

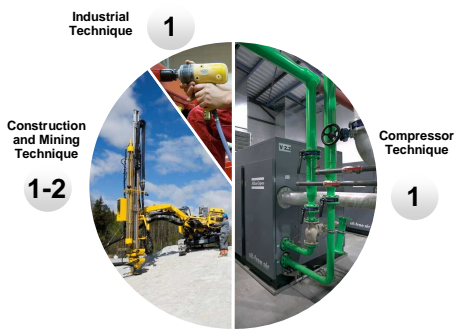
Atlas Copco Group



Atlas Copco Capital Markets Day, November 19, 2009
Ronnie Leten, President and CEO



Businesses and Market Positions

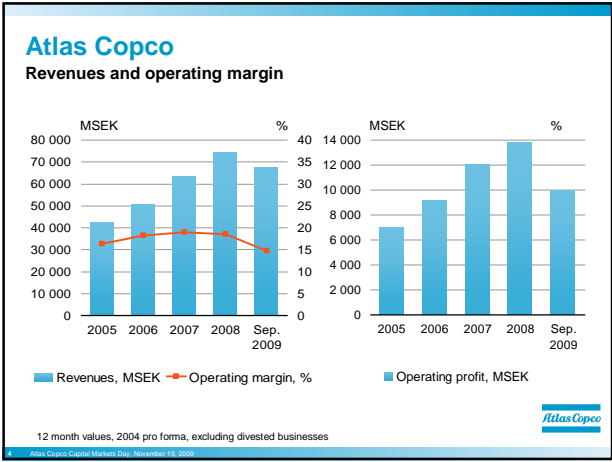


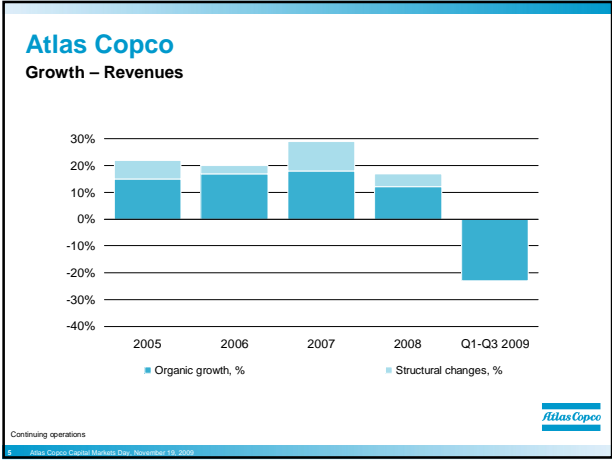
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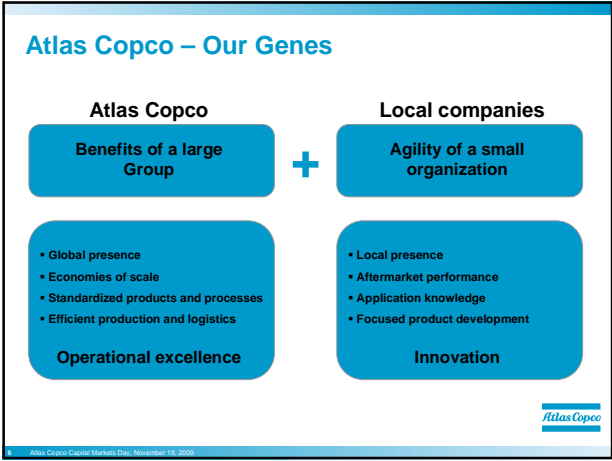
Innovative Solutions



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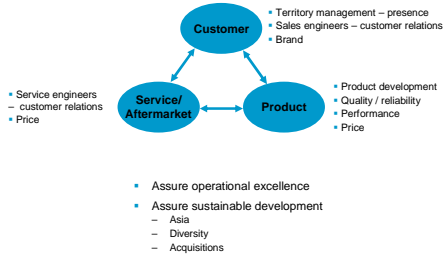






