

Move / Transform // Progress ///

Wacker Neuson Group Magazine 2020



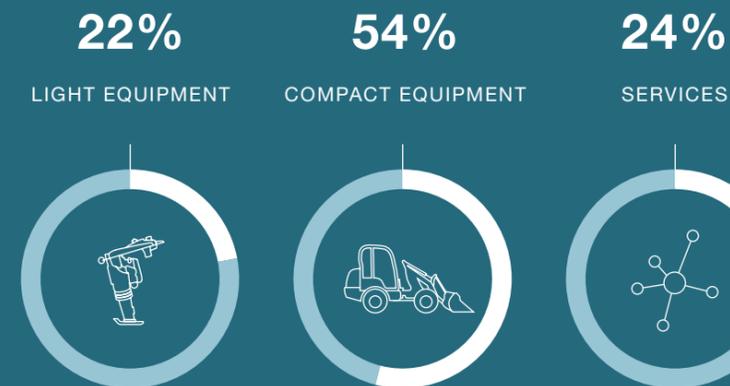
AT A GLANCE

CORE COMPETENCIES

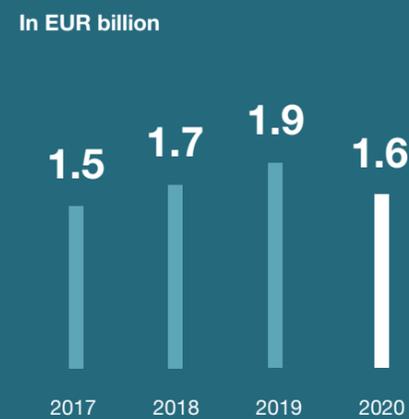
The Wacker Neuson Group is an international corporation with around 5,500 employees. In fiscal 2020, the Group achieved revenue of EUR 1.6 billion. As a leading manufacturer of light and compact equipment, the Group offers customers worldwide a broad portfolio of products, a wide range of services and an efficient spare parts service. The Wacker Neuson Group is the partner of choice across a broad spectrum of industries, serving in particular customers in the construction, gardening and landscaping, agricultural, municipal, recycling, rail transport and manufacturing sectors. The product brands Wacker Neuson, Kramer and Weidemann belong to the Group.

www.wackerneusongroup.com

REVENUE BY BUSINESS SEGMENT



REVENUE TRENDS



OUR VALUES

Expertise | **Passion** | **Entrepreneurship** | **Agility**

216

UTILITY MODELS AND PATENTS

1848 COMPANY
FOUNDED

EMPLOYEES BY ACTIVITY



10%
ADMINISTRATION

3 BRANDS
2 INDUSTRIES
1 GOAL

This formula sums up the Wacker Neuson Group's core positioning and strengths to perfection. Three brands, focused on two different industries, are united in their pursuit of one overarching goal: to provide real added value to customers.

Dear Reader,

"Change" is the word that best sums up fiscal 2020. We saw our organization evolve for the better, for instance, but we also experienced more challenging changes as a result of the coronavirus pandemic.

Both of these forces shaped our company in 2020 and they are fittingly reflected in the title of our magazine: **Move / Transform // Progress ///**. Each and every one of us at the Wacker Neuson Group is moving, changing and evolving. This adaptability to change helps us to remain innovative to the benefit of our customers – so we can deliver compelling answers to their challenges with each product we deliver.

We kicked off an organizational change project in 2020, laying the foundations for us to become even more efficient, agile and innovative in future. At the same time, however, we were forced to adapt to a new situation. In this time of crisis, we realized what a source of strength our corporate culture is, particularly in its ability to unite our employees across all national boundaries.

In this magazine, we show you what motivates the people behind our brands, and how our customers are always center stage – right from the initial inspiration for a new machine. You'll also find out how our digital services and aftermarket organization make sure that our customers are always ready for action.

We hope you enjoy reading our magazine!
The Executive Board of the Wacker Neuson Group

CONTENTS

- 2 — At a glance
- 3 — Editorial
- 4 — Three brands in the spotlight
- 8 — Ready for action
- 12 — Emission-free digging
- 18 — A difference you can feel
- 22 — Around the world

THREE BRANDS IN THE SPOTLIGHT

The Wacker Neuson Group – Three brands under one roof: Wacker Neuson, Kramer and Weidemann. Every brand has its own unique character. These three brands bundle a broad portfolio of products, an extensive service offering and efficient spare parts deliveries to serve customers in the construction and agricultural industries the world over. Three of the Group’s employees take us on a journey into their working world and explain what makes each brand so special for them.



www.wackerneuson.com



www.kramer.de



www.weidemann.de



WACKER NEUSON – “ALL IT TAKES!”
Wacker Neuson products are designed for reliability, supporting every step in the construction workflow. The brand extends across a wide range of light and compact equipment including rammers, vibratory plates, excavators and wheel loaders, rounding these out with an extensive offering of digital and support services. Already today, Wacker Neuson zero emission products are paving the way for emission-free urban construction sites – from start to finish. The slogan “all it takes” says it all.

