



# Company Presentation

Wacker Neuson Group  
Date 08/2024



**Wacker Neuson**  
Group

# Overview

1. The Wacker Neuson Group
2. The Business Model
3. An Outlook



**1. The Wacker Neuson Group**



# Executive and supervisory board

## Executive Board and responsibilities



**Dr. Karl Tragl**

Chief Executive Officer (CEO)



**Felix Bietenbeck**

Chief Technology Officer (CTO)  
Chief Operations Officer (COO)



**Christoph Burkhard**

Chief Financial Officer (CFO)



**Alexander Greschner**

Chief Sales Officer (CSO)

## Supervisory board

- Hans Neunteufel (chairman)
- Prof. Dr. Matthias Schüppen
- Ralph Wacker
- Kurt Helletzgruber
- Elvis Schwarzmaier (employee representative)
- Christian Kekelj (employee representative)

# The Wacker Neuson Group at a glance



- **€ 2.7 billion** revenue in 2023
- **> 40** product groups with more than 300 patents registered
- **8** production and development sites
- **> 7,000** sales and service locations globally
- Group headquarters: **Munich**, Germany
- **> 6,300** employees
- Public traded company with family shareholder

# Around the world

## Production Locations



NORTH AMERICA

### MENOMONEE FALLS (USA)



#### R&D, production

- Generators, pumps, heaters, lighting
- Rollers, trench rollers
- Skid steer loaders, compact track loaders

### NORTH AMERICA

USA (Menomonee Falls)

### EUROPE

Germany (Reichertshofen, Korbach, Pfullendorf)  
Austria (Linz)  
Serbia (Kragujevac)  
Spain (Zaragoza)

ASIA

### PINGHU (CHN)



#### Production

- Excavators
- Floor saws
- Vibratory plates
- Vibratory screeds
- M-series products

EUROPE

### KORBACH (GER)



#### R&D, production

- Articulated
  - Hoftracs
  - Wheel loaders
  - Telescopic wheel loaders
- All-wheel steered telehandlers

### PFULLENDORF (GER)



#### R&D, production

- All-wheel steered
- Loaders
  - Telescopic wheel loaders
  - Telehandlers

### REICHERTSHOFEN (GER)



#### R&D, production, academy

- Internal vibrators, external vibrators, frequency converters
- Vibratory rammers, vibratory plates, rollers
- Demolition breakers

### HÖRSCHING (AUT)



#### R&D, production

- Tracked and wheeled excavators
- Track and wheel dumpers

### SARAGOSSA (ES)



#### R&D, production

- Internal vibrators, frequency converters, screeds
- Vibratory rammers, vibratory plates, rollers

