Welcome to Atlas Copco Tools and Equipment

Peter Möller

President - Atlas Copco Industrial Tools and Equipment

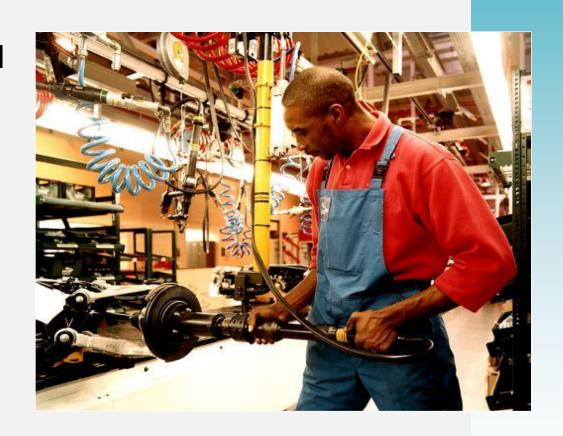


Industrial Technique

- Electric Professional Tools
- Industrial Power Tools
- Assembly Systems

Revenues 1999

• 10.3 bill. SEK (29% of total)





Atlas Copco Organization

Board of Directors

President and Chief Executive Officer

Executive Group Management and Corporate Functions

Compressor Technique

Airtec

Portable Air

Industrial Air

Oil-free Air

Atlas Copco Applied Compressor and Expander Technique

Construction & Mining Technique

Atlas Copco Rock Drilling Equipment

Atlas Copco Craelius

Uniroc

Atlas Copco Construction Tools

Atlas Copco Wagner

Industrial Technique

Milwaukee Electric Tool

Atlas Copco Electric Tools

Atlas Copco Industrial Tools and Equipment

Alliance Tools

Rental Service

Prime Service RSC

Product and Sales Companies



Atlas Copco Tools



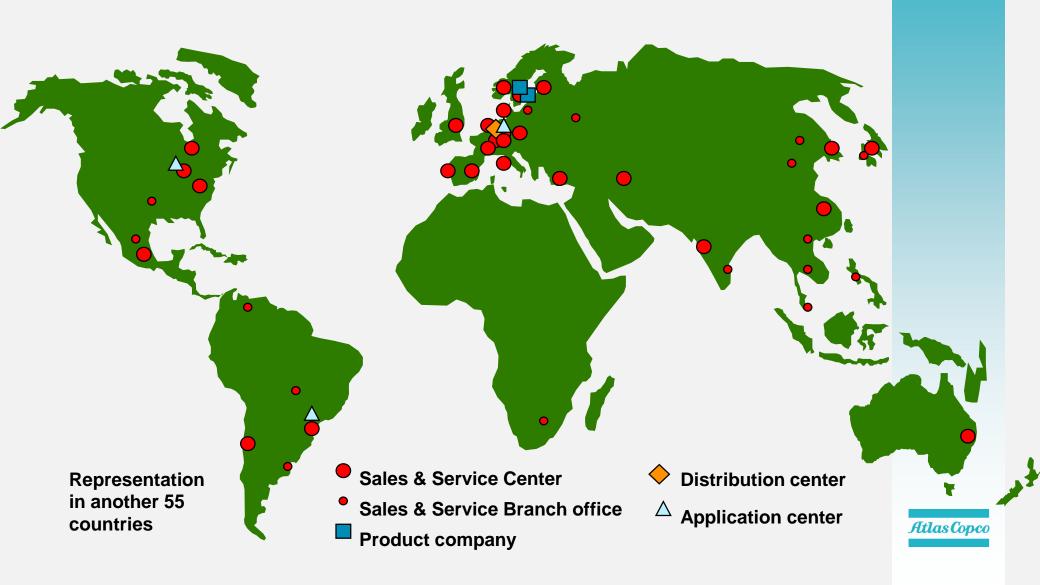


Assembly Systems





Global Presence



What we Stand for

Manufacturing

Industries

Product

- Ergonomics
- Quality
- Productivity
- Technology

Use of Product

- Service and Training
- Competence
- Fast and Flexible
- Global



Processes

&

People



Our Customer's Processes and People





Our Customer's Processes and People







FIRST IN MIND - FIRST IN CHOICE

IN OUR BUSINESSES!

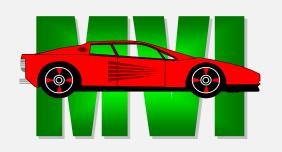


Strategy to Secure Growth

Territory Management	People, Process & General Management	Product Management
Deliver and communicate what we stand for	Sales company transformation	Quality and customer satisfaction
Develop the four sales channels	Lead time reduction	Portfolio management
Focused business	Competence development and creating an innovative climate	Supplier integration
Globalisation	Usage of Information Technology	Service as a "product in itself"
	Shared service within product and sales companies	

Focused Businesses Tools and Assembly

 Our goal is to grow in all our focused businesses, particularly within General Industry and Service







45%

40%

15%



Develop our Channels



Sales

- Direct sales
- Global key accounts

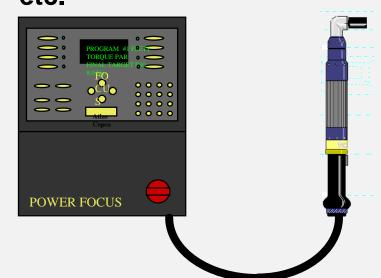
- Distributors
- E-commerce

- Territory management is the base.
- To develop the sales channels and be flexible to adapt to customer and market demands is key.
- Medium and long term our marketing efficiency has to be increased considerably

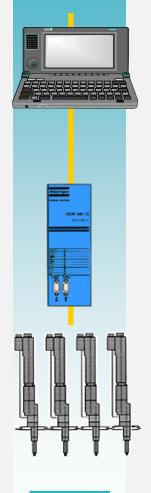


Portfolio Management and Strong Product Development

- Team work between product and sales companies
- All inputs are required latest technology, customer requirement, production etc.



- Strong co-ordination between Tools & Assembly Systems is vital!
- Part of one product offer
- Product launches must be levelled and co-ordinated between engineering, manufacturing and sales organisation





eStrategy Industrial Tools and Equipment Division







 Our vision is to <u>be</u> the number one supplier of services for our product applications



Atlas Copco