Markus Einsele with the AS50e battery-powered rammer. This first member of the zero emission portfolio was developed and manufactured at the Reichertshofen site.

MARKUS EINSELE, DIRECTOR MARKET DEVELOPMENT & REGIONAL SERVICE MANAGEMENT, WACKER NEUSON PRODUKTION GMBH & CO. KG AT THE REICHERTSHOFEN SITE

I’ve been working at Reichertshofen since 2015. We manufacture a range of products here including rammers and vibratory plates for soil compaction, equipment for concrete consolidation and breakers. But I was familiar with Wacker Neuson years before I joined the company – I’ve always been a fan of the brand.

For me, Wacker Neuson is a pioneer. Over a history spanning 170 years, the company has set the standards for light equipment technology – time and again. From the origins of the company right up to the present day, this pioneering spirit enables us to help our customers to work better and even more efficiently. It all started in the 1930s with the first high-frequency internal vibrator for concrete consolidation and the first electric rammer, which was cabled back then. Today, we focus on innovations enabling decarbonization, digitalization and autonomous operating modes.

I find it exciting that my team and I can continue in the footsteps of those early pioneers and help bring new innovations to market. And how do we do this, you might be wondering? It’s simple: We listen, listen, listen. We take the feedback and wishlists we get on construction sites around the world and bring this back to Reichertshofen,

where our engineers combine it with their expertise in cutting-edge technologies to develop the products of tomorrow. It is fascinating to see requirements differ from one region to another. So to offer the right solution for every market, we have to be extremely flexible along the entire process chain – from the first design blueprint through manufacturing to delivery to our customers.

When we talk about reliability as a core brand value of Wacker Neuson, I think quality, availability and performance. They are the hallmarks of our light equipment. There’s a reason why we are the world leader in several of our product lines based on revenue. Our internal vibrators for concrete consolidation are a prime example of why. If they didn’t function reliably and failed to compact concrete properly, this would result in significant damage. Compared with this, the cost of purchasing an internal vibrator is actually low.

Wacker Neuson is more than an employer for me. Here at Reichertshofen, I’m part of a strong regional community. At the same time, I work with customers and partners from all around the world to develop forward-looking solutions.

KRAMER – “ON THE SAFE SIDE!”

Kramer-branded products are targeted at customers in both the agricultural and construction industries. More than anything else, customers trust in Kramer for the safety of its all wheel steer loaders, telescopic wheel loaders and telehandlers. But they also trust in the actual company. Customers, dealers and employees all know they can rely on Kramer as a solid market player – both today and moving forwards.



Stefanie Moog loves the fact that her work is so diverse. Because she supports international customers, she spends a lot of time traveling – always in search of the best solution for each customer.

STEFANIE MOOG, HEAD OF SALES INTERNATIONAL, KRAMER-WERKE GMBH AT THE PFULLENDORF SITE

Kramer has been a firm fixture and popular employer in the region around Lake Constance for more than 90 years. Everyone knows who Kramer is! I've been part of the company for 15 years now, working in international sales and distribution.

As it has grown, the company has continually expanded into new areas. Key milestones in our journey include the merger of Neuson Kramer with Wacker Construction Equipment AG, the alliance between Kramer and John Deere and its evolution over time, and the launch of our zero emission technology.

The chance to actively contribute to this process of growth and development, and help the company to reach new markets and target groups every day is a positive challenge for me and my team. It makes us proud to know that we are making the market leader in compact wheel loaders even stronger. Our customers' needs vary a lot, shaped by regional differences, the local geography and climate,

as well as the political and regulatory backdrop. We are able to meet this huge diversity with the broad choice of optional features and add-ons available for our machines. My team is made up of people from six different countries. Together, we speak over ten languages. We have an international, agile mindset. No matter where our sales partners and direct customers are based, we speak their language – in every sense of the word!

Kramer is known for its ability to build and maintain long-term partnerships. If you ask me to capture our brand core in one word, I would say “safety”. This commitment to safety is built on the high quality and durability standards that underpin our development and production processes, on our passion for continually developing new technologies and on the experience and support of our long-standing sales partners. We live and breathe this Kramer spirit every day – for our own good and for the good of our customers.