### KRAGUJEVAC (SRB)

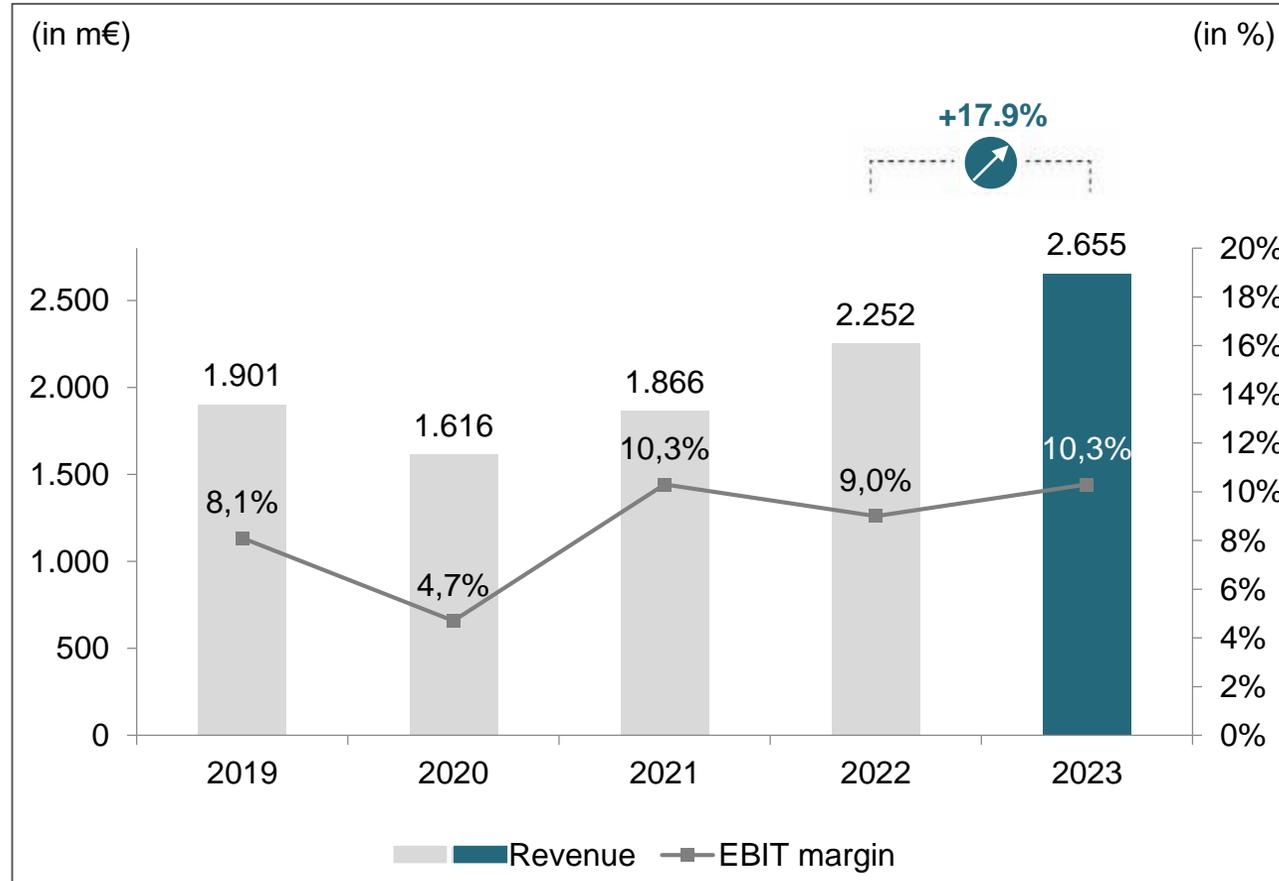


#### Production

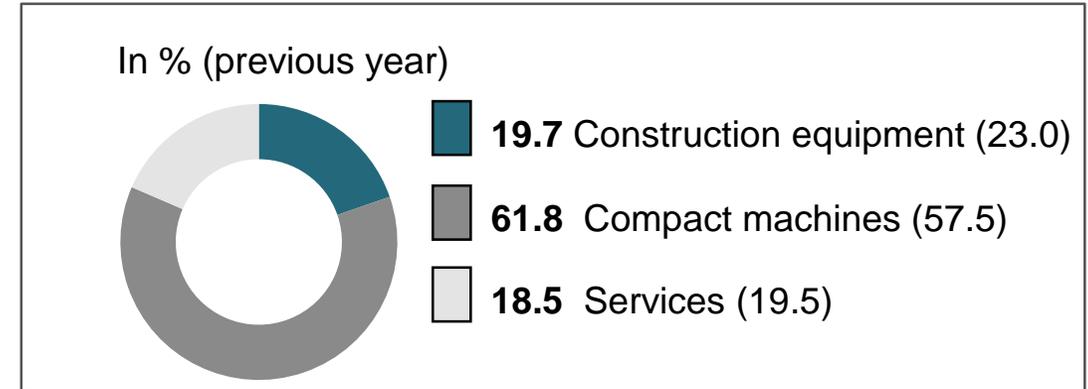
- Steel components

# Revenue and profitability

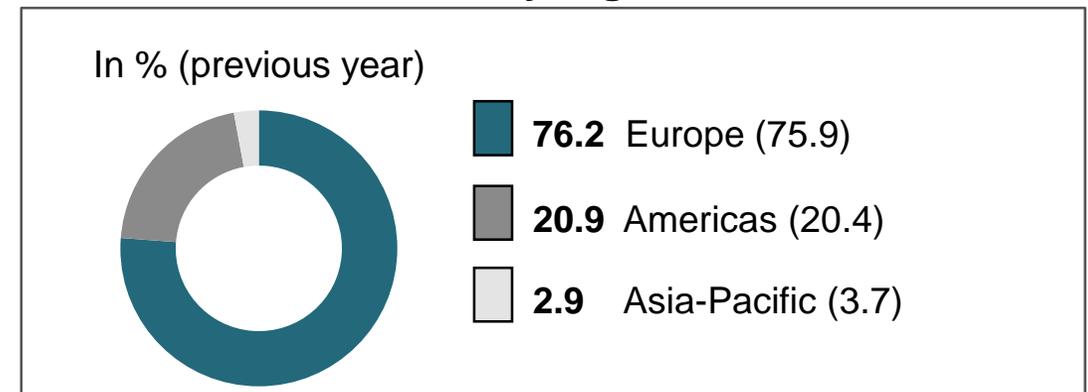
## Revenue and margin development 2019 - 2023



## Distribution of revenue by business unit 2023



## Distribution of revenue by region 2023



Our innovative solutions drive technological change.

We make a strong contribution to sustainable construction and agriculture.

We make our customers more productive than anyone else in the market.

> 11 %  
EBIT MARGIN

4 billion €  
TURNOVER

≤ 30 %  
NWC

1 Light Equipment  
Market Leadership

2 zero emission  
Solution

3 Time to market  
and innovation

4 Americas Growth  
Strategy

5 Asia and  
Low-regulated Markets

6 Digitalization  
and Automation

7 Cost, Operations  
and Footprint  
Optimization

8 Aftermarket and  
Services

9 Sustainability  
Actions

10 Best Company  
to work for

 "We assume responsibility."

 "We believe in mutual respect."

 "We continue to develop."

 "We act as coaches."

 "We celebrate success."

