



Wacker Neuson
Group

A strong contribution to sustainable construction and agriculture

Welcome to the Wacker Neuson Group



At a glance: Introducing the Wacker Neuson Group

The Wacker Neuson Group is best described as a success story uniting people, machines and innovation that started over 175 years ago. As an international group of companies employing around 5,800 people worldwide, we develop and distribute equipment and solutions for the construction and

agricultural industries. The Wacker Neuson Group includes a number of strong brands: Wacker Neuson, Kramer, Weidemann and Enar. We are listed on the stock exchange and the Deutsche Börse SDAX index.



Founded in 1848



~ 5.800 employees



€2.2 billion revenue



Headquartered in Munich



8 production and development locations



7,000 sales and service stations



Stock market listing in 2007



40 product groups



~ 500 utility models and patents



Construction, gardening and landscaping, municipal services, recycling, railroad/track construction, etc.

Agriculture, dairy farms/stables, municipal services

Other brands and participating interests:



Our Strategy 2030

What we plan to achieve – in figures

> **11%**

EBIT-margin

€ **4** billion

revenue

≤ **30%**

NWC

How we plan to achieve it – strategic levers

1 Light Equipment Market Leadership

2 zero emission Solutions

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

Our vision: driving technological change through innovative solutions

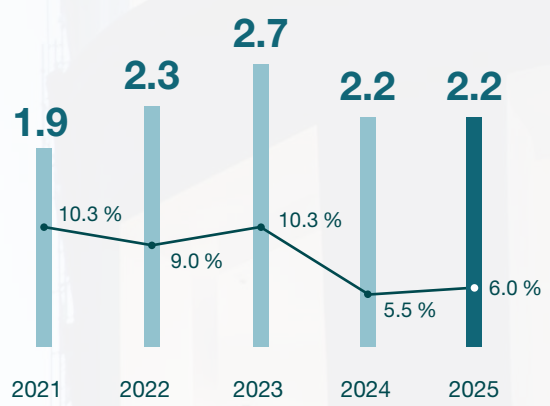


We place our customers at the heart of everything we do:
From our broad and deep application know-how and
engineering excellence to our open interfaces and smart
business models.

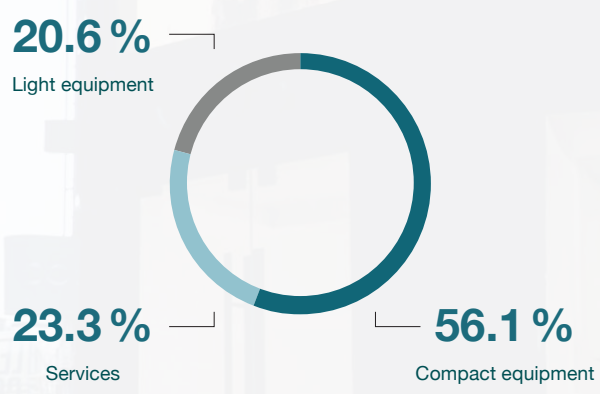
Our year 2025 in figures

Revenue & margin development

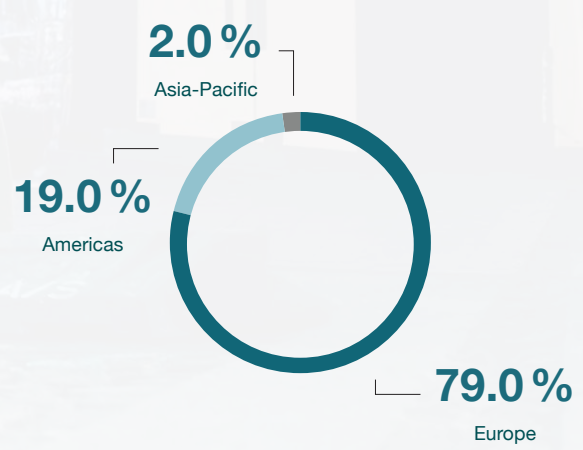
Revenue in € bn, EBIT margin as a %



Revenue by business segment



Revenue by region



Our mission: making 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.

“

“With **state-of-the-art technologies** and selective **investments in our eight production facilities** around the world, we continue to drive innovation and progress. Efficient manufacturing processes and smart solutions further strengthen our competitive edge and set new standards in our industry.”

