

# Welcome to the Wacker Neuson Group

Company Presentation 2026



**Wacker Neuson**  
Group

# At a glance

Introducing the Wacker Neuson Group



Founded  
in **1848**



~ **5,800**  
employees



**€ 2.2 billion**  
revenue in 2025



Headquartered in  
**Munich**



**8** production  
and development  
locations



**7,000** sales and  
service locations



Stock market listing  
in **2007**



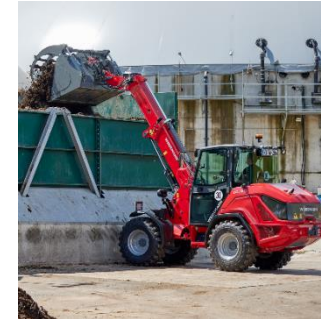
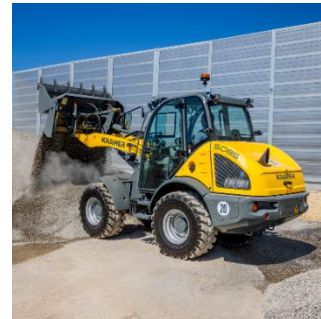
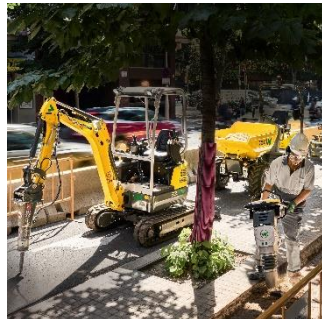
**40** product  
groups



~ **500**  
utility models  
and patents

# Overview of our Group

Our brands and participating interests



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

Agriculture, dairy farms / stables, municipal services

Other brands and participating interests:



# Strategy 2030

Our path to sustainable success

## 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

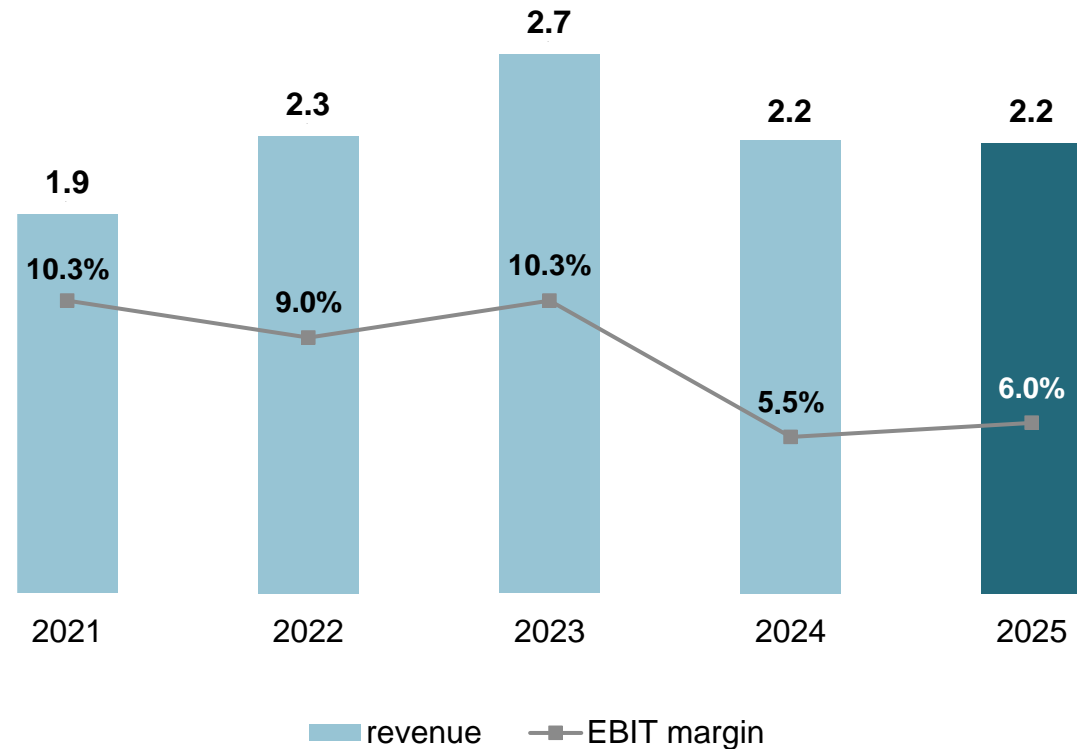


We place our customers at the heart of everything we do: from our broad and deep application know-how and engineering excellence to our open interfaces and smart business models.