Reliability

Safety

Efficiency

Sustainability

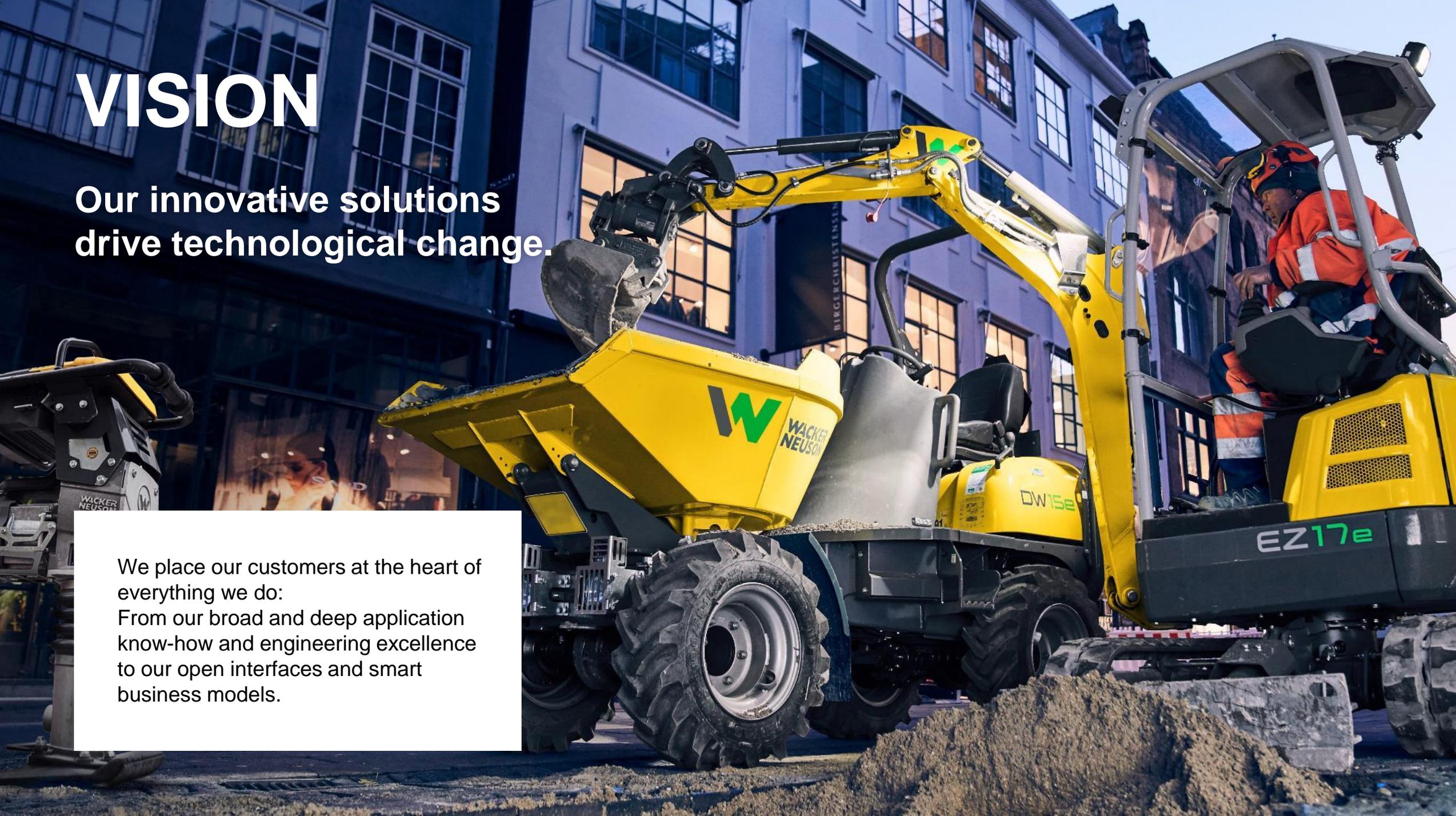
Machines and solutions for construction and agriculture

STRATEGY 2030

# VISION

Our innovative solutions  
drive technological change.

We place our customers at the heart of everything we do:  
From our broad and deep application know-how and engineering excellence to our open interfaces and smart business models.



# PURPOSE

We make a strong contribution to sustainable construction and agriculture.

Our innovative solutions for the construction and agricultural sectors benefit society and the environment. zero emission is the key driver here.



# MISSION



We make our customers more productive than anyone else in the market.

We maximize efficiency to help our customers become more profitable. We deliver uncompromising quality to allow our customers to work more safely. We connect with our customers and speak their language to simplify their daily workflows.