Felix Bietenbeck
Chief Operations Officer (COO)

“

“Our **Strategy 2030** is the compass for our future success, guiding us towards a position of continued market leadership built on our innovative equipment and solutions. This success would not be possible without the team spirit and creative passion of our **committed employees**. Their contribution not only drives our technological progress, but also helps embed sustainable solutions within our culture and mindset.”

Dr. Karl Tragl
Chief Executive Officer (CEO)



The Executive Board team of the Wacker Neuson Group

(from left) Felix Bietenbeck (COO), Alexander Greschner (CSO), Dr. Karl Tragl (CEO), Christoph Burkhard (CFO)

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“With our **global sales and service network** and comprehensive portfolio of products for the construction and agricultural industries, including innovative **zero emission solutions**, we are always a step ahead – giving our customers a sustainable, future-proof path towards greater efficiency and reliability.”

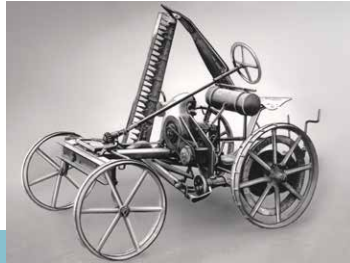
Alexander Greschner
Chief Sales Officer (CSO)

“

“As a **publicly listed family business**, we combine tradition and entrepreneurial foresight with the financing opportunities offered by the capital market. Through **smart investments, disciplined cost management, and the use of strategic opportunities**, we achieve sustainable and growing profitability.”

Christoph Burkhard
Chief Financial Officer (CFO)

Machines and solutions for construction and agriculture ...



1848

Foundation of Wacker as a blacksmith's shop

1925

Foundation of Kramer

1930

Wacker invents the rammer, the first model is electric



neuson kramer



2000

Merger of Neuson and Kramer

1988

Slope work made simple: Development of VDS

1984

First hydraulic mini excavator from Neuson

2005

Wacker acquires Weidemann



Wacker Neuson Group



2007

Company goes public and Wacker merges with Neuson Kramer

2014

Introduction of the zero emission range

2021

Kramer introduces the Smart Attach hydraulic system

... for over 175 years



1934

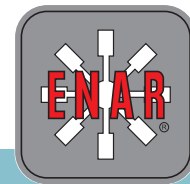
Wacker internal vibrators conquer the market

1959

First KS 510 wheel loader with all-wheel drive from Kramer

1960

Foundation of Weidemann



1981

Foundation of Neuson

1972

Invention of the Weidemann Hoftrac®

1964

Foundation of Enar



2022

Acquisition of Enar Group

2022

A new era: Wheeled excavator EW100 from Wacker Neuson with MIC 4.0

2025

Semi-autonomous driving with the Weidemann 1190e imp with "follow me" assistance function



The reliable solution provider

Here at Wacker Neuson, the success of our customers is our top priority. As a trusted partner, we offer tailored solutions designed specifically to increase efficiency on construction sites. In close alignment with our customers, we develop innovative products and services that master the many challenges on today's construction site to make everyday life easier for our customers.























As a pioneer of tomorrow's technologies, our aim is to make our customers fit for the future – with our zero emission range of electric products, for example, or our comprehensive range

of digital innovations. Our footprint extends over more than 35 countries thanks to our own sales and service organization and our comprehensive partner network. This proximity gives us a hands-on understanding of our customers' diverse requirements and enables us to build on partnerships of strength.