CARSTEN STRASEN, TEAM LEAD TECHNICAL SUPPORT, WEIDEMANN GMBH AT THE DIEMELSEE-FLECHTDORF SITE

I can still clearly remember my first experience with the Weidemann brand. I grew up in the countryside and was still at school when the first Weidemann Hoftrac arrived at a farm in our village. It was a real talking point – and not just among the older folk. Pretty soon, it was obvious that the Hoftrac was a wise purchase: Its compact design meant it could get into even the tightest corners and it was extremely powerful. I loved it. I started my apprenticeship as a mechanic at Weidemann in 1979 and have worked my way around the company over the ensuing forty years, including roles in in-house and field maintenance and repairs, workshop management and technical documentation. I've been a team leader in the technical support and warranty department since 2003.

Weidemann has been an important part of my life for decades – it's like a family. In 2015, my son also joined the Weidemann team, working in product management.

A lot has changed since I first joined the company. Customers simply cannot imagine life without their “trusty Weidemann”. It's a core piece of equipment and essential for many routine tasks on today's landholdings. This also shapes how customers reach out to us here at technical

support. Our customers are often very proactive, contacting us as soon as they identify the slightest hint of something unusual. This allows us to take immediate, preventive action.

The way we work has also changed a lot over the years. In the past, when a customer phoned with a specific question, a loudspeaker in the workshop was used to page us. Today, we use a modern ticket-based system to respond to queries.

Weidemann is all about balancing tradition with innovation. We invented the Hoftrac, a machine that revolutionized everyday working life on agricultural landholdings at the time. You can still feel this innovative spirit throughout the entire company today. It has shaped our path in recent years and will continue to play a key role in future. Advancements in e-mobility, new engines and hydraulic systems, and innovative electronic controls are just a few examples here. At the same time, we still service and repair machines that could be fifty years old.

That's what makes Weidemann so exciting for me – and it's ultimately what makes the brand so special.

Carsten Strasen with his favorite machine, a T4512. He loves the impressive operating distance, high lifting height and compact dimensions of this telehandler.

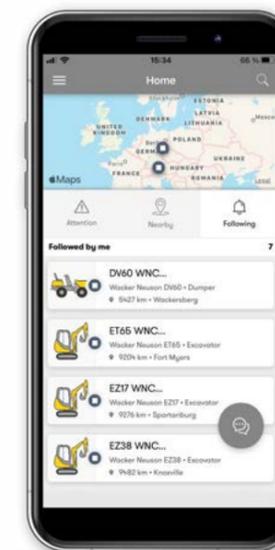
**WEIDEMANN – “DESIGNED FOR WORK!”**

Weidemann is a byword for efficiency. For decades, the brand's mission has been to make life easier for agricultural landholders. Through its extensive network of sales partners, Weidemann is a strong partner supporting farmers and other target groups in many different locations. The brand also embodies tradition. The Hoftrac was developed back in 1972 and went on to become the generic term for an entire category of machines.

READY FOR ACTION

Keeping machine downtime to a minimum is a number one priority for all customers of the Wacker Neuson Group, whether they work in agriculture or construction. This is why the Group's equipment is designed for extremely robust performance and minimal maintenance requirements. The Group offers innovative service solutions and reliable spare parts deliveries worldwide to make it easier for customers to schedule service and maintenance work.

Service is often the deciding factor when a customer is thinking about purchasing more products of the same make. Being close to its customers and ensuring a great aftersales service experience are key priorities for the Wacker Neuson Group. They are equally important to the Group's direct sales sites and dealers. The Group's global sales organization includes around 70 employees dedicated to aftersales services. "The aim of our department is to ensure on-time deliveries, competent service and the same high standards of quality throughout the Group to ensure the seamless availability of spare parts," emphasizes Andrew Voigt, Managing Director Wacker Neuson Aftermarket & Services GmbH. In addition to this, numerous mobile and in-house service technicians are available at regional level to provide customers with support and advice.



TRANSPARENT FLEET MANAGEMENT

The Group launched its EquipCare telematics solution in 2019 and has continuously developed it since then. EquipCare enables customers to optimize fleet management on several fronts. This digital tool makes it much easier for customers to monitor operating hours, scheduled service interventions and the location of their construction equipment. This makes large fleets in particular more efficient and easier to manage. EquipCare is a cloud-based system that connects to equipment via a telematics module. It displays all fleet machines in an app, a browser or the customer's own IT solution. If a machine needs servicing or leaves a previously defined area, the user receives a real-time push alert. In addition, the system allows users to plan and manage downtime more effectively. EquipCare can also support troubleshooting. Error codes can be remotely checked up front, ensuring that service technicians have the right spare parts with them when they are called to a construction site and can thus avoid repeat trips. In addition to this, the EquipCare system can be used to locate stolen equipment. EquipCare is now integrated as standard in 17 countries and available as an option in other markets.