# History – company development

1848



The Wacker blacksmith's shop is founded

1930



The world's first electric rammer launches

1957



The production site at Menomonee Falls, USA, opens

1964



The production plant in Reichertshofen, Germany, opens

1973



The first reversible vibratory plate

1984



The first hydraulic mini-excavator

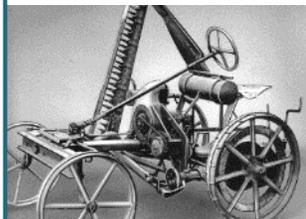
1988



Development of the VDS (Vertical Digging System)

1925

Kramer is founded



1937

The first internal vibrator



1960

The company Maschinenfabrik Weidemann is founded



1972

The first articulated agricultural loader



1980

Neuson Hydraulik GmbH is founded in Linz, Austria



1987

The first all-wheel-drive wheel loader



1991

The first articulated vibratory trench roller



# History – company development

<p><b>2000</b></p>  <p>Baumaschinen GmbH and Kramer-Werke GmbH merge</p>	<p><b>2007</b></p>  <p>Merger of Neuson Kramer Baumaschinen AG and Wacker Construction Equipment AG</p>	<p><b>2010</b></p>  <p>The world's strongest vibratory plate, the DPU130r, launches</p>	<p><b>2015</b></p>  <p>The first battery rammer</p>	<p><b>2019</b></p>  <p>The Dual View dumpers are launched</p>	<p><b>2021</b></p>  <p>Kramer Smart Attach quick-hitch system</p>	<p><b>2022</b></p>  <p>First battery-powered reversible vibratory plate with direct drive on the market</p>
<p><b>2005</b></p> <p>Weidemann GmbH becomes part of the group of companies</p> 	<p><b>2010</b></p> <p>The first compact telescopic handler</p> 	<p><b>2011</b></p> <p>Opening of the headquarters in Munich, Germany</p> 	<p><b>2018</b></p> <p>The production plant in Pinghu, China, opens</p> 	<p><b>2020</b></p> <p>The first all-electric Zero Tail mini-excavator EZ17e</p> 	<p><b>2022</b></p> <p>Enar Group becomes part of the Wacker Neuson Group</p> 	<p><b>2023</b></p> <p>Wacker Neuson Group celebrates 175th anniversary</p> 



## 2. The Business Model

# Our Brands and Target Groups



Wacker Neuson Group



**WACKER NEUSON**  
*all it takes!*



Construction industry, gardening and landscaping, municipalities, recycling, railway construction, etc.



**KRAMER**  
*on the safe side*



**WEIDEMANN**  
*designed for work*



Agriculture, municipalities, horse rearing, tree nurseries, etc.

# Further Brands & Shareholdings



- Wacker Neuson and other manufacturers offer mutually compatible, interchangeable batteries and chargers for construction equipment
- Batteries and chargers are being marketed under the Battery One brand
- Customers benefit from compatibility and availability
- Battery One is a standardized and user friendly battery system that focuses on CO2 free and sustainable use of construction equipment.

- 2022: Wacker Neuson Group acquires Enar Group (manufacturer of light construction equipment and specialist in concrete compaction).
- Product portfolio: wide range of internal concrete vibrators, vibratory plates, rammers, hand-held rollers
- Strengthening and international expansion of the Wacker Neuson Group's market position, particularly in the field of concrete technology

- Digital platform for core processes in construction logistics (founded by PORR and Umdasch Group Ventures)
- Wacker Neuson Group participates in joint venture Sequello
- Digitization and simplification of processes, e.g. electronic ordering from suppliers for concrete or backfill materials such as gravel and crushed stone
- Based on SAP technology: web app or integration into ERP systems

# Innovative and strong

It is no secret what the Wacker Neuson Group stands for and what its strengths are: With innovative brands in strong industries, the Wacker Neuson Group pursues one common goal.

