

# **Group Strategy**

## **Giulio Mazzalupi**

Atlas Copco Capital Markets Day - May 18, 2000



# Vision



# Development

## Continuous improvements

production  
products  
marketing  
organization  
business flows



**Flow organization  
to better serve our  
customers**

## Innovations

new technology  
new concepts  
new methods



**Project organization to  
safeguard long-term  
results**

# Directions for Growth



**Organic  
growth**



**Asia**



**Use of  
products**

# Multi-brand



Chicago  
Pneumatic



**RAND-AIR**



# In Today's Program Innovations

## Better Sales Reach

- Technology
- Service initiatives
- Rental service
- E-business

## Improved Efficiency

- E-business
- Common service providers

# Tensor

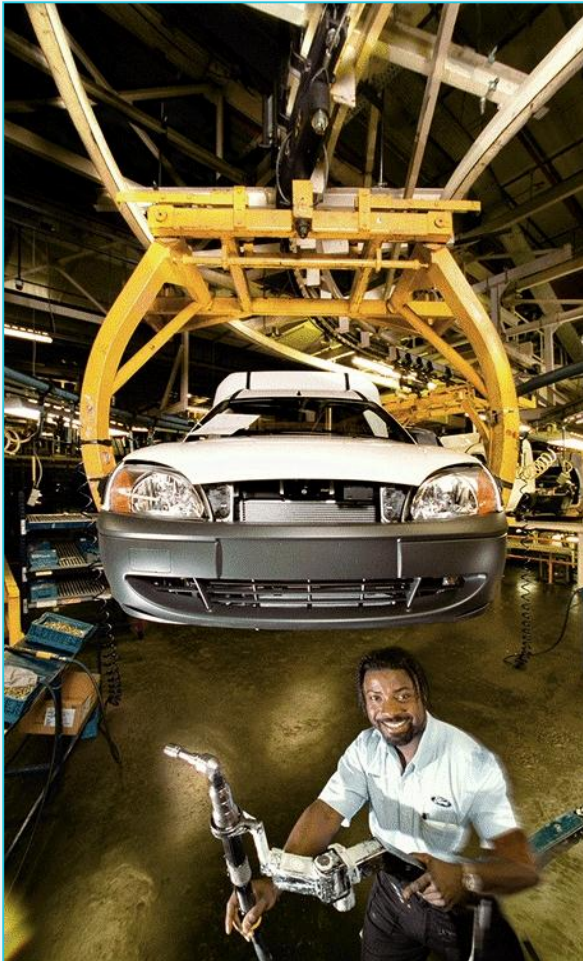