CONTROLLED COMPACTION

In 2019, Wacker Neuson launched Compamatic, a new EquipCare module designed specifically for compaction equipment. Compamatic combines the proven Compatec compaction control system with a telematics module. A vibratory plate equipped with this technology transmits compaction data to EquipCare. The exact location of the vibratory plate is pinpointed using GPS. EquipCare Manager shows a satellite image and color-coded heat map so users can see how intensely each area has been compacted. This enables customers to track compaction progress for seamless quality control. Site managers can check that all scheduled work steps have been carried out and make sure that an area has been sufficiently compacted without even leaving their desks. Similarly, the site manager can quickly and efficiently arrange the next steps – such as asphalt delivery – without having to travel to local or, more frequently, remote construction sites.



Controlling compaction from your desk: The Compamatic system enables customers to seamlessly document quality control and further increase the efficiency of site workflows.



SIMPLY OUTSOURCED

Customers who want to completely outsource maintenance of their equipment can choose Wacker Neuson's WeCare offering. This all-round, hassle-free flat-rate service is available in selected direct sales markets. The company then manages every step in maintenance workflows from planning through to execution. The WeCare team proactively contacts customers as soon as their equipment has reached the requisite number of operating hours and the next service is due. The information on the machine's status is based on EquipCare data. WeCare customers can look forward to personalized service, minimum downtime and a longer service life – with the added bonus of automatic warranty extensions on their products.

SPARE PARTS – WHENEVER AND WHEREVER

To ensure customers get the spare parts they need, when they need them, the Wacker Neuson Group operates three large logistics centers distributed around the globe: Nuremberg (Germany), Pinghu (China) and Germantown (US). "Consolidating our individual spare parts services into a central logistics hub in Nuremberg was a milestone for us. From July 2020 onwards, all dealers and sales affiliates connected to the European logistics center in Nuremberg now receive their spare parts from a single source. This improves the quality of our delivery service and minimizes logistics costs," explains Andrew Voigt, Managing Director Wacker Neuson Aftermarket & Services GmbH. He continues: "Even the major supply chain restrictions between April and June 2020 due to the coronavirus had minimal impact on our service level. 85,000 spare parts are stored in Nuremberg and 400,000 orders are processed every year. This meant that the Group was able to deliver a service level of 95.6 percent for all express orders even during the coronavirus pandemic in 2020. Also noteworthy is the fact that the Group undertakes to supply spare parts over a much longer timeframe than the legally prescribed window. "We can provide our customers with spares such as drive shafts for up to thirty years after series production was discontinued. We continue to offer this service as long as there is demand," continues Voigt.



Efficient fleet management: All equipment at a glance with EquipCare.

»We can provide our customers with spares such as drive shafts for up to thirty years after series production was discontinued. We continue to offer this service as long as there is demand.«

ANDREW VOIGT
MANAGING DIRECTOR WACKER NEUSON
AFTERMARKET & SERVICES GMBH

DELIVER TO ORDER

To make life easier for the Group's sales affiliates, dealers and, ultimately, its customers, the aftermarket department offers maintenance kits and repair packs for routine maintenance jobs. These are tailored precisely to the different machines and their respective maintenance intervals. The Group also gives customers the option of prioritizing their order on a case-by-case basis. Depending on how urgently they need a spare part – whether it be for an emergency repair or for storage for instance, customers can choose between different order types. "This enables us to align the service level with actual needs when a customer places an order," concludes Voigt. All of which ultimately feeds into the Group's overarching service goal: to minimize equipment downtime and maximize operational efficiency on landholdings and construction sites over time.

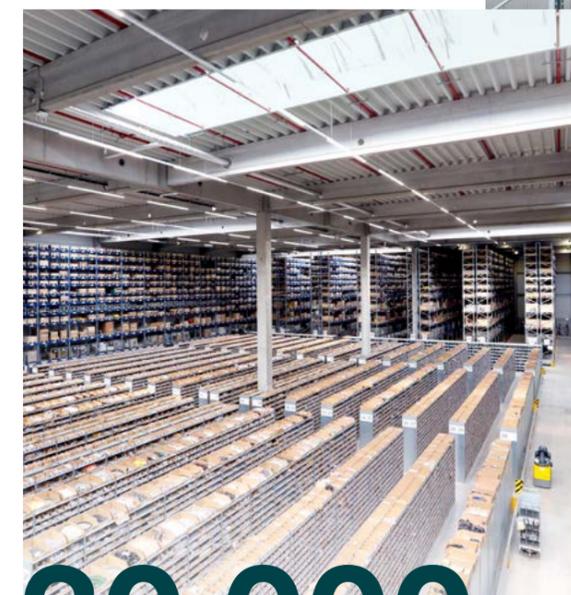
THE LOGISTICS CENTER IN NUREMBERG

95.6%

service level for all express orders



85,000
different spare parts



30,000 m²
floor space

EMISSION- FREE DIGGING



Emission-free construction sites, particularly in urban areas, may sound like a pipe dream, but Wacker Neuson has already turned this vision into reality with its zero emission range. In 2020, the company expanded the line to include the EZ17e, the Group's first all-electric mini-excavator. The entire development process of the EZ17e was inspired by customer needs and usability. Here, we take a look at how this machine came into being.