**Innovative brands**

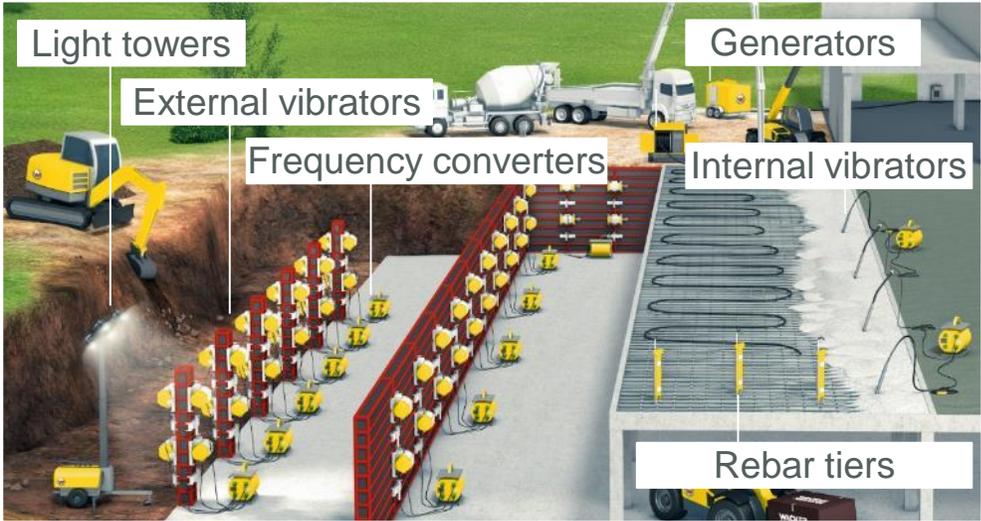
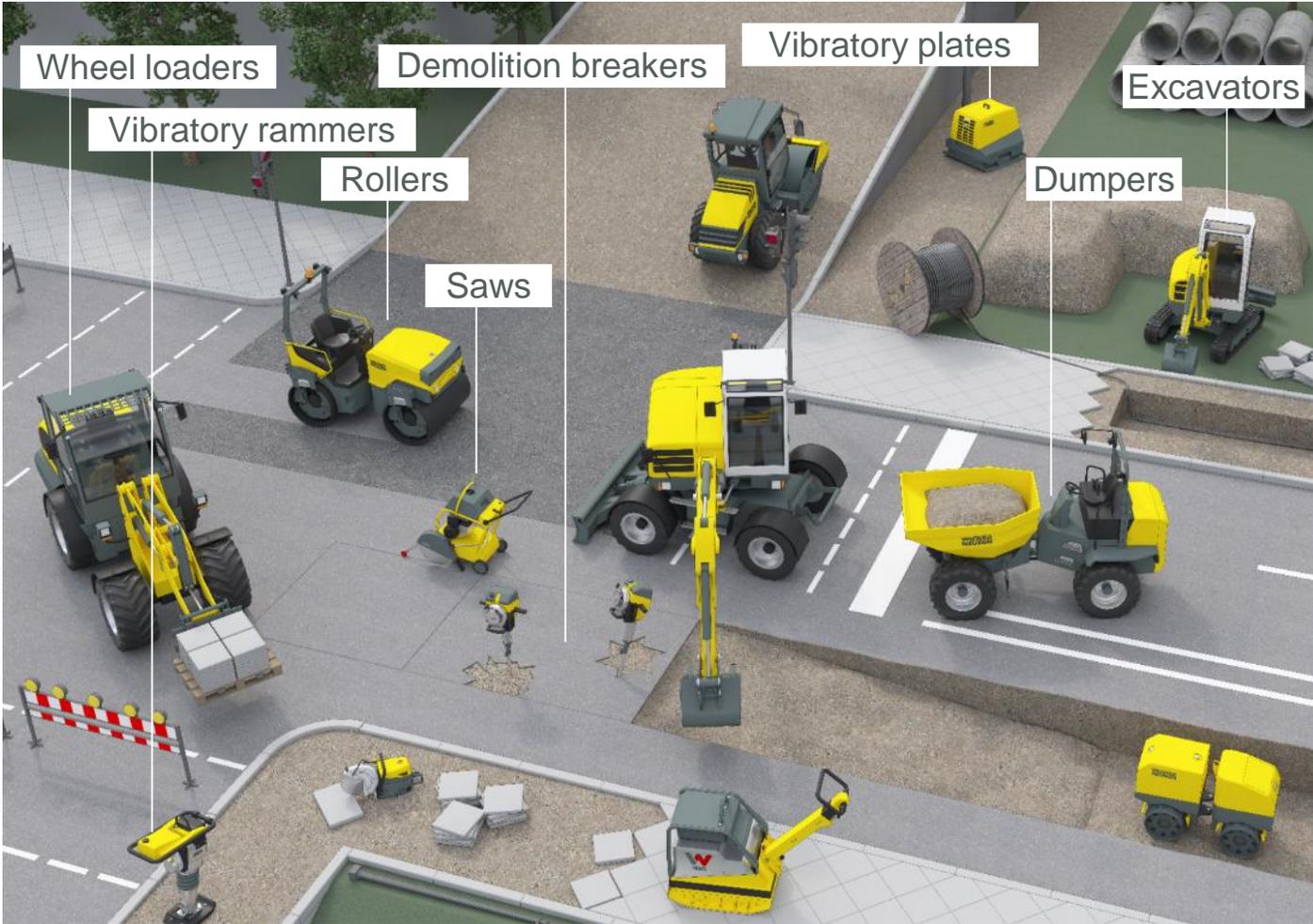
**Strong industries**  
Construction and agriculture

**One common goal**  
Generating added value for our customers



# Aligned with the customer process in the construction industry

Innovative and high quality solutions for every work step



# Aligned with the customer process in agriculture

Innovative and high quality solutions for every work step



Material transport



Stable work



Material loading



Trailer operation



Maintenance



Estate maintenance



Mucking out



Cleaning



Emission-free work



Bale handling



Riding arena care



Winter service

# Wide range of products and services

## Construction equipment

<b>Concrete technology</b> 	<b>Compaction</b> 	<b>Pumps</b> 
<b>Demolition</b> 	<b>Generators &amp; lighting</b> 	



## Compact machines

<b>Excavators</b> 	<b>Dumper</b> 	<b>Skid steer loaders</b> 
<b>Telehandlers</b> 	<b>Wheel loaders</b> 	

## Services<sup>1</sup>

 Concrete specialists	 ConcreteTec
 Used machines	 Academy
 Repair & maintenance	 Spare parts
 Financial solutions	 EquipCare
 eStore	 Rental

<sup>1</sup> The range of services rendered varies depending on the market and brand.

