



The face of interaction





Giulio Mazzalupi

Capital Markets Day

Feb. 19-20, 2001



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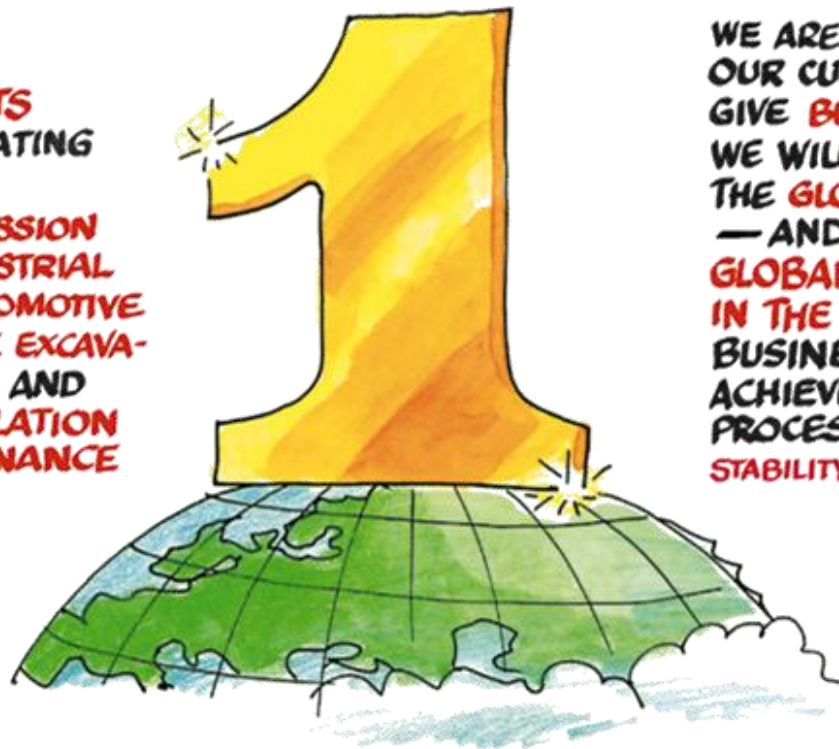
VISION

TO BE

FIRST IN MIND - FIRST IN CHOICE

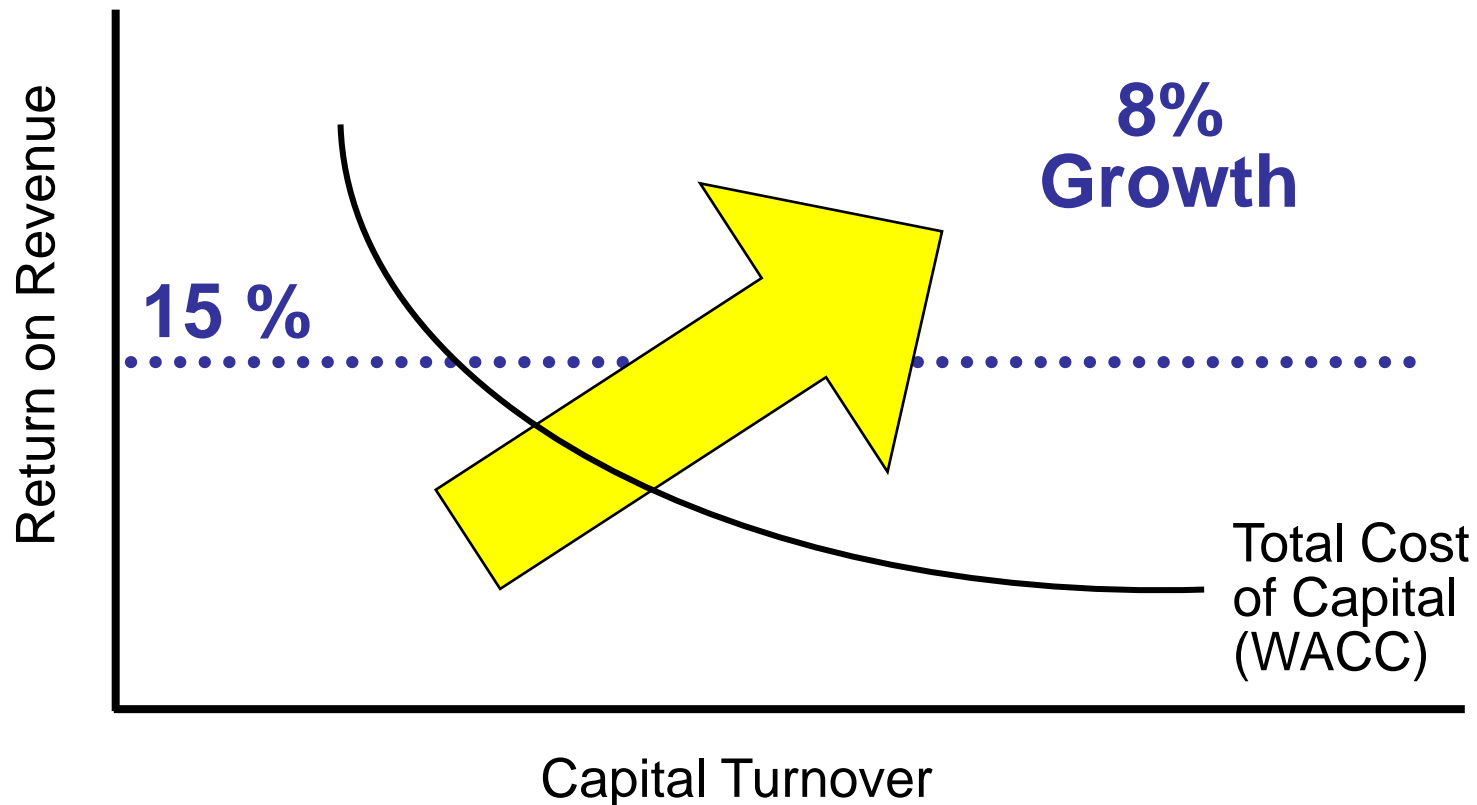
OF OUR CUSTOMERS !

