franchise for all the reasons I've described — our clear and expanding global leadership in our markets, our solid organic sales growth, the ability to accelerate our growth through acquisitions, and our healthy end-user markets. We also have a strong customer base, diversified by customer, end-market and geography.

We remain enthusiastic about our strategies for growth in 2000. Despite concern that the favorable economic environment of the past few years will not continue indefinitely, we remain cautiously optimistic and committed to adding to our record of accomplishments.

As you can see, our Company is stronger than ever as we look toward the new millennium. We salute our employees, who ultimately are the source of our strength. Around the globe, highly motivated and creative employees are driving the initiatives that make our performance possible. Our spirited and dedicated corporate culture, combined with our exciting prospects for the future, enables us to attract new talent and build our management depth. We are supporting our team with record investments in training and infrastructure, including new information technology systems, so they can continue to create and deliver innovative products and services.

Our dedication to customers remains to provide leading-edge solutions to meet their needs, and we offer great appreciation for their partnership and loyalty. We also thank our shareholders for their interest and support, and we pledge to continue to use our technological leadership to improve our Company's value and our industry's prospects in the new millennium.

Sincerely,

Robert F. Spoerry
Chairman, President and Chief Executive Officer

February 11, 2000

Products &

Laboratory

Analytical / Precision Balances

are vital to research and development and quality control in almost any industry.

Pipettes

are used for measuring and dispensing small volumes of liquid.

pH Meters

are used to measure acidity of solutions.

Density Meters/Refractometers

measure chemical concentrations in solutions.

Titration

provide accurate measures of concentration in various industries.

Thermal Analysis Systems

facilitate consistency of material characteristics in the plastics and other industries.

Automated Synthesizers

facilitate the synthesis of large numbers of chemical compounds in parallel.

Automated Sample Preparation

products increase productivity in the laboratory.

Automatic Lab Reactors

assist chemical engineers in optimizing new production processes.

Products & Applications

Markets

Key Facts

Our worldwide market share for weighing instruments is estimated at more than twice the level of our next competitor.

More than 80 percent of our product sales are from products that are the global leaders in their segment.

We sell the three most frequently used instruments in the laboratory.

We have the largest installed base of weighing instruments and the only global sales and service organization in the weighing instrument industry.

Our R&D includes more than 600 professionals with more than 60 percent focused on electronic hardware and software.

Applications

Industrial / Retail

Industrial Scales and Balances

provide industry solutions for production and logistics.

Integrated Dimensioning

and weighing products allow complete and accurate freight tariff calculation for the transportation industry.

Industrial Weighing Terminals

are based on open-system architecture that enables interaction with customers' enterprise software packages.

Metal Detection Equipment

provides important product safety and quality checks in the food and pharmaceutical industries.

Checkweighers

automatically weigh goods and control packaging processes.

Truck Scale Systems

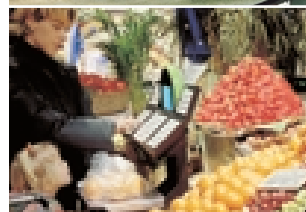
are utilized in highway enforcement and to check incoming goods.

Retail Weighing Systems

are integrated systems that combine weighing instruments with scanners, cash registers and backroom equipment and provide perishable goods information to in-store computers.

Prepackaging Systems

weigh and label products and can be networked with weighing technology at counter, check-out and back office.



- PHARMACEUTICAL
- FOOD AND BEVERAGE
- SUPERMARKETS / GROCERIES
- CHEMICALS
- COSMETICS
- LOGISTICS
- ELECTRONICS
- GOVERNMENT STANDARDS LABS
- JEWELRY AND PRECIOUS METALS
- EDUCATIONAL INSTITUTIONS
- PLASTICS / RUBBER
- METALS

Redefining the Industry Through Innovation

Internet



METTLER TOLEDO is leading the industry in providing instruments with Internet capabilities, which allow customers to tap into the Internet's power to dramatically improve operations.



Tapping into awesome power

The Internet is a remarkable resource that enables companies to radically redesign their business processes for greater efficiency. Companies can utilize the Internet to integrate processes and achieve seamless operations, without additional resources to oversee repetitive functions or install special software. Other profound benefits include linking customers and suppliers and providing up-to-the-minute information for better decision making.