1

PRODUCT MANAGEMENT

The product development process kicked off by looking at current trends and seeing how they might translate into added value for customers. Where is the market headed? How can we deliver tangible value on the ground? And what exactly do customers expect from a mini-excavator with an alternative drive system? The product management team explored these questions, pioneering new terrain and engaging customers in the process right from an early stage. They quickly identified numerous boxes that an electric mini-excavator would have to tick. These included zero compromises on performance; an electric excavator would have to match comparable conventional models. Next on the list was ease of deployment; the machine needs to be practical and charge at any power outlet – from 100 to 415 volts. Other must-haves included a design without rear projection and alignment with the existing zero emission portfolio. The team was able to factor all these requirements directly into the development process.



»We are really motivated at the chance to shape the future of the construction equipment industry and even make history with our pioneering developments. We play an active role every step of the way – from the initial brainstorming through market launch to on-site visits.«

KLAUS ALLERSTORFER
PRODUCT MANAGER

2



»We've created something really special with our EZ17e. The Zero Tail design makes this electric excavator unique and the perfect fit for construction work in confined spaces.«

PAUL OBERNDORFER
TECHNICAL PROJECT MANAGER FOR EXCAVATORS

DEVELOPMENT

The biggest challenge during development was to balance a compact footprint with runtime expectations and a battery big enough to meet those expectations. At that time, a robust battery system suitable for tough jobs with attachments such as a hydraulic breaker was not available on the market. So Wacker Neuson joined forces with a technology partner to develop a suitable lithium-ion battery. The machine prototype was taken to actual construction sites at an early stage to test its performance under real-world conditions and gather feedback directly from customers. This information was fed directly back into the development process. Even the early prototype tests revealed that an all-electric excavator has what it takes – in the real world.

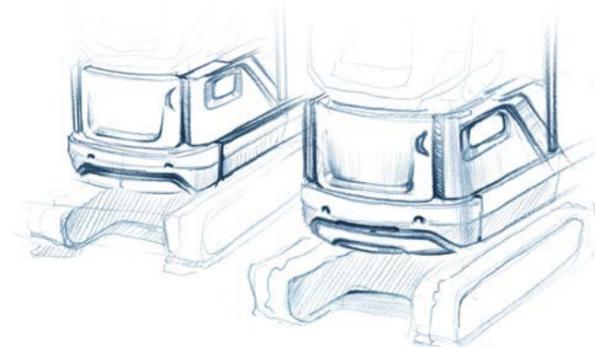


Jakob Henkel, Martin Hanl and Marian Masegg (left to right) were the design team responsible for the EZ17e electric mini-excavator. They began working on the instantly recognizable, dynamic design eighteen months before the start of series production.

3

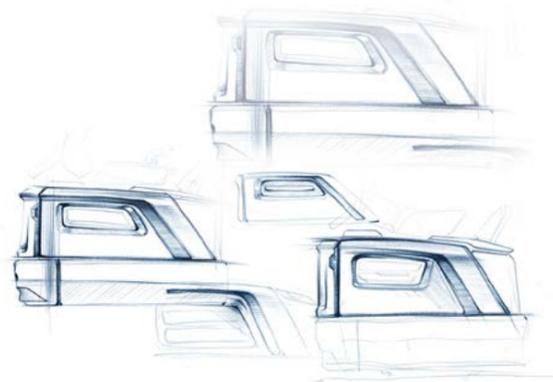
»As with all of our products, 'form follows function' with the EZ17e. But we also knew that the design had to appeal to the emotions at some level. After all, the Wacker Neuson brand is known for its distinctive design language.«

MARTIN HANL
TEAM LEAD INDUSTRIAL DESIGN



DESIGN

The electric excavator's design is best summed up as dynamic, timeless and instantly recognizable. The machine's color, shape and design language mark it out as a member of the Wacker Neuson excavator family. However, green branding elements clearly set this zero emission machine apart from the conventional EZ17 model. The operator platform was a key focus area for designers and particular attention was paid to the controls. To give users a familiar look and feel, Wacker Neuson believes in evolutionary rather than revolutionary design. The 7-inch display, for example, tells users at a glance the current charge status, the remaining operating time and other important details.



