



About us

The Wacker Neuson Group is an international network of companies with around 6,600 employees. Everything we do and think is inspired by the success of our customers in the construction and agricultural sectors. We stay close to our customers around the world so we have a good understanding of their processes and of regional requirements. As the proven specialist for light and compact equipment, we offer innovative solutions to strengthen our customers' business success in the long term. In fiscal 2023, the Group achieved revenue of EUR 2.7 billion. The Wacker Neuson, Kramer and Weidemann brands belong to the Group. Our other brands and participating interests are Enar, Battery One and Sequello.





From left: Felix Bietenbeck (CTO and COO), Alexander Greschner (CSO), Dr. Karl Tragl (CEO), Christoph Burkhard (CFO)

Dear Reader,

"Driving Technological Change" is the title we have chosen for this year's magazine. It captures the vision that inspires our innovative products and solutions. The tenth anniversary of our zero emission portfolio is something we are very proud of here at Wacker Neuson. Ten years ago, we introduced a battery-powered rammer as the first product in our zero emission range. Since then, we have systematically expanded this portfolio and now support many complementary construction tasks with equipment producing zero local emissions. Today, we are focused on the entire zero emission ecosystem of our customers. You can read more about this on page 14.

The innovative solutions developed by the Wacker Neuson Group, like our zero emission portfolio, are the visible expression of a corporate culture that encourages and empowers employees to bring their own ideas to life. Read about how this collaborative approach is driving the Group forward from page 4 onwards. In the interview with the Executive Board on page 18, you can learn about the Wacker Neuson Group's blueprint for the future as captured in our Strategy 2030, and also how we are stepping up to our corporate social responsibility.

We hope that you will find our magazine an interesting read. The Executive Board of the Wacker Neuson Group Wacker Neuson Group | Shaping the Future Together
Wacker Neuson Group | Shaping the Future Together

SHAPING THE FUTURE TOGETHER

The Wacker Neuson Group is committed to developing forward-looking solutions in close collaboration with its employees. Constantly forging new paths in the ongoing evolution of its product portfolio, the company is also making an important contribution to greater sustainability in the construction and agricultural sectors.

In 2023, the Wacker Neuson Group celebrated its 175th anniversary. Johann Christian Wacker laid the cornerstone in 1848 when he opened a blacksmith's shop in Dresden. Since then, the company has delivered a long line of innovations that have revolutionized construction site workflows.

"Innovation is part of our DNA," says Sandra Klein, Director Corporate HR at the Wacker Neuson Group. "But our success as a company is built on our employees, as they are the ones who drive us forward with their passion and their commitment to excellence. To make sure it stays that way, we do everything in our power to help them to realize their full potential."



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Sandra Klein

Director Corporate HR at the Wacker Neuson Group



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"It's simple: our business is driven by our colleagues and by our products."

Hubert Aicheler

Market Development Manager Wacker Neuson (retired in 2023 after 44 years with Wacker Neuson)



"It all comes down to passion and the opportunity to further enhance our products. We just have great products – they create an emotional connection."

Matthias Aicheler

Head of Sales Construction at Kramer and a company employee since 1984

opportunity to further enhance our products. We just have great products – they create an emotional connection." Combined, the Aicheler brothers have been working for the Wacker Neuson Group for over eighty years and live the company's values every single day.

Stefan Deiser is another long-serving employee and he also has a strong family connection with Wacker Neuson: "Both my father and father-in-law spent their entire working lives here – and now I am following in their footsteps. And I am very proud that my son is so going to start his career here." As a vocational trainer, Stefan Deiser helps young employees to stretch themselves and unlock their talents. "What do I love about Wacker Neuson? We are all proud to work for this company. Everyone has the chance to develop their skills and realize their potential. Our corporate culture actively promotes employee engagement."

The Wacker Neuson Group's zero emission portfolio is the most visible outcome of this culture. In addition to directly addressing real-world customer requirements, this product range also reflects the current trend towards more sustainable ways of living and working.

"In interviews with potential candidates, applicants are increasingly interested in how the Wacker Neuson Group is stepping up to its corporate social responsibility," explains Director Corporate HR Sandra Klein. "We are proud of the fact that we are making an important contribution to more sustainable construction and agricultural workflows – and we have also enshrined this commitment in our Strategy 2030 roadmap."