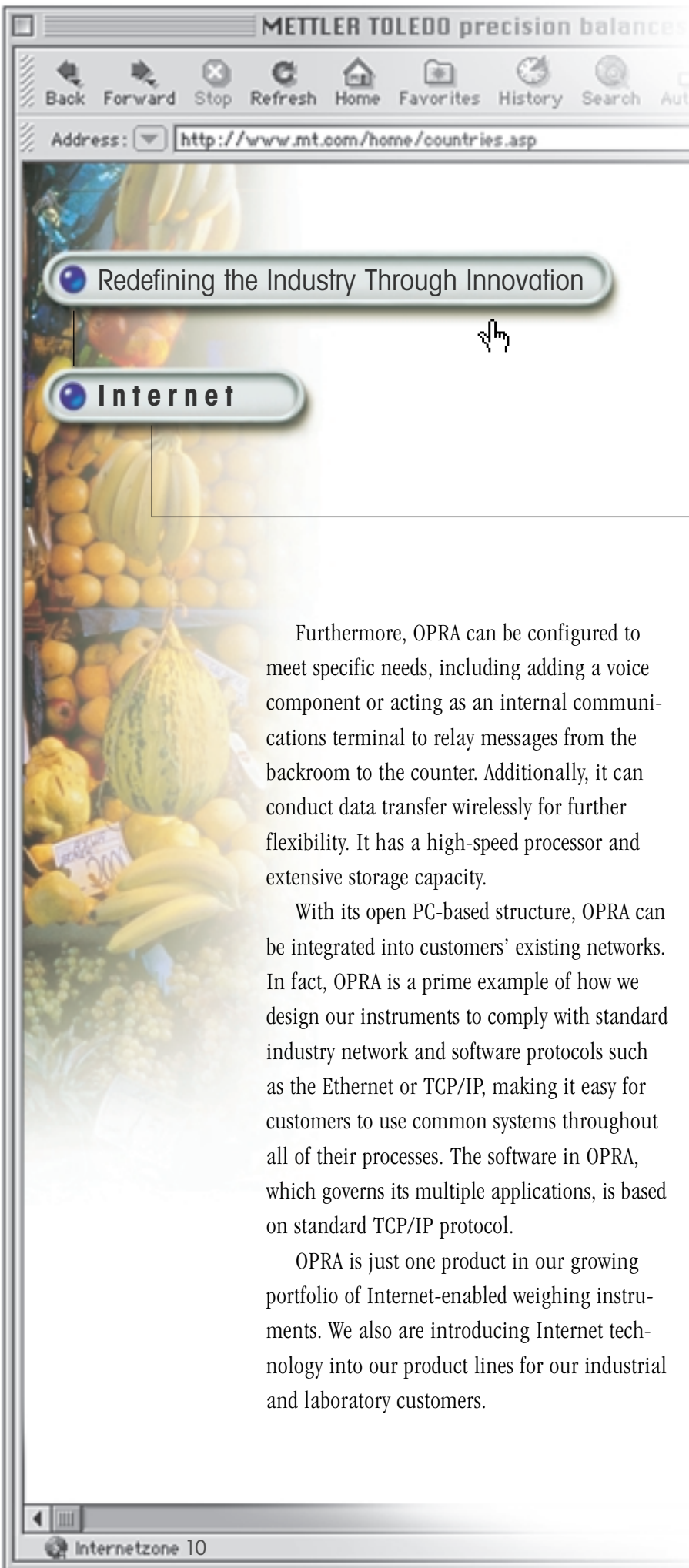
At METTLER TOLEDO, we are harnessing the power of the Internet in our instruments, giving our customers dramatically enhanced value at minimal cost. In 1999, for example, we became the first company to introduce an Internet-enabled weighing instrument – our OPRA retail scale.

OPRA has met with great interest among customers and has advanced the entire industry. Its powerful capabilities open a whole new world for retail customers. In addition to providing weighing applications, it allows management to remotely manage pricing and run promotions for perishable goods, support frequent-shopper programs, download software and even adjust for conversion to the euro – all via the Internet. As an example, a manager at the headquarters of a supermarket chain could simply log into the company's network, set prices for specific goods and have them appear virtually instantaneously on all weighing instruments throughout the chain.

The manager can also remotely manage inventory levels and restocking, and perform maintenance and service via the Internet, without any downtime.

OPRA is a key element of our perishable goods management solutions for food retailers. It makes all information available to store managers in real time, helping them to react swiftly to changing consumer preferences and optimize the flow and management of goods. For instance, OPRA communicates directly and immediately with check-out systems, resulting in exact stock control for every product in the system. It also can be connected to computers, point-of-sale systems, time-clock equipment and other store devices.