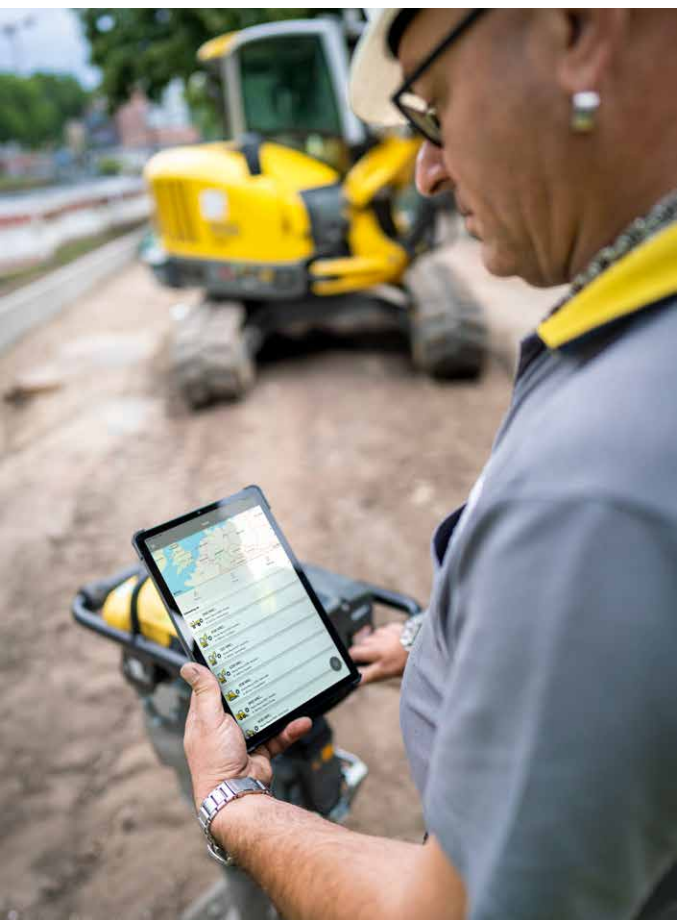
The trust our customers place in our products and services inspires us to give our very best – every day.

Wacker Neuson – all it takes!

Our offering at a glance*

 Repair and maintenance	 Rental	 Concrete technology	 Compaction	 Demolition technology	
 Used equipment	 Financing	 Excavators	 Wheel loaders		
 ePartner	 Academy	 Telehandlers	 Skid steer and mini loaders	 Dumpers	
 Original spare parts	 EquipCare	 Power Generation and Storage	 Lighting	 Heaters	 Pumps
 The concrete specialists	 Rail				

* Our services and product portfolio are tailored to local requirements and availability may vary from one country to another.



Find out more about
Wacker Neuson:
www.wackerneuson.com



Reliable quality at a fair price

Enar’s expertise in concrete compaction, coupled with our wide product portfolio spanning concrete and soil compaction, finishing and auxiliary equipment, position us among the market leaders in this segment. Concrete is the foundation of every construction project – and the world of tomorrow will be shaped by today’s buildings and infrastructure works.





With our long-standing expertise and outstanding service, we offer tailored solutions for construction projects around the world. We combine performance excellence with fair prices – without compromising on quality. As the world leader in concrete vibration and provider of the market’s widest product portfolio, we understand our customers’ requirements and offer solutions that align precisely with their needs.

Our clear focus on sustainability and resource efficiency ensures that our products not only meet the highest quality standards, but are also environmentally friendly and fit for the future. With Enar, customers can look forward to best-in-class solutions that balance performance with cost-effectiveness.

Enar – Leading Vibration.

Enar’s product portfolio encompasses three different product segments: vibration, finishing and compaction. This is complemented by equipment like water pumps, light towers, generators and cutters. Whether for large construction sites or smaller projects, Enar always has the right fit for its customers’ needs.

Our offering at a glance*

 Repair and maintenance	 eStore				
		Concrete vibration			
 Original spare parts	 Telematics				
		Concrete finishing			
					
		Compaction			
					
		Generators	Pumps	Lighting	Floor Saws

* Our services and product portfolio are tailored to local requirements and availability may vary from one country to another.



Find out more
about Enar:
www.enargroup.com

On the safe side – with Kramer

Founded some 100 years ago, the Kramer brand has established a strong tradition in the delivery of products symbolizing safety and reliability. As a manufacturer of all-wheel steer loaders, telescopic wheel loaders and telehandlers, Kramer has carved out a leadership position in these segments in Europe.

Kramer channels its expert understanding of the everyday challenges its customers face into excellent product design and smart assistance systems. Innovative solutions for all-round visibility, easy entry and exit, and quick attachment hitching set new standards for efficiency and ergonomics.