5

4

SALES AND DISTRIBUTION

Demand for zero emission excavators is rising as zero-carbon construction sites gain in importance, particularly in urban areas. Contractors only really have a chance of winning tenders with stipulations on exhaust gas emissions and noise levels if they use electric light and compact equipment. Alongside rental companies, municipal bodies and construction site operators are increasingly showing interest in zero emission solutions, especially the all-electric EZ17e excavator – not least because of its easy, intuitive operating concept. Today, Wacker Neuson offers customers an end-to-end portfolio of emission-free machines that supports all steps on urban construction sites while matching the performance of their conventional counterparts.



»For ease of maintenance, electric machines are simply unbeatable. The EZ17e electric excavator enables customers to achieve maximum machine availability with lower maintenance costs. Which saves them time and money.«

THOMAS WERNER
CUSTOMER SERVICE MANAGER



»Our customers have been waiting for the EZ17e. Now they can experience the machine's performance, battery capacity and easy handling firsthand on their own worksites.«

AXEL FISCHER
MANAGING DIRECTOR OF WACKER NEUSON
VERTRIEB DEUTSCHLAND

SERVICE

Every new technology must earn customers' trust by proving its reliability. Wacker Neuson underscores its commitment to outstanding quality with additional warranty services. Here also, customers can rely on rapid spare parts deliveries and expert support. Service employees complete dedicated training so they are ideally prepared for every new technology and every new product. One of the key benefits of electric motors is that they have much fewer parts subject to wear and tear than combustion engines. This makes them almost maintenance-free.

WHAT USERS HAVE TO SAY ...



»Because of its emission-free operation, the excavator EZ17e was ideal for the sensitive use in repair of burst water pipes. In addition, the flexible use with bucket and with hydraulic hammer completely convinced us.«

SUSAN CRANMER
SUPERVISOR, KIER ANGLIAN WATER, UNITED KINGDOM



Watch the video here:
<https://youtu.be/eazmDf6XD4>

»The electric excavator is a match for any machine with a combustion engine. It's clearly designed for ease of handling with straightforward battery management and familiar controls. Plus it's very quiet.«

MARIO LANG
SITE MANAGER, SWIETELSKY AG, AUSTRIA



Watch the video here:
<https://youtu.be/lmYyB6ib9I4>

»We had to use emission-free construction equipment in the desert and jungle houses at the the German National Garden Show to protect employees and plants. We used the EZ17e mini-excavator for digging work and removing stones. It effortlessly mastered these tasks.«

UDO LINDENLAUB
MANAGING DIRECTOR OF LINDENLAUB GMBH,
GARDEN AND LANDSCAPING SPECIALISTS IN GERMANY



Watch the video here:
<https://youtu.be/uzWzIRpsU5k>



6

THE EMISSION-FREE CONSTRUCTION SITE
Market launch of the EZ17e excavator has further expanded Wacker Neuson's zero emission product line. In doing so, the company has turned the prospect of an emission-free construction site into reality. Spanning an excavator, a wheel loader, dumpers, rammers, vibratory plates and an internal vibrator system, this wide portfolio covers every step on a construction site, paving the way for extremely quiet, emission-free operations.

A DIFFERENCE YOU CAN FEEL

The experience of working at the Wacker Neuson Group is constantly evolving. In 2019, the company launched an agility initiative, challenged its existing leadership principles and redefined them. In this interview, Director Corporate Human Resources, Jens Hauke Wellhoener, explains how new principles can be brought to life and why the Group's corporate culture is such a competitive advantage.

The Wacker Neuson Group has had leadership principles for a long time. The question is, how can they evolve to remain relevant in a world shaped by an accelerating volley of unpredictable changes? What are the needs of current and future employees? These were the questions that the company asked itself as part of an agility initiative that also saw it challenge and redefine its own understanding of leadership. Exploring how the expectations of younger generations have changed was a key aspect here. This is because the Wacker Neuson Group's workforce has become younger in recent years and its composition has also changed. The company now employs significantly more people with an IT background, for example. The research and development department has also grown markedly.



Technologists and designers from the Wacker Neuson Group collaborate with startups in the "Strada del Startup" idea factory based in a former tobacco factory in Linz, Austria.



»A corporate culture isn't something you can simply replicate. For the most part, it's not even something you can see – but you can feel it.«

JENS HAUKE WELLHOENER
DIRECTOR CORPORATE HUMAN RESOURCES

The new understanding of leadership was jointly developed by employees from different lines of business throughout the company. Although the project team did not have any support from external consultants, they made sure they zoomed out to focus on the big picture. Specifically, they researched other companies and looked at how they approach the leadership topic, and conducted numerous interviews to gather as many opinions and ideas from the workforce as possible. The outcome was five principles that describe what it means to lead at the Wacker Neuson Group in a short, snappy and less “top-down” way.