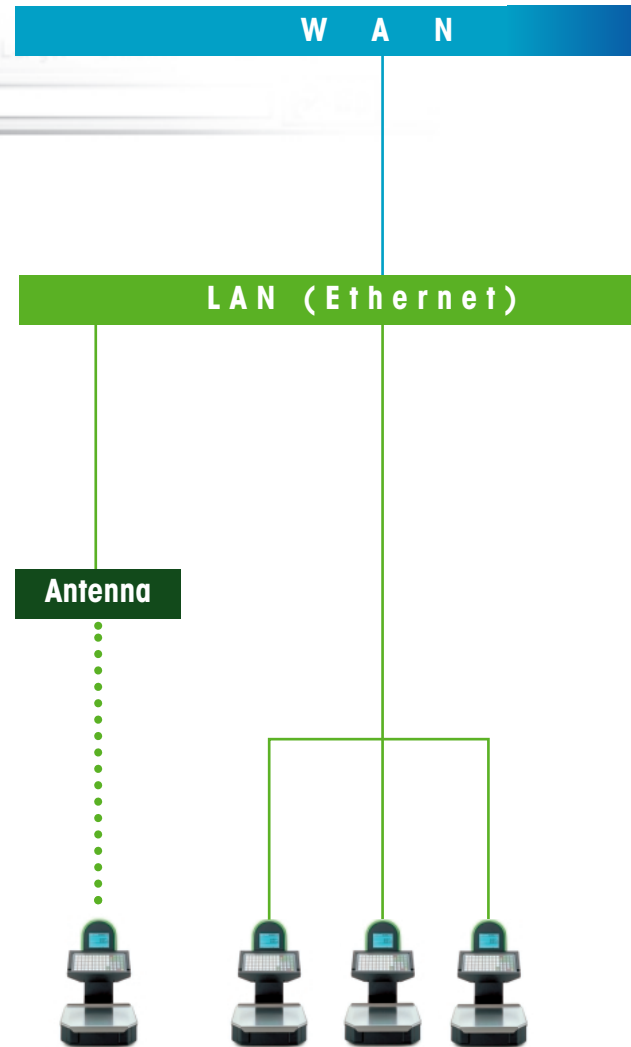




Furthermore, OPRA can be configured to meet specific needs, including adding a voice component or acting as an internal communications terminal to relay messages from the backroom to the counter. Additionally, it can conduct data transfer wirelessly for further flexibility. It has a high-speed processor and extensive storage capacity.

With its open PC-based structure, OPRA can be integrated into customers' existing networks. In fact, OPRA is a prime example of how we design our instruments to comply with standard industry network and software protocols such as the Ethernet or TCP/IP, making it easy for customers to use common systems throughout all of their processes. The software in OPRA, which governs its multiple applications, is based on standard TCP/IP protocol.

OPRA is just one product in our growing portfolio of Internet-enabled weighing instruments. We also are introducing Internet technology into our product lines for our industrial and laboratory customers.



Our new JagXtreme industrial terminal features an embedded Web and e-mail server, which allows visualization of weighing activities, as well as diagnostics and maintenance, from a separate location. These capabilities are enhanced by JagXtreme's proprietary ability to predict equipment failures. If JagXtreme detects a potential problem, it can send an e-mail message to a server in a central location or even to a cell phone or pager. This enables a plant manager to schedule equipment maintenance before a problem occurs and at times that will not disrupt operations, resulting in significantly improved uptime.



Set-up, calibration and configuration of JagXtreme can also be done using a standard Web browser. In addition, operators have access to a help desk and 250 built-in Web pages – all features that do not have to be programmed into the hardware.

In our lab portfolio, our new analytical balance features a novel Internet connection, which gives customers the ability for remote monitoring and diagnostics, as well as many other convenient features. The Internet connection also assists scientists with the documentation required for Good Laboratory Practices. This balance is featured later in this report.

As you can see, we are dedicated to expanding our leading role in providing Internet-enabled weighing solutions. In support of this commitment, we recently established a trademarked domain, “e-weigh.com,” where customers can learn about the Internet solutions we offer. This resource will expand as we continue to incorporate Internet technology into more and more of our instruments and solutions.

the e-weigh.com pany

Automation –

● Redefining the Industry Through Innovation

● Automation

● METTLER TOLEDO's automated solutions for drug discovery are vastly increasing the productivity of pharmaceutical customers, improving their chances for finding effective and profitable new treatments.