Kramer develops practical solutions for specific customer requirements. High-quality engineering, powerful motors and efficient hydraulics translate into maximum productivity and reliable performance. The robust and modern design of Kramer equipment combined with precise operator control mean customers can look forward to efficient, cost-effective operations – regardless of the task.







Kramer offers lasting products with the “made in Germany” seal of quality – products that retain their value over time with the added assurance of long-term availability of spare parts for protection of investment. With Kramer, customers know they are on the safe side:

Kramer – on the safe side.

Kramer offers two product lines: one for the construction industry and one for the agricultural sector. An exclusive, specialized dealer network is responsible not only for the international distribution of Kramer equipment, but also for the delivery of comprehensive services, including maintenance and spare parts.

Kramer’s products are also popular choices among customers in manufacturing, municipal services, gardening, landscaping and more.

Our offering at a glance*

 Repair and maintenance	 Financing
 ePartner	 Academy
 Original spare parts	 EquipCare



Wheel loaders




Telescopic wheel loaders



Telehandlers

* Our services and product portfolio are tailored to local requirements and availability may vary from one country to another.



Find out more about
Kramer:
www.kramer.de



Efficiency rooted in tradition

For decades, our mission has been to make life easier for landholders by mechanizing stable and yard operations. This led to the development of the Hoftrac, which has become an indispensable everyday helper on farms to this day – the original comes from Weidemann. Weidemann inspires users by making everyday tasks easier with practical solutions to real-world challenges. Close collaboration between Weidemann’s development team and end users has culminated in many innovative concepts and a carefully engineered product portfolio combining everyday versatility with sophisticated, proven technologies. We remain true to our mission and are firmly committed to our current strategic path. Our customers benefit from increased productivity and protection of investment. We believe in strong partnerships between us as the manufacturer and our dealers and customers – so we can support them every step of the way.

Our equipment and services are the very definition of performance, inspiring users every day:

Weidemann – designed for work.

Weidemann brand products include articulated and compact farm loaders, wheel loaders, telescopic wheel loaders, all-wheel steer telehandlers and a large selection of attachments. Today, Weidemann is one of the leading manufacturers in Central Europe, serving customers in the agricultural and equestrian sectors, the forestry and wood industries, municipal services, garden centers, manufacturing and biogas plants.

With our certified national and international network of distribution partners, we ensure that customers on the ground can look forward to professional advice across all machine generations, and to the rapid availability of spare parts for efficient repair services at their local workshop.

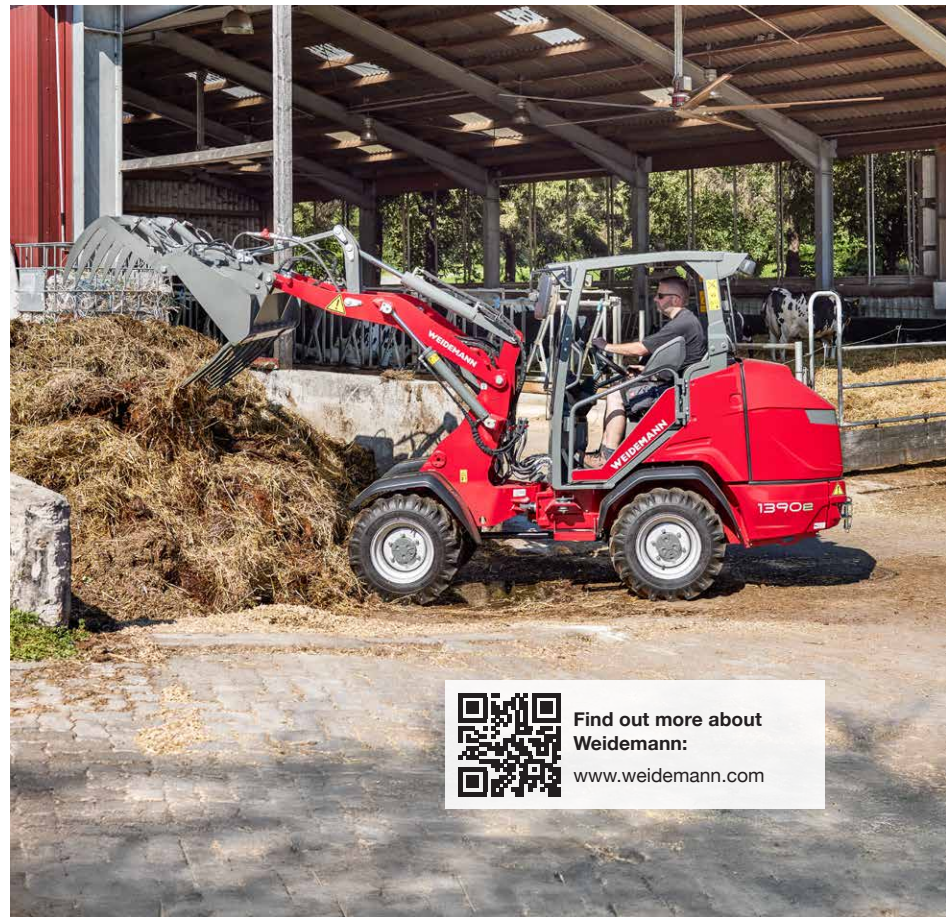
These services are key success factors in enabling the cost-efficient operation of our machinery along with a long service life at optimum performance.