# zero emission Strategy Stage 1 “No Compromise”

2014-2017 Introduction of first products

## 0% emissions



**Ecological**



**Economical**



**User friendly**

## 100% Performance

- No compromises in functionality
- Full-day reach
- Generate benefits

# zero emission Strategy Stage 2 “Cover the Job”

2018-2021 Offer complete range for urban job-sites and farming



5065e



KL25.5e



1190e



803 dual power



WL20e



WL28e



KT144e



1445e



EZ17e



DW15e



DT10e



DT05e



RD24e/RD28e



TH412e



ACBe



AS30e



AS50e



AS60e



AP2560e



APS1030e



APS1135e



APS1550e



APS1340e



APS2050e



APU3050e

# zero emission Strategy Stage 3 “360° Ecosystem”



## FINANCE

- Turn Key Solutions
- Pay-per-use



Mobile Power

- Battery Diagnosis
- zero emission maintenance
- ...

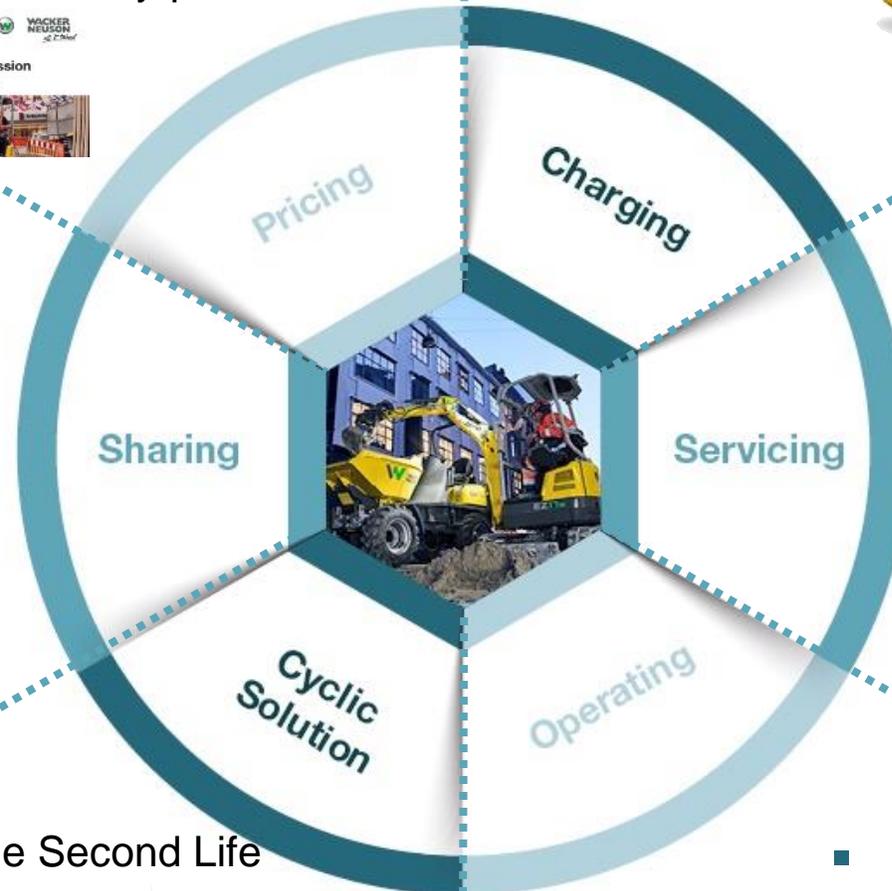


## EQUIPCARE

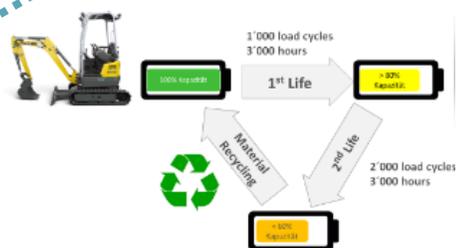
- Fleet replacement programs
- Open Platforms
- Fleet Management
- ...



## RENTAL



## Machine Second Life



- Battery One
- Plug & play
- Battery Second Life
- ...



BATTERYONE

# zero emission Strategy Stage 3 “360° Ecosystem”

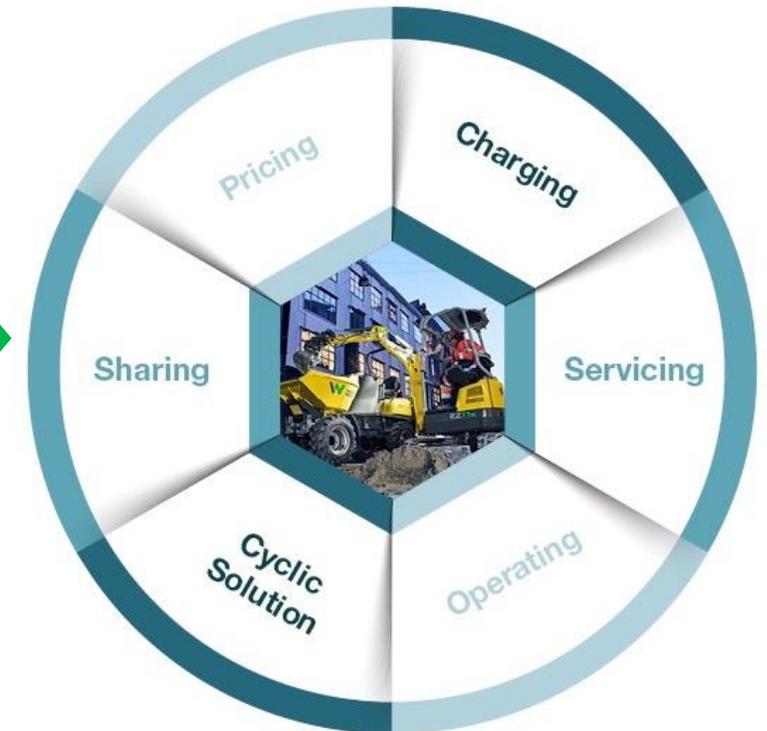
2022-2025 Offer to “run” a zero emission job-site