WE PROVIDE:
PRODUCTS AND
THE USE OF PRODUCTS
TO CUSTOMERS OPERATING
WITHIN THE AREAS OF
AIR AND GAS COMPRESSION
AIR TREATMENT, INDUSTRIAL
MANUFACTURING, AUTOMOTIVE
AFTER-MARKET, ROCK EXCAVA-
TION, CONSTRUCTION AND
DEMOLITION, INSTALLATION
REPAIR AND MAINTENANCE



WE ARE THE FIRST CHOICE FOR
OUR CUSTOMERS WHEN WE
GIVE BEST VALUE.
WE WILL THEN BE
THE GLOBAL LEADER
— AND WE WANT
GLOBAL LEADERSHIP
IN THE MARKET.
BUSINESS BALANCE TO BE
ACHIEVED THROUGH THE
PROCESS OF
STABILITY → PROFITABILITY → GROWTH

Financial Targets



... and continuously challenge our capital efficiency

Group Strategy - Growth Three Avenues



“More of
the same”



Use of
Products



Asia

Group Strategy - Focus

Core competencies

- ▶ Compressed air solutions
- ▶ Hard-rock drilling technology
- ▶ Hand-held power tools
- ▶ Customer application knowledge (direct sales)
...maintained and developed through...

Continuous improvements

production
products
marketing
organization
business flows

To better serve our customers

Innovations

new technology
new concepts
new methods

To safeguard long-term results

Group Strategy - Multibrand



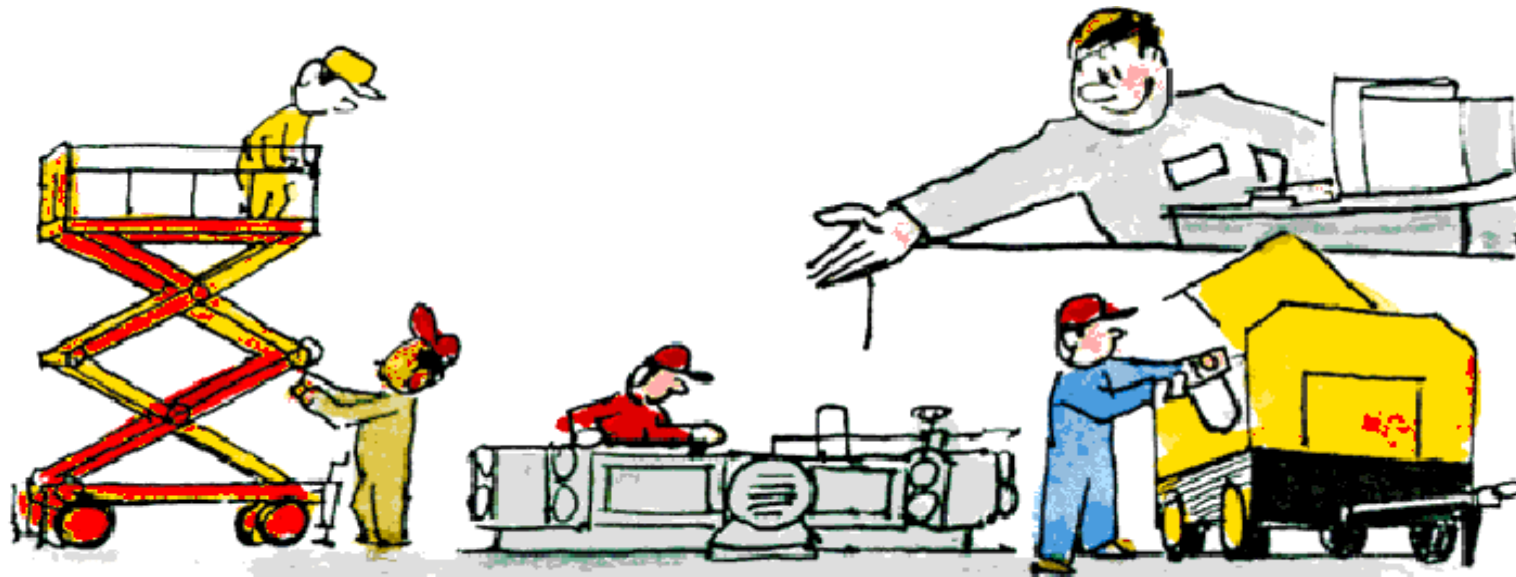
Chicago
Pneumatic



Group Strategy - Growth

Use of products

- ▶ Service and parts
- ▶ Accessories
- ▶ Consumables
- ▶ Equipment rental



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Capital Markets Day Program

- ▶ Rental Service
 - ▾ Rental Service Business Area
 - ▾ International
 - ▾ Construction
 - ▾ ISP
 - ▾ Site visits
 - ▾ Industrial
 - ▾ e-Commerce
- ▶ Atlas Copco Group

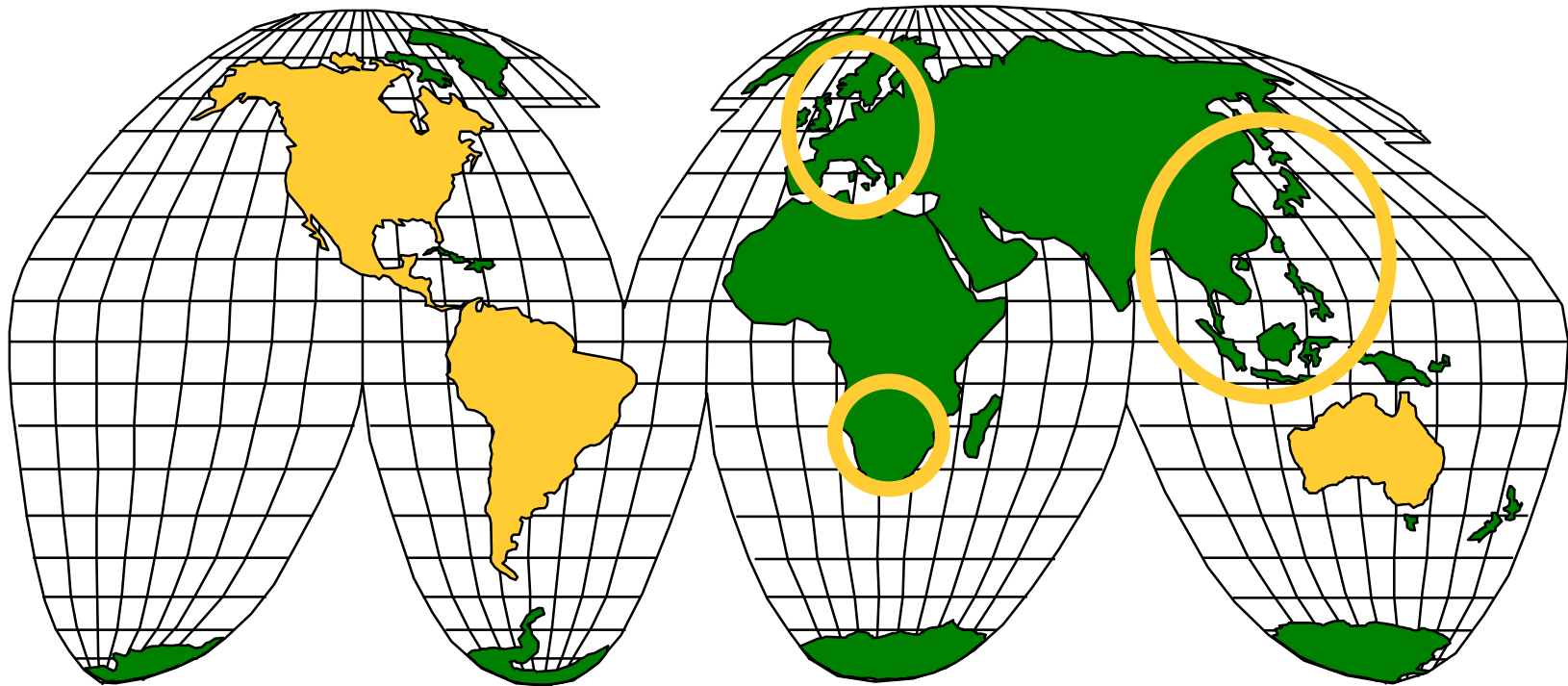
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Rental Service Business Area