Our offering at a glance*

 Repair and maintenance	 Used equipment
 Financing	 ePartner
 Academy	 Original spare parts
 EquipCare	



* Our services and product portfolio are tailored to local requirements and availability may vary from one country to another.



Find out more about Weidemann:
www.weidemann.com

Sustainability in numbers

72 %

drop in CO₂ emissions in 2025 compared with 2019*

€ 84 million

invested in research and development in 2025 (incl. capitalized expenses)

34 %

of energy consumption from renewable sources in 2025

221

apprentices in Germany, Austria, Switzerland and the UK in 2025

* Like-for-like GHG emissions (Scope 1 and Scope 2)



Our purpose: delivering 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.

A future built on sustainability

The lasting success of the Wacker Neuson Group’s business model hinges on the ability to embed a strong commitment to sustainable thought and action in all company processes. Strategy 2030 shifts sustainability and the zero emission program center stage.



We assume responsibility for the environment and the future

- **100 green electricity** at sites in Germany, Austria, and the USA – plus on-site solar power generation and efficient heat utilization via heat pumps.
- **Efficient energy** through LED lighting and modern climate and heating systems.
- **Green mobility** with e-vehicles, charging stations and sustainable logistics with e-trucks.
- **Certified standards** (ISO 14001 & 50001) for environmental and energy management.
- **Sustainable production and supply chains** through optimized supply processes, durable materials and shorter transport distances.
- **Alternative drive systems** with HVO approval, start-stop systems and innovative technologies to reduce consumption.



We have been awarded the Silver Medal by EcoVadis, one of the world’s leading providers of sustainability ratings. This recognition underscores our ongoing commitment to environmentally conscious, ethical, and responsible business practices.

Details on the EcoVadis ranking can be found here:



We are a one-stop solution provider

We take a wide-angle view of the entire ecosystem – spanning the charging infrastructure, services, financing options, different usage models and battery lifecycle management.

- **Charging:** Mobile power supply concepts
- **Servicing:** Telematics and battery diagnostics tools
- **Operating:** One battery for different machines
- **Cyclic Solution:** Refurbishment and second-life concepts
- **Sharing:** Rent before buying
- **Pricing:** Tailored financing options