The Atlas Copco Way

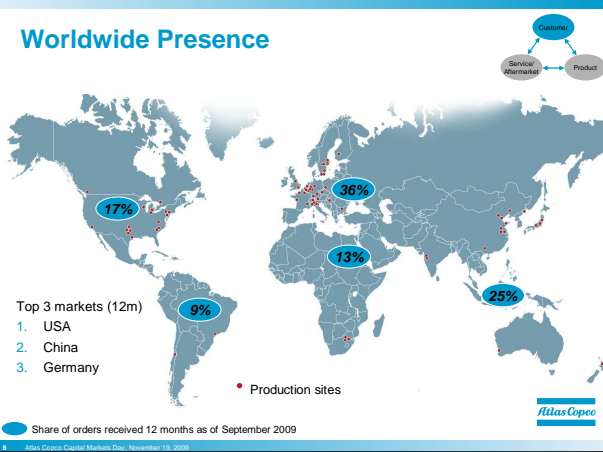
The business triangle



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Worldwide Presence



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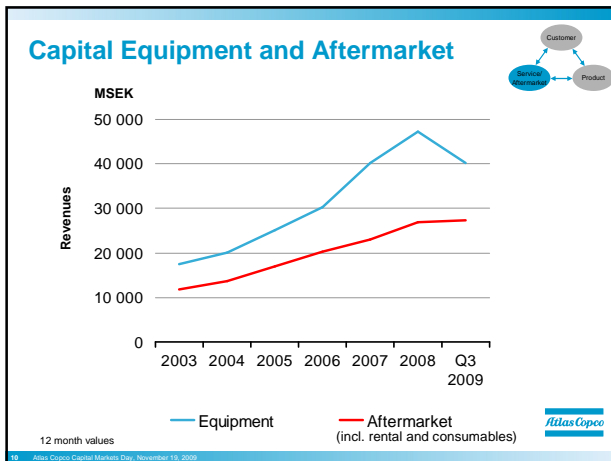
The Hunting Season

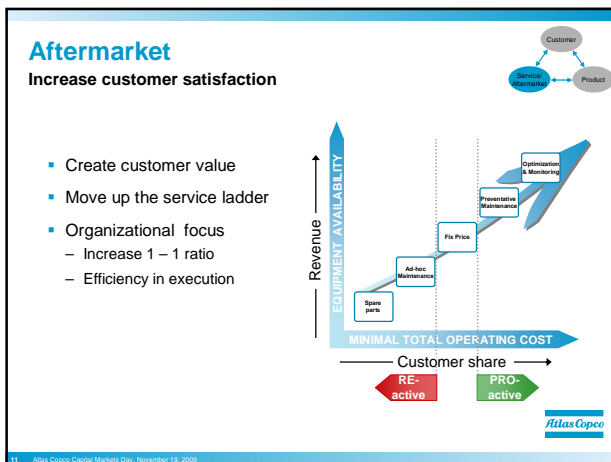
Presence improves the chances of getting the game (or business)

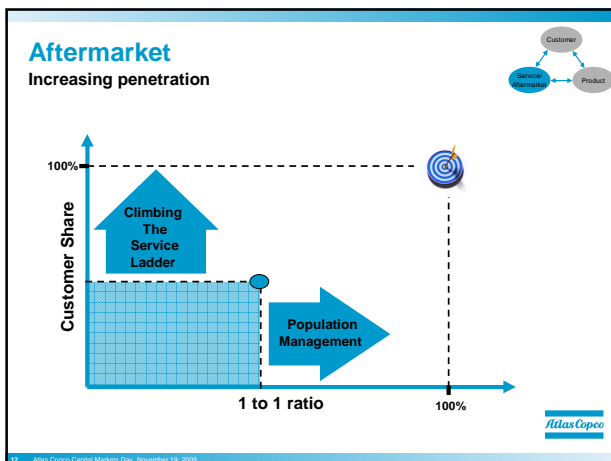


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Product Development



- New products and solutions, a driving force in organic growth
- Increase customer value
- Long-term strategic importance
 - Stay ahead of competition
 - Support profitability and pricing
 - Stay ahead of trends and regulations
- Core process
- Strong focus

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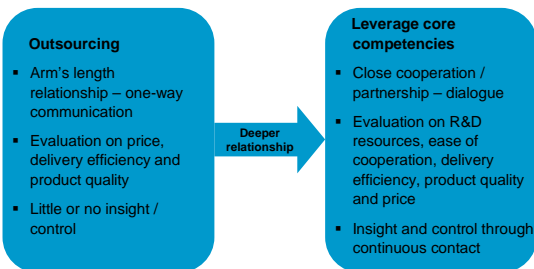
Operational Excellence

- Flows
 - Information
 - Cash
 - Material/goods
- Regional manufacturing
- Regional distribution
- Quality in processes
- Leverage core competencies

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Outsourcing vs. Leverage Core Competencies



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Sustainable Development

- Asia
- Diversity
- Acquisitions

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Why Focus on Asia?