"The Weidemann brand can sum up its value proposition in just a few words: Simply get the job done – efficiently."

Oxana Schneider

Customer Relationship Manager International Markets at Weidemann

A culture that values and respects individual effort and a strong team spirit create an environment where everyone can give their very best. This, in turn, means the company can constantly expand and optimize its portfolio to make everyday tasks easier for customers in the construction and agricultural sectors. The Wacker Neuson Group's three core brands also demonstrate that sustainability can go hand in hand with efficiency, safety and reliability.

For the Weidemann brand, for example, the Korbach-based team can sum up its value proposition in just a few words: Simply get the job done – efficiently. This spirit is also brought to life by employees from the Weidemann export team like Oxana Schneider. She supports both the market development managers at the production sites and the national sales managers at country level. Her job is to encourage colleagues to network, share ideas and exchange information. In this way, everyone can learn from each other and work together more efficiently, as she herself explains: "I have acquired wide-ranging experience throughout my sales career. But it's here at Weidemann that I have found the perfect mix: a warm, friendly working atmosphere, an international backdrop and the opportunity to really play to my strengths. I'm delighted to be part of a strong export team where we all work together to actively support our markets."

Her colleagues at Kramer and Wacker Neuson are equally passionate brand ambassadors, committed to finding the best solution for every customer. "It's simple: our business is driven by our colleagues and by our products," says Hubert Aicheler. His brother Matthias Aicheler adds: "It all comes down to passion and the



"What do I love about Wacker Neuson? We are all proud to work for this company. Everyone has the chance to develop their skills and realize their potential."

Stefan Deiser

Vocational trainer at Wacker Neuson in Reichertshofen

THE WACKER NEUSON GROUP AS AN EMPLOYER

The Wacker Neuson Group brings together an enthusiastic and motivated team of people from all around the world – united by their drive to power the company's success. Their ideas are shaping the future of the Group.



Find out more at:

https://wackerneusongroup.com/en/career-center/the-wacker-neuson-group-as-an-employer

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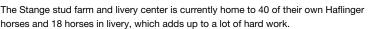


Whether lifting heavy loads, compacting soil, clearing snow, sweeping roads or even cutting hedges, compact equipment from Weidemann, Kramer and Wacker Neuson simplifies daily tasks such as these for countless people around the world. We invite you to join us as we take an exciting tour of eight locations in Germany, Denmark, the Czech Republic, Canada and Switzerland to see our products in action.

TOO BIG

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Farmer Per Warming from Denmark loves his 9580T telescopic wheel loader from Weidemann.

"At last we have a technical innovation that actually makes switching attachments fun."

Diana Stange and Bianca Fuchs
Managers of the family-owned Stange
stud farm and livery center in Edertal,
Germany

A FARMER'S BEST FRIEND

Weidemann-branded agricultural loaders, telehandlers and telescopic wheel loaders have been making light work of agricultural, municipal and other tasks for decades. And indeed some customers cannot get enough of these machines. Take the Enneking tree nursery in the northern German town of Damme for instance, which has as many as nine "Weidemanns" in use on any given day – seven Hoftracs, one 3080 wheel loader and one 3080T telescopic wheel loader. This family-owned business with 44 employees has been a fan of the Weidemann brand since the 1990s. The Enneking team can't imagine how it would manage its heavy-duty workload without the help of Weidemann equipment. For greater versatility, the fleet is complete with multiple attachments, including shear grabs, sweepers and hedge trimmers. The Weidemann machines are also indispensable for transporting stones or trees, working in grave-yards and moving plants.

Life is good for the Haflinger horses at the Stange stud farm and livery center in Edertal in the north of Germany. Unlike their predecessors that had to draw heavy loads, the 40 Haflingers and 18 horses in livery now live a comfortable life at the farm stables. Sisters Diana Stange and Bianca Fuchs are the managers of this second-generation family business. They rely on the compact 1140 Hoftrac for their work around the stables. Depending on the task at hand, they often attach a shear grab, a light materials bucket, a surface planer, a pallet fork or a bale spear. There was just one thing that used to bother them: When switching attachments, they had to couple and uncouple the hydraulic hoses every single time. To simplify this task,

the sisters decided to equip the machine and its attachments with the new Easy Coupler System (ecs) from Weidemann. "Switching attachments is child's play now – we don't even have to leave the driver's seat," enthuse Diana Stange and Bianca Fuchs.