## Solutions for building and farming process

Construction equipment			Compact machines		Services <sup>1</sup>	
<b>Concrete technology</b> 	<b>Compaction</b> 	<b>Pumps</b> 	<b>Excavators</b> 	<b>Dumper</b> 	<b>Skid steer loaders</b> 	 Concrete specialists  ConcreTec
<b>Demolition</b> 	<b>Generators &amp; lighting</b> 		<b>Telehandlers</b> 	<b>Wheel loaders</b> 		 Used machines  Academy  Repair & maintenance  Spare parts  Financial solutions  EquipCare
						 eStore  Rental

## 360° ECOSYSTEM

for the emissions-free construction site



<sup>1</sup> The range of services rendered varies depending on the market and brand.



## Ecology: Active environmental protection

- Environmental friendly products and solutions for our customers
- Energy and resource-efficient processes in production, sales and administration



## Safety: Sustainable working conditions

- Operational safety according to the highest standards
- User safety and protection
- Quality in all processes (ISO 9001, ISO14001, ISO50001)



## Society: Social responsibility

- Responsible handling with our colleagues
- Social services
- Disaster relief for people in need



## Economy: Sustainable management

- Sustainable value chain
- Legal compliance and anti-corruption
- Reduced operating costs for customers through energy-efficient products

# Sustainability as an integral part of our „Strategy 2030“

STAKEHOLDERS

Customers

Employees / Society

Investors

## Sustainability: strategy, management and reporting

- Part of the "Strategy 2030"
- Focus on core stakeholder requirements and legal standards
- ESG Framework and UN SDGs