- Project organization

*Christer Hansson*



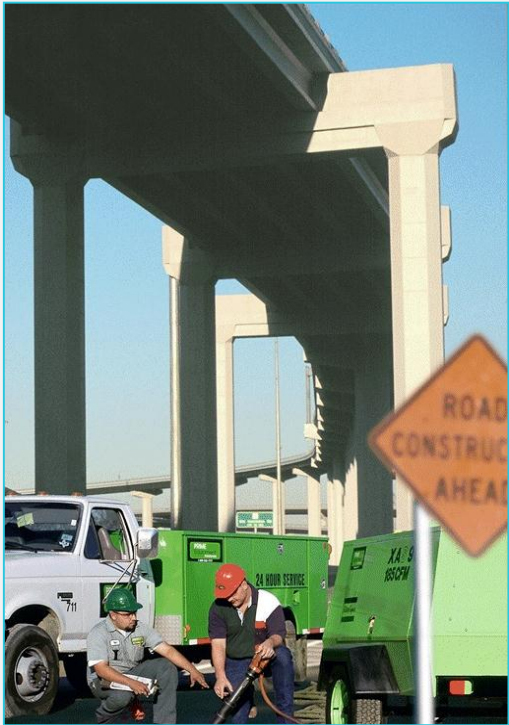
# Use of Products Service



*Peter Möller*



# Use of Products Rental Service



*Lennart Johansson*

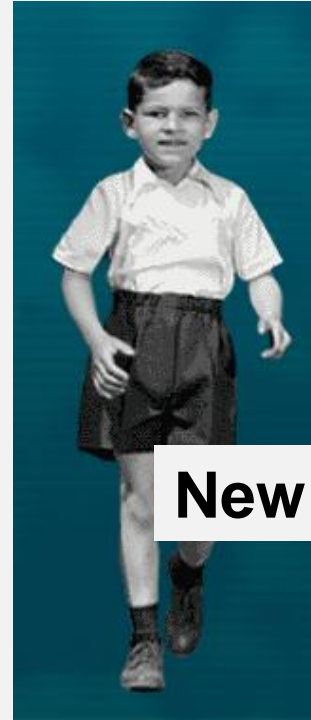


# Internet



Old

*Annika Berglund  
Christer Bülow*



New

# Old AND New Economy



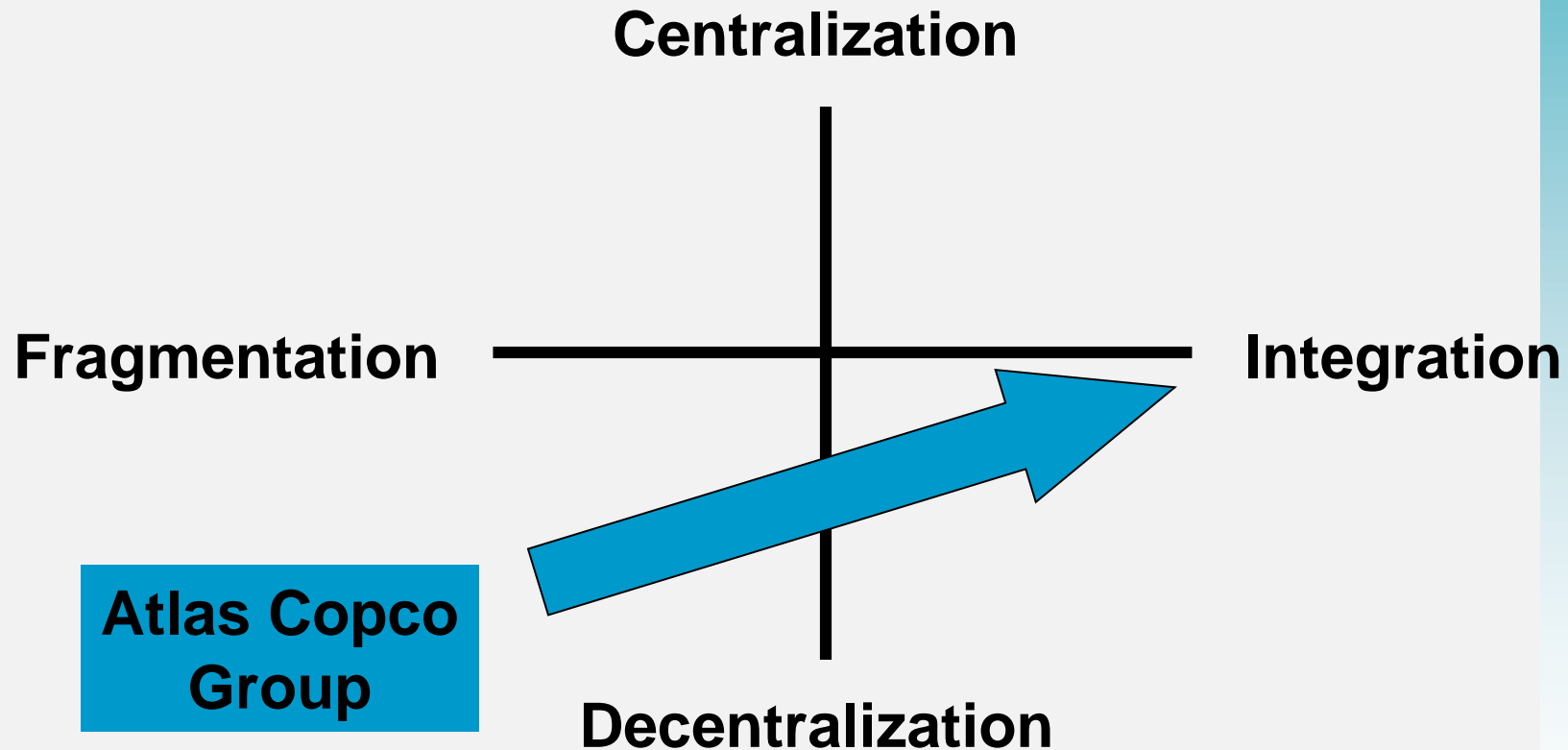
## BETTER SALES REACH

- Territory management
- Global sales
- Product innovation

## IMPROVED EFFICIENCY

- Production
- Logistics

# Integration vs. Business Unit Culture



# Common Service Providers Distribution Center

*Åke Larsson*

Package Detail

Tracking Number:	34432321647	Pickup Date:	7/06/99
Shipper Number:	477W46	Package Weight:	15 KGS
Service Level:	STANDARD	Reference Numbers	
Current Status:	DELIVERED		163973