Another Weidemann enthusiast is farmer Per Warming, who runs a dairy farm in Blaere, Denmark, with 350 cows. When his old front loader came to the end of its life, the Dane wasted no time in swapping it for the 11-ton 9580T telescopic wheel loader from Weidemann. Now he can't imagine using anything else: "When you're working on a farm, you hop in and out of your loader several times a day. So it's important to have a convenient way of getting in and out of the cabin. The Weidemann machine certainly delivers on that score." It is also a real all-rounder as it can be used not just as a loader, but also to transport cattle and manure or to distribute fodder.

COMFORT IN SAFETY

Kramer equipment is used for a wide variety of tasks in the agricultural and construction sectors. The brand stands for all-wheel steer loaders, telescopic wheel loaders and telehandlers offering excellent maneuverability, off-road performance and superb materials handling efficiency. For many years now, the Sobota family has been relying on Kramer for different tasks on the Slovec farm in the Czech Republic. The Slovec farm is part of an agricultural cooperative operating three holdings with a total land area of 3,000 hectares. With a herd of 750 dairy cows and 500 young animals plus plantations of cereal, soya, sugar beet and corn, the 66 employees are certainly kept busy. Two Kramer KT559 telehandlers and one Kramer KL30.5T telescopic wheel loader are used for daily tasks like loading materials, feeding animals and transporting big bags. "Our decision for Kramer was sealed by the proximity of the spare parts warehouse run by our agricultural equipment dealer plus the excellent level of service," according to the Sobota family.





Whether on a Czech farm (right) or at an altitude of 2,000 meters in the Bernese Alps (left), Kramer equipment rises to the challenge.

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"We decided on the Kramer wheel loader because it is so easy to use."

Patrick Gretler

Manager of Freight Transport at Jungfrau Railway

Another example of Kramer in action comes from Switzerland. The Jungfrau Railway team in the Bernese Alps has been using Kramer wheel loaders at altitudes of over 2,000 meters for several years now. This historical cogwheel rail service is a popular tourist attraction. Since 1912, it has been running from Kleine Scheidegg to Jungfraujoch – the highest railway station in Europe – ascending almost 1,400 meters over a distance of nine kilometers in the process. Two Kramer wheel loaders have been in operation at the Kleine Scheidegg and Eigergletscher stations for a number of years, and the 5085 wheel loader has recently joined this little fleet. The machines are mainly used to load and unload the railway carriages when the train arrives and distribute the goods to local restaurants and hotels. During the winter months, the wheel loaders are equipped with a snowplow or blower attachment to clear snow.

Staying in the Alpine region, the Balmholz quarry at Lake Thun also relies on Kramer equipment for its siliceous limestone mining activities. This highly pressure-resistant hard rock is mainly used in railway engineering, road building, structural and underground engineering and hydraulic engineering in the form of ballast, crushed stone or gravel. The quarry team has already been using a Kramer wheel loader for many years and has recently added the 8180 wheel loader to its fleet. Both machines can work virtually around the clock and have no problem performing under this kind of pressure. Day in, day out, they reliably shovel, doze and transport the siliceous limestone material – even in the most confined spaces.

THE PERFECT FIT - EVERY TIME!

It's hard to miss them: Wacker Neuson's yellow-colored light and compact equipment is a fixed feature on construction sites the world over. Wacker Neuson's mission is to be a reliable solution provider. The company engages closely with its customers to innovate and optimize its portfolio, always with the aim of making daily life on construction sites a lot easier.





The Munich-based construction company Nibler put zero emission light equipment, excavators and wheel loaders to the test and was impressed with the results

Dual View dumpers are an excellent example of this process in action. The seat or cab of these models can be rotated 180 degrees to give the driver a clear view of the terrain or road ahead. Similar to regular transport trucks, the loaded skip of the dumper is located behind the driver. This Dual View option therefore brings better visibility and improved safety to the construction site. These benefits resonate strongly with the team from Quattro Constructors in Canada. With the assistance of two DV90 Dual View dumpers, the company transported 3,000 cubic meters of concrete through a tunnel measuring over one kilometer in order to lay a ground plate in the tunnel. Thanks to the safety and efficiency of the two dumpers, the project was completed ahead of schedule.