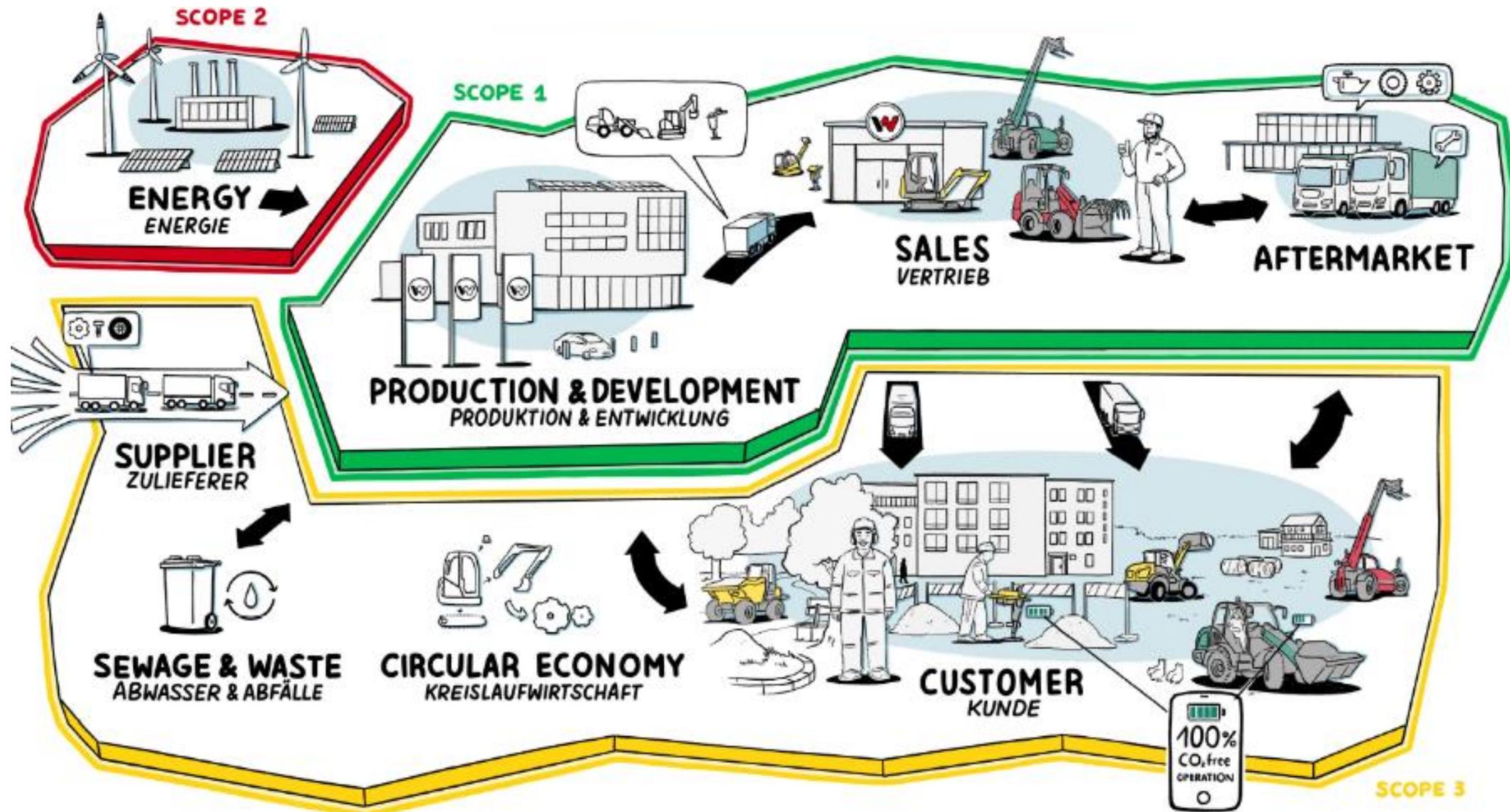


- Integrated into opportunity/risk management
- Reporting in accordance with the Corporate Sustainability Reporting Directive (CSRD)

## Legislator

- Preparation of a non-financial Group report<sup>1)</sup> since 2018
- EU taxonomy regulation<sup>2)</sup>, extended from 2024 for Business Year 2023
- **Supply Chain Act<sup>1)</sup>** from 2024 for Business Year 2023
- **Corporate Sustainability Reporting Directive<sup>3)</sup> (CSRD)** as of 2025 for 2024

# CO<sub>2</sub> Footprint of the Wacker Neuson Group





### 3. An Outlook

# Trends...

... that favor the Group's business



## Urbanization

- Expansion and modernization of infrastructure
- Reconstruction (maintenance, renovation, modernization)
- Air pollution regulations
- Growing middle class
- Sharing economy

## Population growth

- Rising demand for food and animal feed
- Growing residential and non-residential construction
- Mechanization
- Energy efficiency
- Waste management

## Digitalization

- Process automation
- Internet of Things (IoT) and telematics solutions
- Construction 4.0, smart products and solutions
- Expansion of broadband networks
- Building Information Modeling (BIM)

# Our answers to these trends



## Electric mini-excavator EZ17e

- Solution for working in emission- and noise-restricted areas, such as indoors, inner cities or residential areas
- Same efficiency output as diesel-powered mini-excavator
- Intelligent use and charge management: Operation via battery or mains connection, charging via household socket or high-voltage power connection
- Zero Tail excavator for working in tight spaces



## EquipCare

- EquipCare provides transparency in fleet management
- Allows networking with the machines and access to all important information in real time
- Machines report when maintenance is required, in the event of operational faults or unexpected relocations
- Minimization of downtimes, optimization of repair processes, increase of resource use



## Dual View

- 180° rotatable operator's seat provides optimum visibility when transporting, loading and dumping
- The optional cabin with front guard offers the best-possible protection and safety

# Our answers to these trends



## Autonomous vibratory plate

- Technology study: autonomously controlled vibratory plate DPU110r equipped with compaction control
- The vibratory plate is controlled by a tablet. The area to be compacted is easily drawn in on the touchscreen using your finger
- The compaction work is seamlessly documented, since the vibratory plate with all steps are digitally recorded

## Smart Glasses

- Traders in sub-Saharan Africa are equipped with augmented reality glasses
- From anywhere, experts can connect to the technician's smart glasses on the construction site via the Internet
- Remote support for maintenance or repair of machines
- Less travel - less downtime - cost savings - easy problem solving

## Wheeled excavator EW100

- Construction machine developed for the construction site 4.0
- Mobile excavator sets new standards in attachments and assistance systems, safety, environmental protection, stability and robustness
- 10-ton excavator can do work of a 14-ton excavator

# Our answers to these trends



## Electric Hoftrac by Weidemann

- Successful since 2015: Now the model 1190e already in its third generation
- Ideal for indoor work and in noise-sensitive areas
- Improvement of working conditions for the user and the environment
- Equipped with an even more powerful lithium-ion battery (replaces previously installed AGM battery)
- Heated cabin for all-season use



## Smart Attach by Kramer

- Fully hydraulic quick-hitch system
- Quick and uncomplicated change of hydraulic attachments – without leaving the driver's seat
- Environmental protection by avoiding oil leakage when coupling hydraulic attachments
- No impairment of the work process
- More safety, flexibility and productivity

# Contact and additional information

## Contact

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## Weitere Informationen



[www.wackerneusongroup.com](http://www.wackerneusongroup.com)



[www.wackerneuson.com](http://www.wackerneuson.com)



[www.kramer.de](http://www.kramer.de)



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