Helping customers improve productivity

Virtually all our efforts center on improving customers' processes. By working side-by-side with customers, we gain an in-depth understanding of their processes and how we can help them become more efficient.

Increasingly, the answer is automation. And, frequently, the tools are METTLER TOLEDO's advanced robotics, intelligent software, and/or a combination of technologies into integrated, more powerful instruments. Our automated solutions provide excellent value and paybacks, ranging from time savings and better yields to higher-quality products and tighter inventory control.

We offer products with advanced automation in areas from food retailing to packaged goods. Where we are making the greatest difference is in the high-growth field of drug discovery. Each day that automation accelerates the introduction of a blockbuster drug can translate into millions of additional sales for a pharmaceutical company. Such tremendous payback opportunities on automation are driving our pharmaceutical customers to significantly increase their spending on these techniques.

With a comprehensive array of automated solutions for drug discovery, we can help customers achieve "leapfrog" improvements in efficiency. One such solution, our Myriad synthesizer, uses robotics and software to automate the generation of large libraries of compounds

for screening. The benefits of this automation are dramatic. A chemist can manually synthesize about 50 to 200 compounds per year; with Myriad, he or she can synthesize as many as 100,000. By freeing scientists from time-consuming, routine tasks, our synthesizer allows them to focus on intellectually demanding elements of their work and pursue other value-creating activities.

Merging technologies

In addition, we are establishing another unprecedented market position by combining our technologies to condense the sequence of the drug discovery process – further helping customers increase throughput. Our revolutionary approaches will enable customers to simultaneously carry out steps that historically have been done sequentially.

For example, we are launching an automatic lab reactor with multiple reaction vessels combined with an infrared multi-sensor device that provides real-time reaction analysis for each vessel. The combined instrument not only improves throughput but also bridges the gap between parallel synthesizers for drug discovery and single-vessel reactor systems for process development. The combination also forms a fully integrated solution for the process screening of drug candidates and creates exceptional customer value.

Convenience —

● Redefining the Industry Through Innovation

● Convenience



Thanks to creative ergonomic design and software, METTLER TOLEDO instruments make it easy for customers to make the most of sophisticated technology.



Making powerful instruments user-friendly

All too often, customers with sophisticated instruments in their plants or labs are not utilizing them to the fullest extent because they are too complex or difficult to use. At METTLER TOLEDO, we make sure our instruments not only perform to the highest standards but are also user-friendly.

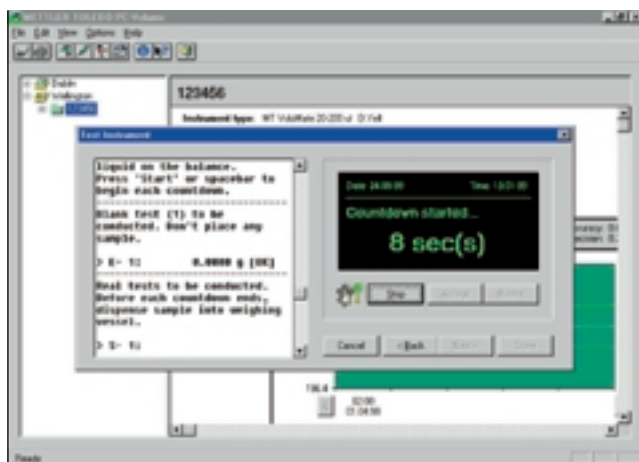
We design our instruments with a strong understanding of how customers interact with the instruments. We have developed intuitive human-machine interfaces around the key functions requested by customers, making our high-tech instruments simple to operate.

For example, our next generation of analytical balances, the AX series, is designed inside and out for ease of use, addressing customers' need to improve productivity in the lab while also assuring optimum quality. Automatic sensor doors open or close with a simple motion, so the operator need not have a free hand. A state-of-the-art interface consists of a touch screen, featuring easy-to-use graphics and navigation tools similar to those used in PCs, which facilitate use of the powerful software embedded in the balance.

The new software gives customers a wealth of advantages. It offers built-in calibration capabilities, allows quick customizing for multiple users and stores many commonly used applications.

Yet another Internet-based solution from METTLER TOLEDO, this balance also gives

customers a unique connection to the Internet for product information, service support and, soon, downloadable applications. What's more, the Internet connection allows the user to monitor, from a remote location, the preparation and processing of samples at various stations. All this, plus faster speed, puts immense power at customers' fingertips.



