Atlas Copco Industrial Technique

Mats Rahmström, Business Area President
Agenda

- Our value proposition
- Financial performance
- Market trends
- Focus areas
- Product development
- Environment

Our Business is Industrial Power Tools

Our Global Vision
Our Value Proposition

Detected Error
Cost: >30 mins operator time + cost of material or scrapped product

Customer Detection Error
Cost: Product value, future sales, product and brand image

Detected Error
Cost: <2 mins operator time + cost of material or scrapped product

Lean Manufacturing

Our Value Proposition

Organization
Financial Performance
Market position, sales and operating margin

World leading supplier
of industrial power tools
and assembly systems
for industrial manufacturing

Market Trends

Orders Received – Local Currency
(excluding acquisitions)
MVI Division – Segments and Trends

World Vehicle Production

Global Vehicle Production and Trends

Annual growth 4-5%

A = Annual production, millions, 2008
B = Share of global production, %
C = Trend 2008 - 2012

A 2 5%
B 15 24% 26 42% 0.3 0%
C - 2 - 2 -
Motor Vehicle Industry Market Trends

Ford, GM, Chrysler, Mercedes, Volkswagen, Porsche, Renault, PSA, Fiat, Volvo, Saab

Motor Vehicle Industry Market Trends

Toyota, Mitsubishi, Nissan, Honda, Mazda, Hyundai, Kia

GI Division – Segments and Trends

Shipyards, Aerospace, Windfarms, Appliance, Recreational vehicles
A New Wireless Range to Meet all Demands

BCP Clutch tools

Power Focus 4000
Tensor STB

Quality Assurance in Tightening

BLM Tensor wrench
BLM bench
ACTA 4000
ACTA 400

CP Vehicle Service

The most used tool in a garage = ½" impact wrench
A Powerful Range of Grinders

Brazor
LSV18
Desoutter KA16

Airline Accessories

Focus on Service

- Service products
- Global and local service partnerships
- Global service organization
Service Products

- Calibration service
- Preventive maintenance
- Full coverage contracts
- Reliability-centered maintenance contracts
- Fixed price repair
- Short turnaround, longer tool life-cycle
- Traceability and quality control
- Maximum uptime, reduced cost
- Reduced cost and full budget control
- Lean production

Transformation – Desoutter RightWay

- A Value Based Sales process for all levels of the Desoutter global sales team
- Process to identify opportunities for Transformation
- Establish Desoutter as a Strategic Partner
- Being rolled out to all Customer Centers during Q1-Q2, 2009

A Green Way for Industrial Technique

- Windmills
- Engine technology
- Optimizing production for customers within wind energy, oil and gas segments
- Electric and pneumatic tools
Summary

- Bring new technology to the market place
- Continue to focus on growth areas
- Market development
  - Adapt cost structure for different scenarios
  - Efficiency / Synergy

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