In order to protect the environment, workers and local residents, Wacker Neuson is continuously expanding its increasingly popular zero emission portfolio. The Munich-based construction company Nibler was keen to find out just how good zero emission products are in practice. So in 2023, Wacker Neuson helped it to set up an urban construction site in the north of Munich with battery-powered excavators, wheel loaders and compaction equipment. Feedback from Nibler's first zero emission project was positive: no noticeable differences in handling or performance, but a dramatic drop in noise levels.

Wacker Neuson is convinced that zero emission machines are not just suited to projects with very specific requirements; they also offer a host of benefit for everyday tasks on regular inner-city construction sites and beyond. It is hardly surprising therefore that electric products are gaining traction on construction sites throughout Europe and in other regions of the world.

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Read more about our zero emission portfolio on page 14.



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Over ten years ago, the Wacker Neuson Group started to specialize in electric light and compact equipment – inspired by the drive to always offer each customer the best solution for their needs. Development of the first battery-powered rammer was soon followed by other electric products marketed under the zero emission label. The Wacker Neuson Group is now focused on the complete ecosystem, spanning everything from charging infrastructure and services through financing options and different usage models to battery lifecycle management.



The Wacker Neuson Group launched its zero emission portfolio in 2014 with a battery-powered rammer. This was followed in 2015 by the first eHoftrac.

ZERO COMPROMISES

Right from the beginning, battery-powered machines were developed with the overarching aim of zero compromises on the performance front.

The electric machines had to deliver the same power as their conventional peers – right up until the end of the working day.

In 2014, Wacker Neuson presented the AS30e and AS50e – the world's first battery-powered rammers. Along with the 803 dual power excavator, which can be operated with an electro-hydraulic system in addition to its diesel engine, these machines marked the first chapter in the zero emission success story, also establishing Wacker Neuson as the market pioneer in this field. Kramer made its own contribution to the zero emission range in 2014 with its electric wheel loader for the construction and agricultural industries. In 2015 meanwhile, Weidemann launched the first electric Hoftrac, which is now in its third generation. Building on this solid early foundation, the Wacker Neuson Group has since expanded its zero emission range to now encompass 30 light and compact equipment solutions.

From day one, the design concept mandated that every single product in the zero emission portfolio – whether it be a rammer, excavator or wheel loader – had to match the performance specifications of its conventional counterpart in the same class. And future additions to the zero emission portfolio will be designed to the same high benchmark.

"We were one of the first companies in the industry to bring battery-powered products to market."

Alexander Greschner

CSO of the Wacker Neuson Group

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THE ZERO EMISSION CONSTRUCTION SITE

The broader the zero emission portfolio, the more flexible the deployment options. The electric range now includes rammers, plates and rollers for compaction tasks, as well as excavators, dumpers, telehandlers and wheel loaders for transporting material. Moving into the second chapter of the zero emission success story, this means that entire construction sites can be operated with zero direct emissions as the product portfolio supports everything from breaking up buildings through excavation and transport of materials to filling and earth/asphalt compaction.

These products have already proven their worth at many different construction sites with totally different requirements in places like Barcelona, Stuttgart and Vienna. These city-center projects have involved the redevelopment of market squares, the building of outdoor facilities and the laying of new water pipes – in each case with no direct emissions and minimal noise levels.

zero emission products are ideal not just for typical urban construction sites, but also for special settings such as the pedestrianized zone in Copenhagen. Work to lay new cables had to be carried out largely at night or in the early hours of the morning to avoid disturbing local businesses and residents.

The broad portfolio of mutually complementary zero emission solutions has also risen to the occasion in more ecologically sensitive settings. Like the Swiss Alps, where they were used to landscape a mountain bike trail that is three kilometers long. Or at the Garden Center in Erfurt, Germany, where they helped to landscape a desert and jungle house for the National Garden Show (BUGa) without damaging the sensitive and exotic plants. The various zero emission models work in perfect unison, thus seamlessly combining to support the most varied of construction challenges.



The extensive zero emission portfolio has everything a customer needs to operate an urban construction site with no direct emissions and minimal noise levels.



Scan to read story:

https://wackerneusongroup.com/ en/future-oriented-the-zeroemission-ecosystem



Wacker Neuson's Charging Box is a mobile power station for intermittent or overnight charging. It supports all e-machines from Wacker Neuson.