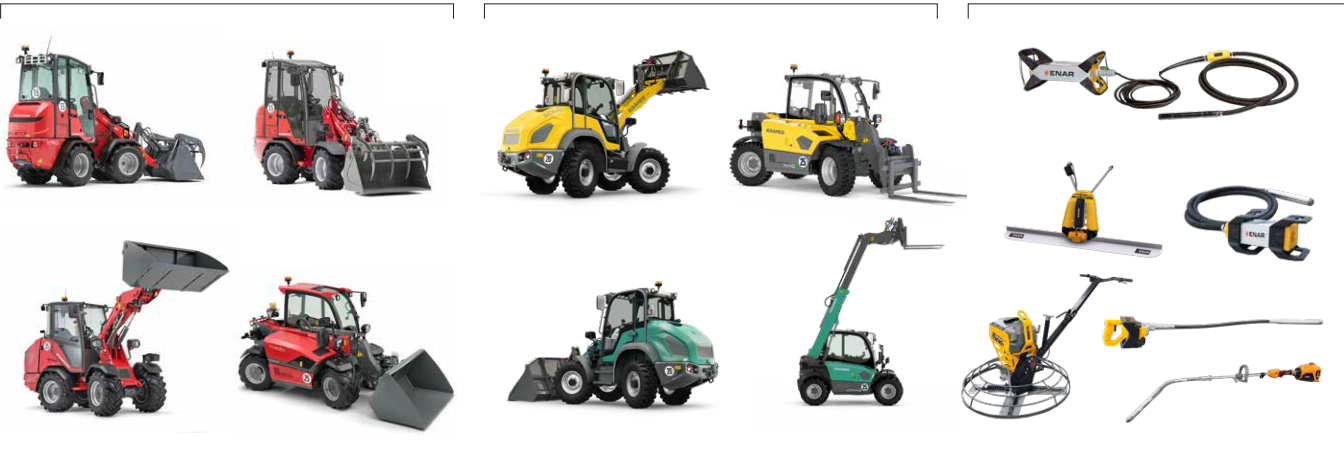


zero emission

For over a decade, we have been developing and distributing electric light and compact equipment as part of our “zero emission” range. Our focus here is always on finding the best solution for our customers, and we are now hailed as a pioneer in this sector.



BATTERYONE  one battery – a wide range of equipment



At home the world over – always close to our customers

Headquarters in Munich

The Group headquarters in Munich, Germany, is the engine powering the international expansion of the Wacker Neuson Group. It is home to our Executive Board, corporate functions and administrative organization. Munich also houses the German sales affiliate HQ and our aftermarket line of business.



Sales and service

We have a strong sales network based on our own sales and service stations, complemented by a large number of sales partners. This collaboration allows us to offer our customers flexible rental, sales and service solutions.

With over 7,000 sales and service stations in more than 120 countries around the world, we are always close to our customers and can offer fast, uncomplicated service. Our sales structures are specifically aligned with the needs of local markets.



Production and R&D

The Wacker Neuson Group develops and manufactures equipment at eight locations in North America, Europe and Asia. Our centers of excellence for light and compact equipment and components deliver uncompromising top quality. With production sites in Germany, Austria, Spain, the USA, China, and Serbia, our products are created close to the customer. From development and procurement to product management, production, quality assurance, and administration – all key areas are united under one roof and operate across locations following the same principles and processes.

Americas



Menomonee Falls (USA)
Light and compact equipment

Asia-Pacific



Pinghu (CHN)
Light and compact equipment

Europe



Korbach (GER)
Compact equipment



Pfullendorf (GER)
Compact equipment



Reichertshofen (GER)
Light equipment



Hörsching (AUT)
Compact equipment



Zaragoza (ESP)
Light equipment



Kragujevac (SRB)
Steel components

Together, we are shaping a better future. Join us!



Be at the forefront

Let's make progress happen – together! We continuously develop our equipment and solutions, set new standards and work together to create a future worth living.



Growing beyond yourself

Unlock your full potential. We challenge and support you because your personal and professional growth matters to us. Turn your ideas into reality – together we achieve more.



More from life

Enjoy the freedom to work your way. We support flexibility wherever possible – from predictable working hours and remote working to flexible scheduling. With us, you can balance your professional and private life.



Better together

Experience true team spirit! We value respect, collaboration and open communication. We foster a working environment that embraces diversity, trust and teamwork.

Our understanding of leadership

Our leadership guidelines are an integral part of our corporate culture, providing direction for a trusting and successful collaboration. They reinforce personal responsibility, encourage open communication, and create space for individual growth.



“We assume responsibility.”



“We believe in mutual respect.”



“We continue to develop.”



“We act as coaches.”



“We celebrate success.”

Even with around **5,800 employees** worldwide, we have stayed true to our roots as a family-run business. The secret to our success? Employees whose passion and commitment power our onward journey. Mutual respect and team spirit shape the way we work together.



The Wacker Neuson Group as an employer – become a part of our team!

<https://wackerneusongroup.com/en/careers>



Wacker Neuson
Group

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