THE FIVE PRINCIPLES:

- We assume responsibility
- We believe in mutual respect
- We act as coaches
- We continue to develop
- We celebrate success

These principles work in two directions. On the one hand, they outline what employees can expect from their line managers. At the same time, they provide a general guiding framework for collaboration, particularly in agile environments where responsibility is increasingly being shared between multiple individuals working in self-organized teams. In addition, they apply to remote leadership – an increasingly common phenomenon. This new understanding of leadership provides a common foundation for the entire Group, uniting what were at times brand-specific sets of leadership guidelines in the past.



REMOTE-CONTROLLED MINI-EXCAVATOR

The concept of a remote-controlled mini-excavator was born at the creative “Strada del Startup” idea factory.



»Our eyes are always turned towards the value our equipment brings to our customers, but our people are the heart of our business.«

JENS HAUKE WELLHOENER
DIRECTOR CORPORATE HUMAN RESOURCES

FIVE QUESTIONS FOR JENS HAUKE WELLHOENER

The Wacker Neuson Group launched an agility initiative in 2019. What were you aiming to change with this project?

Customer requirements and the possibilities of technology are changing so quickly today. We wanted to generally accelerate beyond reacting to become more proactive. We want to anticipate market changes at an early stage and take the right action.

What is the main benefit of an agile mindset for the Wacker Neuson Group?

We are less hierarchical and will go with an 80-percent solution instead of holding out for a 150-percent one. For us, agility is about the ability to accelerate and change direction, but also about the ability to decelerate. Because we have defined agility as one of our corporate values, it has also changed the way we work with each other. We take a more pragmatic, solution-driven approach to business. It is easier to bridge silos within the Group and we can learn more from one another.

How do you ensure that the new leadership principles are really lived by the Group and are not just empty words?

We communicate very openly with each other. We've also really widened the circle at our global leadership meeting. Today, the focus is more on what each leader is contributing globally both to their team and through their team. We provide all employees with training via e-learning sessions on our intranet to ensure they know what indicators they can use to measure the performance of their managers. To raise awareness among managers, we

have included the new leadership principles as a separate module in all of our development programs. Speaking at a personal level, I haven't worn a suit in eighteen months and have moved into an open-plan office with my team.

Why is the corporate culture an important competitive factor?

The job market has become an employee's market. Specialists are a rare commodity. There is not much difference in salaries from one employer to another. What can ultimately win talent over is the environment or culture a company offers. That and the extent to which their work is valued – these are key factors that determine whether someone stays or goes. And that is what makes culture such an important competitive factor.

And what makes the Wacker Neuson Group's culture so special?

The fact that we are such a dynamic company. And that we can and do give young talent a lot of responsibility. This isn't something you would necessarily expect from a construction equipment company – after all, agriculture and construction are generally seen as more conservative industries. Applicants are pleasantly surprised when they experience this, particularly those from the IT sector. We have a modern understanding of leadership and a corporate culture that values and respects individual effort. Compared with a giant organization, for example, the Wacker Neuson Group can see its people differently – as individuals if you like. Our people have the space to develop their full potential.