# Our year 2025 in figures

## Revenue & margin development

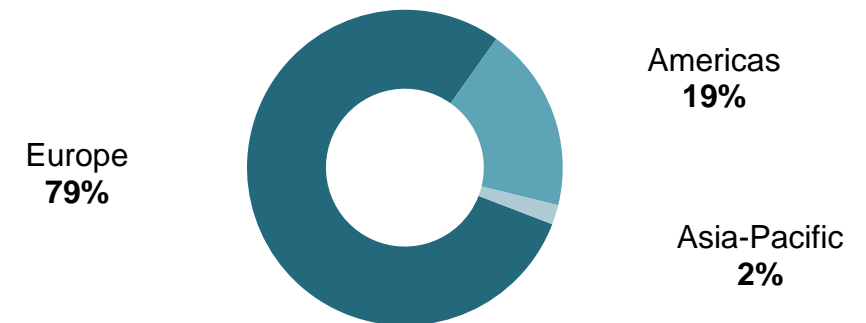
Revenue in € billion, EBIT margin as a %



## 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.

# Our Executive Board team



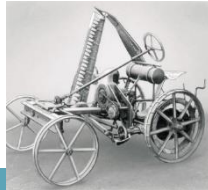
*From left to right:*  
■ Felix Bietenbeck (COO),  
Alexander Greschner (CSO),  
Dr. Karl Tragl (CEO),  
Christoph Burkhard (CFO)

# For over 175 years ...

... we have been offering machines and solutions for construction and agriculture



**1848**  
Founding of Wacker as a blacksmith's shop



**1925**  
Founding of Kramer



**1930**  
Wacker invents the rammer, the first model is electric



**1934**  
Wacker internal vibrators conquer the market



**1959**  
First KS 510 wheel loader with all-wheel drive from Kramer



**1960**  
Founding of Weidemann



**2000**  
Merger of Neuson and Kramer

**1988**  
Slope work made simple: development of VDS



**1984**  
First hydraulic mini excavator from Neuson



**1981**  
Founding of Neuson



**1972**  
Invention of the Weidemann Hoftrac®



**1964**  
Founding of Enar

**2005**  
Wacker acquires Weidemann



**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



**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

# Wacker Neuson

Light and compact equipment and solutions for the construction industry



# Wacker Neuson

The reliable solution provider



## Our offering at a glance

 Repair and maintenance	 Rental	 Used equipment
 Financing	 ePartner	 Academy
 Original spare parts	 EquipCare	 The concrete specialists
 Rail	<a href="http://www.wackerneuson.com">www.wackerneuson.com</a>	



- Focus on customer success: a reliable partner for efficient construction sites
- Working closely with customers to develop tailor-made solutions for the construction industry that make work easier
- Innovative and future-oriented with digital and zero emission solutions
- Global presence with our own sales and service companies, partner locations and dealers worldwide





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

# Enar

Specialist in concrete compaction



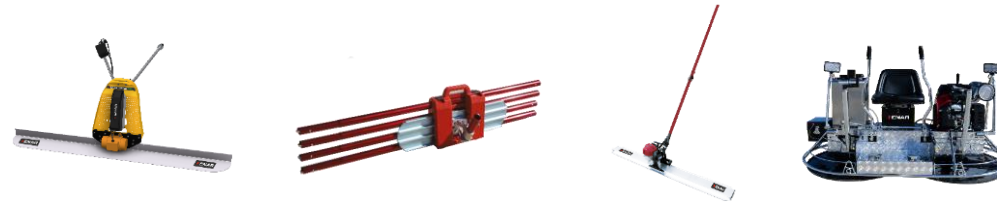
## Our offering at a glance

 Repair and maintenance	 eStore
 Original spare parts	 Telematics

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



Concrete vibration



Concrete finishing



Compaction



Generators

Pumps

Lighting

Demolition technology

- World market leader in concrete vibration with over 60 years of experience
- Widest product range on the market – developed for the requirements and challenges of global construction projects
- Robust, durable technology for reliable use under demanding conditions
- Innovative products that combine top performance as well as a fair price-performance ratio