Special software in the AX balance enables users to calibrate pipettes and document results according to international standards. The software also can be downloaded from our Web site. METTLER TOLEDO is the only company to combine a pipette offering with the necessary calibration software capabilities integrated into its balances.

Software –

● Redefining the Industry Through Innovation

● Software



● One of METTLER TOLEDO's specialties is creating dedicated software for applications in key customer segments. Our instruments, combined with these specific software solutions, readily integrate into customers' information or enterprise resource planning systems.

Controlling processes and integrating data

METTLER TOLEDO software enables our instruments to gather data and, more importantly, process it in ways that benefit the customer. Our software packages assist customers in a variety of industries in controlling manufacturing processes, providing management information and/or interfacing directly with quality control, enterprise resource planning and other systems. We currently devote approximately 60 percent of our research and development resources to software and electronic hardware projects.

Indeed, our software for selected applications and industries often differentiates us from other precision instrument competitors and helps us offer additional value to customers. Because of our capabilities and desire to offer complete solutions, we have developed alliances with major software partners such as SAP and Sequencia, as well as with control companies such as Allen Bradley/Rockwell and Wonderware.

METTLER TOLEDO software offers optimum functionality in a user-friendly manner. For example, our sophisticated FreeWeigh.Net software makes it simple for customers in the food, pharmaceutical and cosmetics industries to assure statistical quality control in packaging. Windows-based software captures data online and in real time from multiple quality control instruments throughout a manufacturing facility. From a central PC in a different location, a manager can monitor up to 50 weighing stations and, when necessary, change the

parameters of the process with a few keystrokes to optimize yield immediately.

The software essentially helps the user “think.” It automatically checks for samples which deviate from the target weight, identifies necessary adjustments to the machines, calibrates equipment and reports data for legal requirements and industry standards. The latest version of our software features an Internet browser as well as open standards to allow smooth integration into customers’ existing information technology systems.

For customers, FreeWeigh.Net’s simple operation and central control result in increased productivity and consistently accurate filling, which enhance profitability. More than 1,000 installations of this software are in use by customers worldwide.

In addition to FreeWeigh.Net, directed to packaging processes, METTLER TOLEDO offers application-specific software packages for many of our customers’ key laboratory, manufacturing, logistics and food retailing processes.



Solutions –

● Redefining the Industry Through Innovation

● **Solutions**

● METTLER TOLEDO has a diverse portfolio of sensor technologies and combines these technologies into integrated solutions that multiply the benefits for customers.

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Combining cutting-edge technologies

Many of our customers are driven by a need to comply with quality standards such as GLP, GMP and HACCP – Good Laboratory Practices, Good Manufacturing Practices and Hazard Analysis and Critical Control Points – as well as weights and measures regulations. Compliance with these standards leads to higher-quality products, reduced waste and increased yields.

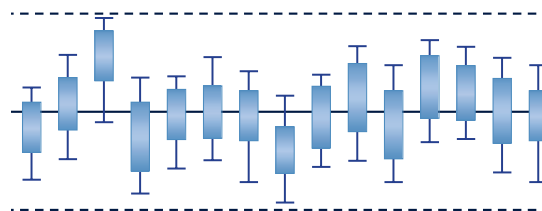
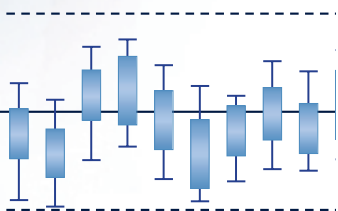
At METTLER TOLEDO, we work with these standards every day and know how to apply our technologies to help customers achieve them and their corresponding benefits. We are also adept at combining our technologies in innovative ways so our customers meet the standards and their own goals more effectively.

For example, many of our industrial customers insist on 100 percent control in their quality programs, and our integrated solutions approach helps them hit the mark. Our new CombiChecker automatically checks the weight of all products speeding through a packaging line and, at the same time, ensures they are metal-free. The unit combines an in-line checkweigher and metal detector and is controlled by a single touch-screen terminal. It inspects items at a rate of 600 units per minute, eliminating the need to pull and examine samples.