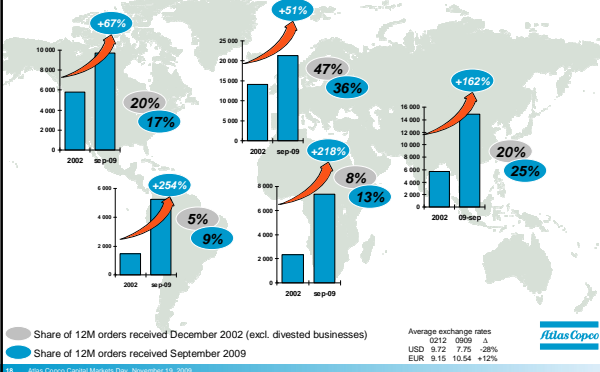
- To stay market leader, one has to be market leader in Asia
- Fastest growing region
- Market share potential for Atlas Copco
- Potential also in other emerging markets – Africa, South America, Eastern Europe

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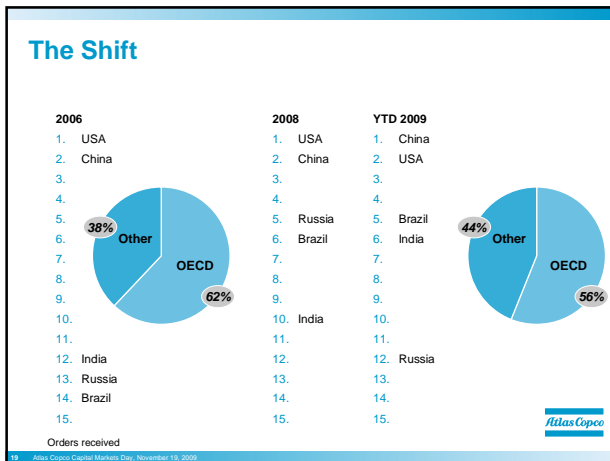
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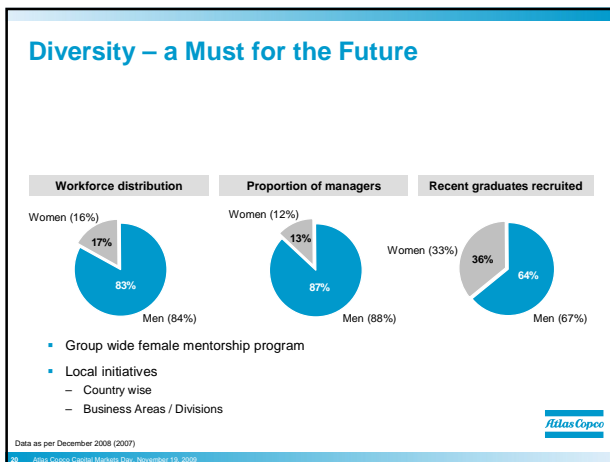
Worldwide Presence 2002 vs 2009

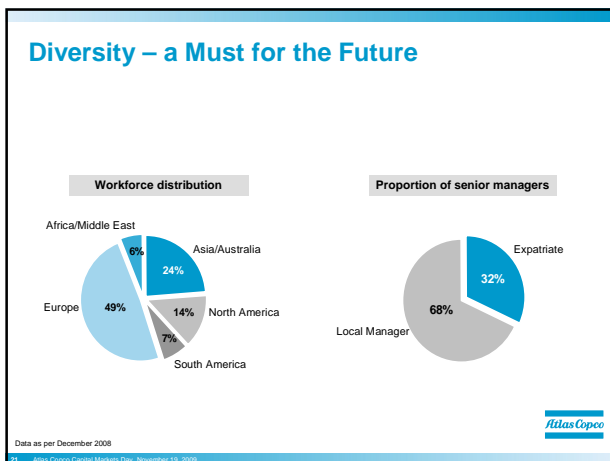
The Shift



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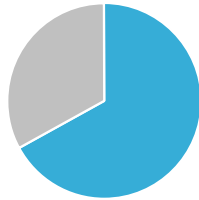






Growth Strategy

- ~ 2/3 organic growth
- ~ 1/3 acquired growth



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Acquisitions

- Geographic expansion
- Market presence/penetration
- Close product/market/brand gap
- Expand product range
- Increase scope of supply
- Channel to market
- Technology/expertise
- Diversification based on existing knowledge and synergy potential

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Summary and Conclusion

- Business model for profitable growth
 - The business triangle
 - Assure operational excellence
 - Assure sustainable development
- Current demand
 - A year after the turn
 - Demand stable on a lower level
 - Fit for more

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