THE ZERO EMISSION ECOSYSTEM

Recent years have shown that e-products can and do deliver in the real world and this is resonating strongly among customers. Going forward, the Wacker Neuson Group plans to further expand and optimize its existing portfolio. But it has its sights set even higher. Widespread deployment of battery-powered equipment calls for industry standards and an end-to-end ecosystem that makes life easier for customers.

A zero emission ecosystem must include a flexible charging infrastructure. So Wacker Neuson developed the Charging Box, a power bank specifically for construction sites. This mobile station is based on lithium-ion batteries with a capacity of 25 kWh to deliver a continuous supply of energy to electrified equipment. The company also offers services such as rentals, special financing options and subsidies to make it easier for customers to transition to zero emissions.

Over the years, the Wacker Neuson Group has gathered a wealth of experience in emission-free construction work. These hands-on insights indicate that batteries remain highly efficient even after several years in service. The company is therefore collaborating with research institutes to develop second-life solutions for its batteries.

"Offering battery-powered machines that deliver on site is one thing. But services and solutions for the zero emission ecosystem is where we can provide real added value to our customers," says Alexander Greschner, CSO of the Wacker Neuson Group. "And that is what we will continue to focus on in the future."

ZERO EMISSION 360° ECOSYSTEM



"Things have come a long way since we started our electrification journey – we now support our customers' entire zero emission ecosystem."

Alexander GreschnerCSO of the Wacker Neuson Group

SUCCESS BUILDS ON RESPONSIBILITY

In our interview with the Executive Board, Dr. Karl Tragl (CEO), Felix Bietenbeck (COO/CTO), Christoph Burkhard (CFO) and Alexander Greschner (CSO) explain how the Wacker Neuson Group steps up to its responsibility to protect our climate, environment and local communities for current and future generations.

You published your Strategy 2030 in the year that market the Group's 175th anniversary. It sets out your roadmap for profitable growth and a sustainable future. Is it possible to balance sustainability with a strategic business development?

DR. KARL TRAGL: In my role as CEO of the Executive Board of the Wacker Neuson Group, I am responsible for sustainability and business strategy. We presented our Strategy 2030 roadmap in the summer of 2023. It maps out our path towards lasting success, balancing further profitable growth with corporate responsibility over time. Our customers are at the heart of everything we do and our 6,000-plus employees are the vehicle powering execution of our strategy. We work hard to position the Wacker Neuson Group as a competitive and reliable partner for our customers and as a responsible employer for our people, and we are committed to making sure this remains the case in future.



"We work hard to position ourselves as a competitive and reliable partner for our customers and as a responsible employer for our people."

Dr. Karl TraglChief Executive Officer (CEO)



Our sustainability strategy focuses on many of the 17 Sustainable Development Goals (SDGs) published by the United Nations as our current and future performance benchmarks. As part of our materiality analysis, we actively engage our stakeholders in the analysis of our focus topics. We then align our activities with these focus topics, define qualitative and quantitative goals to guide us, and closely track execution and progress. Our reporting activities under the Corporate Sustainability Reporting Directive (CSRD) are becoming increasingly important. It's not just customers and employees, but also investors, the general public and policy-makers who have a legitimate interest in knowing how we govern our business and how we play our part in shaping a better future.

So is it actually possible to develop, manufacture and operate light and compact equipment in a more sustainable way? How does the Wacker Neuson Group factor ecology into the development and manufacture of its products in order to protect the environment for future generations?

FELIX BIETENBECK: The Wacker Neuson Group has already taken several steps to significantly reduce its carbon footprint. Our target for 2025 is to reduce CO_2 emissions by around 50 percent relative to 2019, for example by switching to green electricity, reducing internal fleet emissions and installing photovoltaic systems. We continue to invest in our plants to further abate CO_2 emissions and source around one third of the electricity consumed at the larger Wacker Neuson Group sites from

Wacker Neuson Group | Success Builds on Responsibility

Wacker Neuson Group | Success Builds on Responsibility



"We invest in our plants to further abate CO₂ emissions and source around one third of the electricity we consume from renewables."