The CombiChecker's compact design, adjustable height and other custom features ensure easy integration into almost any production line. Based on PC and state-of-the-art PLC technology, the CombiChecker possesses

all the necessary interfaces to a plant's process control system, giving the operator relevant management data. The equipment also can be used with FreeWeigh.Net software to give management more thorough quality information and superior feedback control. Overall, the equipment helps customers save raw material costs, ensure complete regulatory compliance and achieve better product quality.

METTLER TOLEDO's creative combinations of technologies provide complete solutions for customers in other industries as well. For instance, in our lab line, we offer flavor and fragrance producers the only fully automatic instrument that simultaneously tests for density and refractive index, two important characteristics in confirming product quality.



Redefining the Industry Through Innovation

Service

Customers call on the industry's largest and only global service network for help around the clock and around the world. Consulting and software solutions add a new dimension to our traditional strengths in applications, installation and training.

Providing added value



Hardware and software solutions are only part of the value we provide our customers. We also offer a myriad of high-quality services, such as consulting, software and network installation, user training and instrument certification — all of which allow our customers to preserve the value of their investment in our instruments and to concentrate on their own core competencies. In short, we have elevated the concept of service into a true value-added offering that helps customers increase their own revenue and profitability.

Frequently, our service starts with analyzing customers' needs and advising them on the best solution. A logical extension of our expertise in instruments and software, our consultations cover the development and implementation of solutions for customers' processes, from feasibility studies and project management to validation of equipment and database management. We assist customers in optimizing their processes, often through customized software that integrates the entire production process.

We serve as a strategic partner in meeting customers' post-sale needs by offering installation, applications support and other services. For example, METTLER TOLEDO's documentation that instruments are properly calibrated and maintained is essential in helping our lab customers meet demanding quality regulations. Our focus on preventive maintenance and training assists customers in many industries

achieve consistently high productivity. And our well-respected training seminars on quality assurance issues keep customers up-to-date on the latest standards and best practices.

Our sales and service infrastructure enables us to offer this high level of customer care. With 1,900 service technicians in the field, our service network is the industry's largest and provides us with extraordinary insight into customers' processes and an unmatched ability to serve their needs.

Our technicians are the industry's most extensively trained, undergoing a comprehensive program of factory training combined with continuing education. In addition, we are equipping our technicians with laptop computers with specialized software as well as CD ROMs and access to proprietary Intranet sites to increase their knowledge, productivity and value to customers.

As our customers become global, they seek the same support at all their facilities worldwide, and we are the only supplier capable of meeting that need. Our service locations, combined with our partners, agents and distributors, give us a presence in more than 100 countries, putting us close to customers wherever they are.

Redefining the Industry Through Innovation

MT-Shop.com



www.MT-Shop.com



METTLER TOLEDO is an industry leader in offering an e-commerce site, providing customers with targeted information, customized options and other conveniences.



Offering online shopping convenience

Our innovation extends beyond our constant pipeline of new products, technologies and services to how we market solutions to customers. Increasingly, we are drawing on new electronic media to reach customers throughout the world.

We now offer customers the ability to shop online for basic instruments with global appeal, such as balances, pipettes, pH meters, electrodes, titrators and density meters. Launched in mid-1999, www.MT-Shop.com boasts a fresh, lively format and presents customers with unique options, including the ability to customize a product down to a specific color or design motif. Users also can access the site in five languages.

Our virtual shop is aimed principally at small start-up companies and individual scientists – segments of the market that previously were difficult to reach cost-effectively. The site is expected to increase brand awareness and market penetration with these new target groups.

We are also using the METTLER TOLEDO Web site, www.mt.com, to provide current and prospective customers and other audiences with the information they need in a convenient manner. With more than 2,500 pages of information, our Web site has become a principal source of answers for customers' questions on many laboratory, industrial and food retailing processes. Customers repeatedly tell us how much they value this resource, reinforcing their belief in our unparalleled applications support and further strengthening our brand.

In addition, we use the information gained through visits to our site to make our marketing messages even more relevant to customers. This includes employing one-to-one marketing techniques, which are already proving successful and should yield even greater results in the future.

Within the Company, we are also using the Internet and Intranet to increase productivity. Our Intranet site helps us communicate more efficiently with our 8,000 employees worldwide and enables them, in turn, to service customers more effectively. For example, a METTLER TOLEDO service technician can download a software upgrade to a customer's balance or tap into a new application idea for a titrator.

Through advances such as MT-Shop and creative uses of Internet and Intranet capabilities in our products and internal processes, METTLER TOLEDO is taking full advantage of new electronic media to further extend the competitive advantages of our franchise.