- ▶ Tom Bennett, Senior Executive Vice President, Rental Service Business Area

Rental Service Business Area International



- ▶ Art Droege, Deputy Senior Executive Vice President,
Rental Service Business Area

Rental Service Business Area

Equipment Rental - Construction



- ▶ Douglas Waugaman, Division President, Rental Service Corporation

Rental Service Business Area

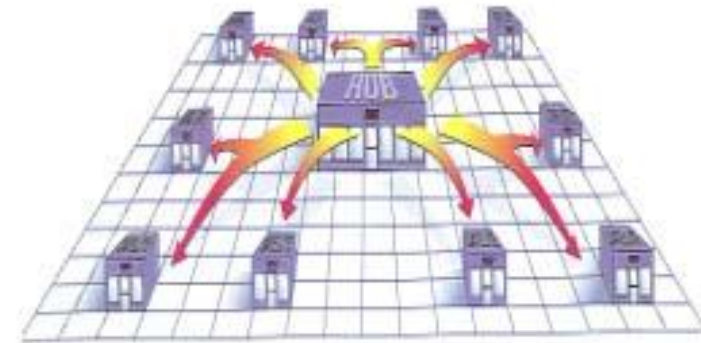
Innovative Service Provider



- ▶ Mark Cohen, General Manager,
Innovative Service Provider

Rental Service Business Area

Visits to Hub and Satellite



Rental Service Business Area

Equipment Rental - Industrial



- ▶ Douglas Waugaman, Division President,
Rental Service Corporation

Rental Service Business Area

Equipment Rental - e-Commerce

RSC
Rental Service Corporation

W/EATHER enter city or zip

PRIME Industrial

>> News <<

February 11, 2001

A STRATEGIC MERGER EQUIPPED TO SERVE YOU BETTER...

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Used Equipment
New Equipment
Managed Services
Industrial Services
Strategic / E-FACTS
PRIME Energy
Tools & Supplies
Locations
Careers
Company Info.
Contact Us

Talk to us **NOW!** GO

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(click on a location nearest you!)

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- PRIME Industrial
- PRIME Energy

canada (click here)

mexico (click here)

Puerto Rico

Merger of PRIME and RSC Creates Powerhouse in Equipment Rental Industry. [read more](#)

RSC Receives Award for Excellence in Mobile Computing and Wireless Data Communications. [read more](#)

PRIME Energy
click here

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- ▶ Ellen Steck, Vice President of e-Commerce, Rental Service Corporation

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Q4 Highlights and Outlook





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