# Kramer

High-quality technology for construction and agriculture



## Our offering at a glance



Repair and maintenance



Financing



ePartner



Academy



Original spare parts



EquipCare

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



Wheel loaders



Telescopic wheel loaders



Telehandlers

- Two product lines: construction and agriculture
- 100 years of experience: leading market position in Europe
- Practical solutions for individual customer requirements
- Durable quality “Made in Germany” – high value retention and long-term spare parts availability
- Exclusive, international dealer network for sales and service

# Weidemann

A strong partner for agriculture



## Our offering at a glance



Repair and  
maintenance



Used  
equipment



Financing



ePartner



Academy



Original  
spare parts



EquipCare

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



Farm loaders



Wheel loaders



Telescopic wheel loaders



Telehandlers

- Mission for decades: relieving farmers through mechanization of tasks on the farm and in the barn
- Inventor of the Hoftrac – the original comes from Weidemann
- Strong partnership between manufacturer, dealers and customers
- One of the leading equipment manufacturers in Central Europe
- Focus on the cost-effectiveness and durability of the machines

# 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.

# Sustainability in numbers

**72 %**

drop in CO2 emissions  
in 2025 compared  
with 2019\*

**€ 84 m**

invested in R&D  
in 2025  
(incl. capitalized  
expenses)

**Awarded**  
the EcoVadis  
silver medal

**SILVER | Top 15%**

**ecovadis**

Sustainability Rating

MAR 2025

Details on the EcoVadis ranking  
can be found [here](#).

**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)

# A future built on sustainability

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.



# Our zero emission product portfolio


We are a pioneer in electric light and compact equipment



## zero emission



one battery – a wide range of equipment



**BATTERYONE**

# We are a one-stop solution provider

Our 360° ecosystem for zero emission construction sites



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

# At home the world over

Always close to our customers

## Headquarters in Munich

- Group headquarters with Executive Board, central corporate functions and administrative organization
- Also headquarters of the German sales company and the Aftermarket division

## Sales and service

- Strong network of more than 7,000 sales and service locations in more than 120 countries around the world
- Sales structures are specifically aligned with the needs of local markets



# Production and R&D

At eight locations in North America, Europe, and Asia



**Menomonee Falls (USA)**  
Light and compact  
equipment



**Pinghu (CHN)**  
Light and compact  
equipment



**Korbach (GER)**  
Compact equipment



**Pfullendorf (GER)**  
Compact equipment



**Reichertshofen (GER)**  
Light equipment



**Hörsching (AUT)**  
Compact equipment



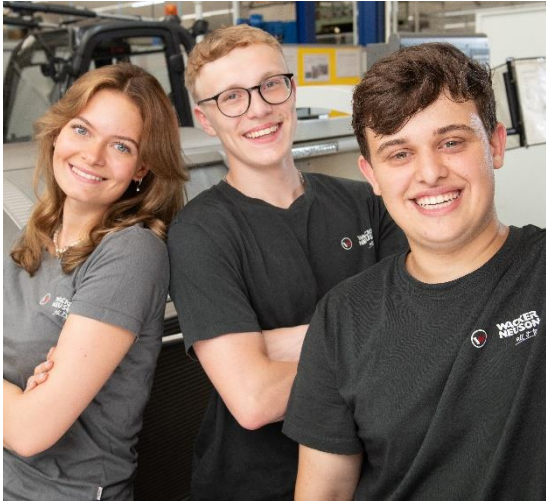
**Zaragoza (ESP)**  
Light equipment



**Kragujevac (SRB)**  
Steel components

# Together, we are shaping a better future

Our strength as an international Group with around 5,800 employees worldwide?  
People who drive us forward with passion and excellence.



## Our Understanding of Leadership

Mutual respect and team spirit shape our collaboration, as reflected in our leadership guidelines.



“We assume responsibility.”



“We believe in mutual respect.”



“We continue to develop.”



“We act as coaches.”



“We celebrate success.”

# Thank you!

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