Felix Bietenbeck

Chief Technology Officer (CTO), Chief Operations Officer (COO) renewables. Another way we can directly improve our carbon balance is by embracing a sustainable procurement policy. But at the end of the day, these examples only impact a small percentage of our emissions, namely Scope 1 and 2. Most of our emissions are not from our own production sites. They come from upstream or downstream sources so classify as Scope 3. But we can also impact these Scope 3 emissions by empowering our customers to reduce their own carbon footprint through our products and solutions. Statutory reporting obligations, such as the Corporate Sustainability Reporting Directive by 2025, or the new German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG), guide our activities in collaboration with our suppliers and partners.

The sustainable zero emission portfolio is a cornerstone of your strategy. How can this product line also help your customers to advance their own sustainability strategies?

ALEXANDER GRESCHNER: We are delivering on our responsibility towards the climate, the environment and local communities to safeguard the interests of current and future generations by enabling emission-free, quiet and cost-efficient construction and agricultural processes. More and more customers are looking for sustainable equipment that runs on renewable energy with climate, operator and environmental protection in mind. To meet this demand, our offering of zero emission machines in the power class up to 40 kW or five metric tons will double by 2025. We consider this an important contribution to sustainability in the construction and agricultural industries. We will meet this ambitious target by introducing a large number of additional zero emission products and solutions in the coming years. Key to these expansion plans will be power supply solutions on construction sites, digital



"As a family-owned company, we have always prioritized fair and ethical business relationships and have always focused on long-term – and above all – sustainable profits over short-term gains."

Christoph Burkhard
Chief Financial Officer (CFO)

platforms and – ultimately – the recycling of equipment and components as we optimize the total cost of ownership for our customers. All of this will of course come with the quality and innovation benefits customers have come to know and expect from the Wacker Neuson Group. Our customers can rely on us to deliver on our sustainable promises for a more sustainable future!

A general question to conclude this interview: How can you balance sustainable corporate governance with a continued profitable path forward for the Wacker Neuson Group?

CHRISTOPH BURKHARD: It is vital nowadays for a company to generate profit in a responsible and environmentally friendly way. This is reflected in our business ethics policy and embedded into our culture. All company employees are encouraged to share their ideas on how we can make our business more sustainable and act with greater responsibility. We engage with major clients like government bodies to raise awareness about the opportunities and benefits of modern zero emission construction machines and the importance of specifying carbon-free equipment in their tenders. Last year, the Wacker Neuson Group celebrated its 175th anniversary - we did not get to this important milestone by chance. As a family-owned company, we have always prioritized fair and ethical business relationships, and we have always focused on long-term – and above all – sustainable profits over short-term gains. Therefore, in addition to complying with our legal requirements, we will maintain our open and transparent style of communication and demonstrate that profitable growth and sustainability can go hand in hand.



"We are delivering on our responsibility towards the climate, the environment and local communities by enabling emission-free, quiet and cost-efficient construction and agricultural processes."

Alexander Greschner
Chief Sales Officer (CSO)



THE HOUSE OF STRATEGY FRAMES STRATEGY 2030:

Responsible business development and profitable growth



Find out more at:

https://wackerneusongroup.com/

AT A GLANCE

1848

7,000

percentage of revenue including capitalized expenses

6,600



headquarters, Germany

development locations



€ 2.7 bn

Wacker Neuson Group











WEIDEMANN designed for work









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

Agriculture, stud farms/stables, municipal services, tree nurseries

Brands and participating interests:







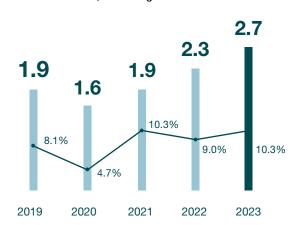
Revenue by business segment



Revenue & margin development

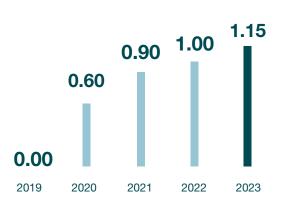
Revenue in € bn, EBIT margin as a %

Sion



Dividend trends

Dividend per share in €1



¹ At the AGM on May 15, 2024, the Executive Board and the Supervisory Board will propose a dividend payout of EUR 1.15 per share for fiscal 2023.

zero emission trends zero emission average annual products growth rate

40% 100%

of light equipment will also be available as electrified models by 2030