Delivery Details

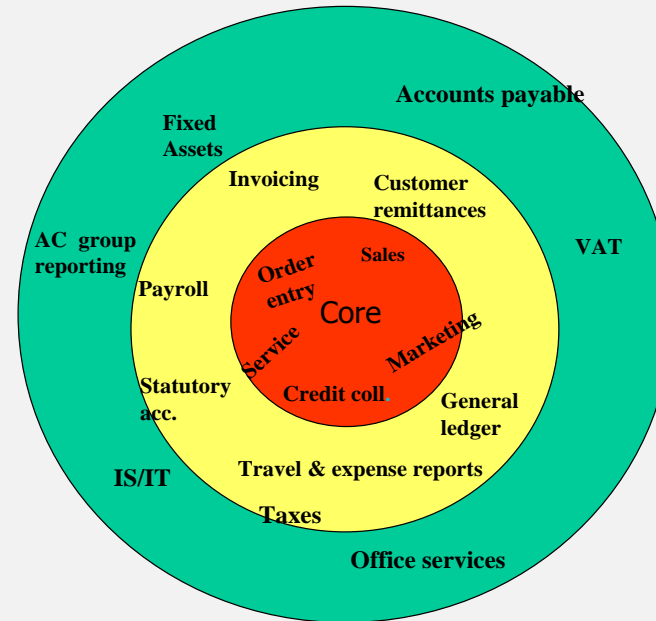
Receiver Name:	N/A		
Receiver Address:	SCHWEDT / ODER DE		
Delivery Date:	8/06/99	Delivery Time:	10:25
Received By:	BOZYK		
Location:	GESCHAEFT		

Package Progress	City	State	Ctry	Date	Time
DELIVERED	BERLIN EAST I		DE	8/06/99	10:25
DESTINATION	BERLIN EAST I			8/06/99	9:07
ORIGIN BUILDING	BRUSSELS			7/06/99	22:39
ORIGIN BUILDING	HERNE HUB			7/06/99	21:20

Proof Of Delivery... Close Help



# Common Service Providers ASAP



*Anna-Karin Stenberg*



*Atlas Copco*



# Our Values



Interaction



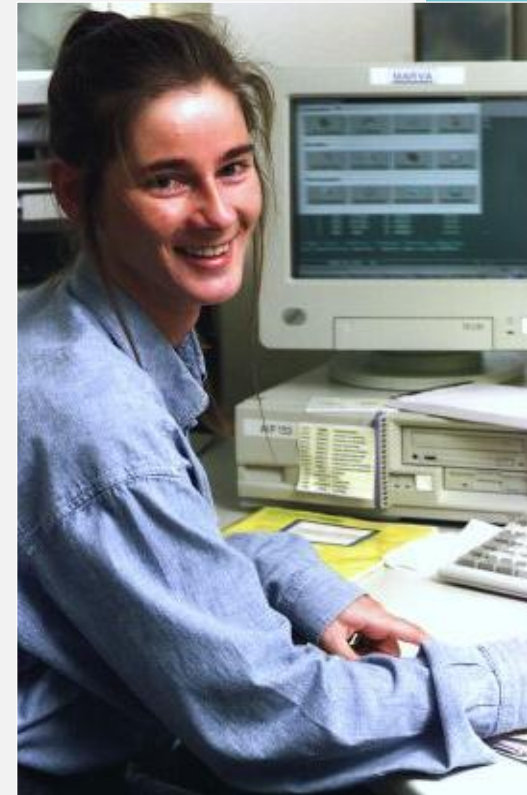
Innovation



Commitment



# World Class People



# Competence Development



# Option Program





*Atlas Copco*



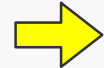
# Atlas Copco Group

## Industrial and Geographical Near Term

### Demand Outlook (Dotted Arrows Indicate Risk/Opportunity)

Weight by Industry

Others	5%
Process	15%
Mining	10%
Automotive	10%
Mechanical	20%
Construction	40%



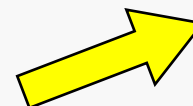
Weight by Region

Africa/Middle East	4%
Asia/Australia	10%
South America	4%
North America	50%
Europe	32%

May 2000



Total Demand Outlook









# Atlas Copco Group

## “Six Demand Keys”

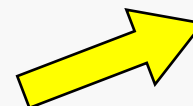
Capital Goods 45%

Expendables and  
After Market 55%

May 2000

Industry	Industrial Machine Investment 	Industrial Production 
Mining	Mining Machine Investment 	Metal Ore Production 
Construction	Infrastructure and Public Investment 	Construction Activity 

Total Demand Outlook





The face of interaction





*Atlas Copco*