AROUND THE WORLD



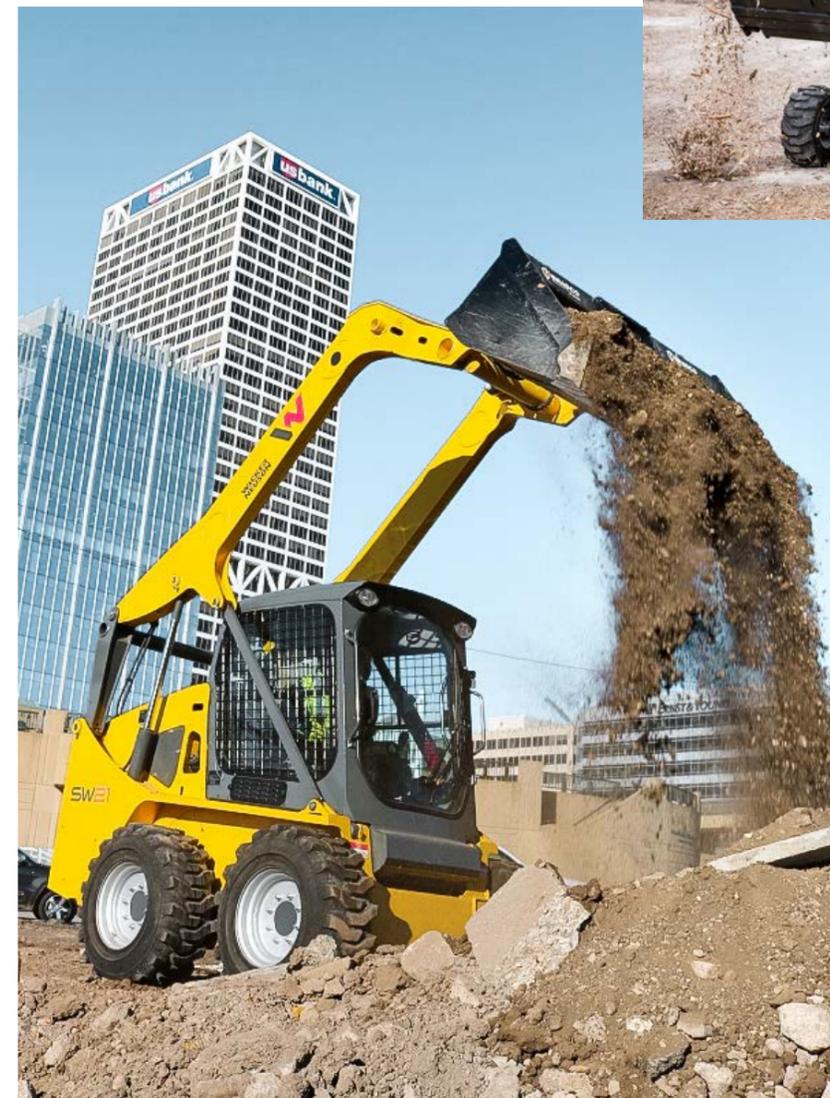
The Wacker Neuson Group is an international network of companies, employing around 5,500 people worldwide. The Group's headquarters is based in Munich. With manufacturing sites in Germany, Austria, the US and Serbia, we are always close to our customers – in every sense of the word.



South Africa
Wacker Neuson's compaction products are used the world over, for example here in South Africa.



Bolivia, Salar de Uyuni
Even at 4,200 meters above sea level with temperatures of -15°C, this vibratory plate from Wacker Neuson reliably compacts soil on the shores of the world's largest salt lake.



Australia
Mini loaders by Dingo Australia give unprecedented levels of flexibility, and have been available in the Wacker Neuson design since 2020.



USA
Wacker Neuson develops and manufactures skid steer loaders and compact track loaders in its core market of North America.

AROUND THE WORLD



The Wacker Neuson Group is an international network of companies, employing around 5,500 people worldwide. The Group's headquarters is based in Munich. With manufacturing sites in Germany, Austria, the US and Serbia, we are always close to our customers – in every sense of the word.



UK
The seat and console of the innovative Dual View dumper can be rotated 180 degrees so operators can transport material more efficiently and safely.



Denmark
Wacker Neuson's zero emission and, above all, quiet construction equipment was the perfect choice for this night-time construction site in Copenhagen.



Switzerland
The Kramer wheel loader makes light work of clearing snow on the Schreckfeld ski slope.



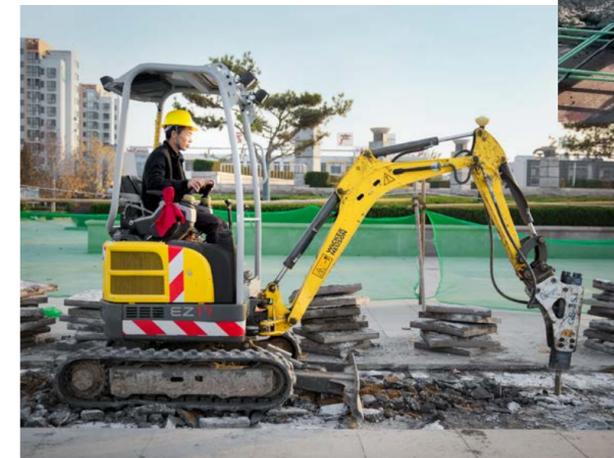
Spain
Kramer's telescopic loader reaches great heights during the olive harvest in Spain.



Germany
With the right attachment, the Weidemann Hoftrac can easily transport round bales.



USA
Wacker Neuson is revolutionizing concrete consolidation with this battery-powered internal vibrator, which does away with cables, noise and emissions.



China
Since 2018, Wacker Neuson has been developing and manufacturing equipment at its new production site in Pinghu tailored exactly to the requirements of customers in the region.



Wacker Neuson
Group

Wacker Neuson SE
Preussenstrasse 41
80809 Munich
Germany

www.wackerneusongroup.com