

Welcome to Atlas Copco Tools and Equipment

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President - Atlas Copco Industrial Tools and Equipment

Atlas Copco Capital Markets Day - May 18, 2000



Industrial Technique

- **Electric Professional Tools**
- **Industrial Power Tools**
- **Assembly Systems**

Revenues 1999

- **10.3 bill. SEK
(29% of total)**



Atlas Copco Organization

Board of Directors

President and Chief Executive Officer

Executive Group Management and Corporate Functions

Compressor Technique

Airtec
Portable Air
Industrial Air
Oil-free Air
Atlas Copco Applied
Compressor and
Expander Technique

Construction & Mining Technique

Atlas Copco Rock
Drilling Equipment
Atlas Copco Craelius
Uniroc
Atlas Copco
Construction Tools
Atlas Copco Wagner

Industrial Technique

Milwaukee
Electric Tool
Atlas Copco
Electric Tools
Atlas Copco
Industrial Tools
and Equipment
Alliance Tools

Rental Service

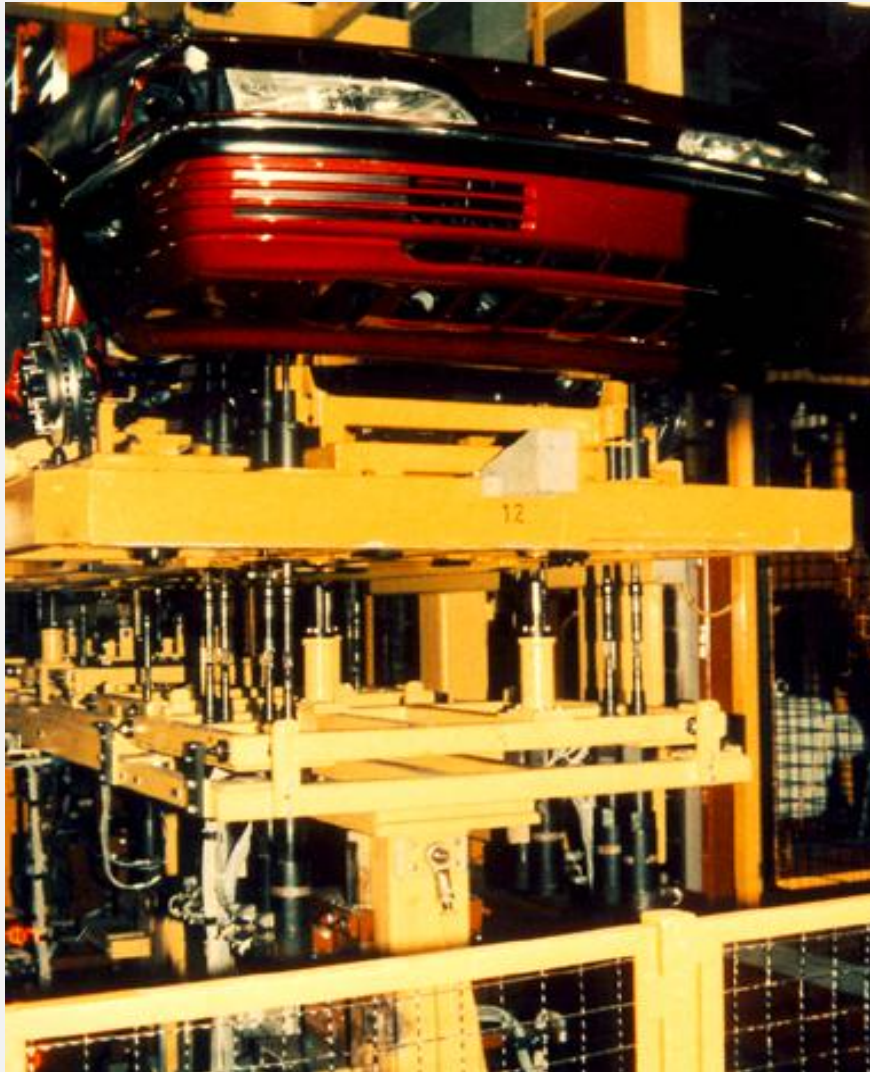
Prime Service
RSC

Product and Sales Companies

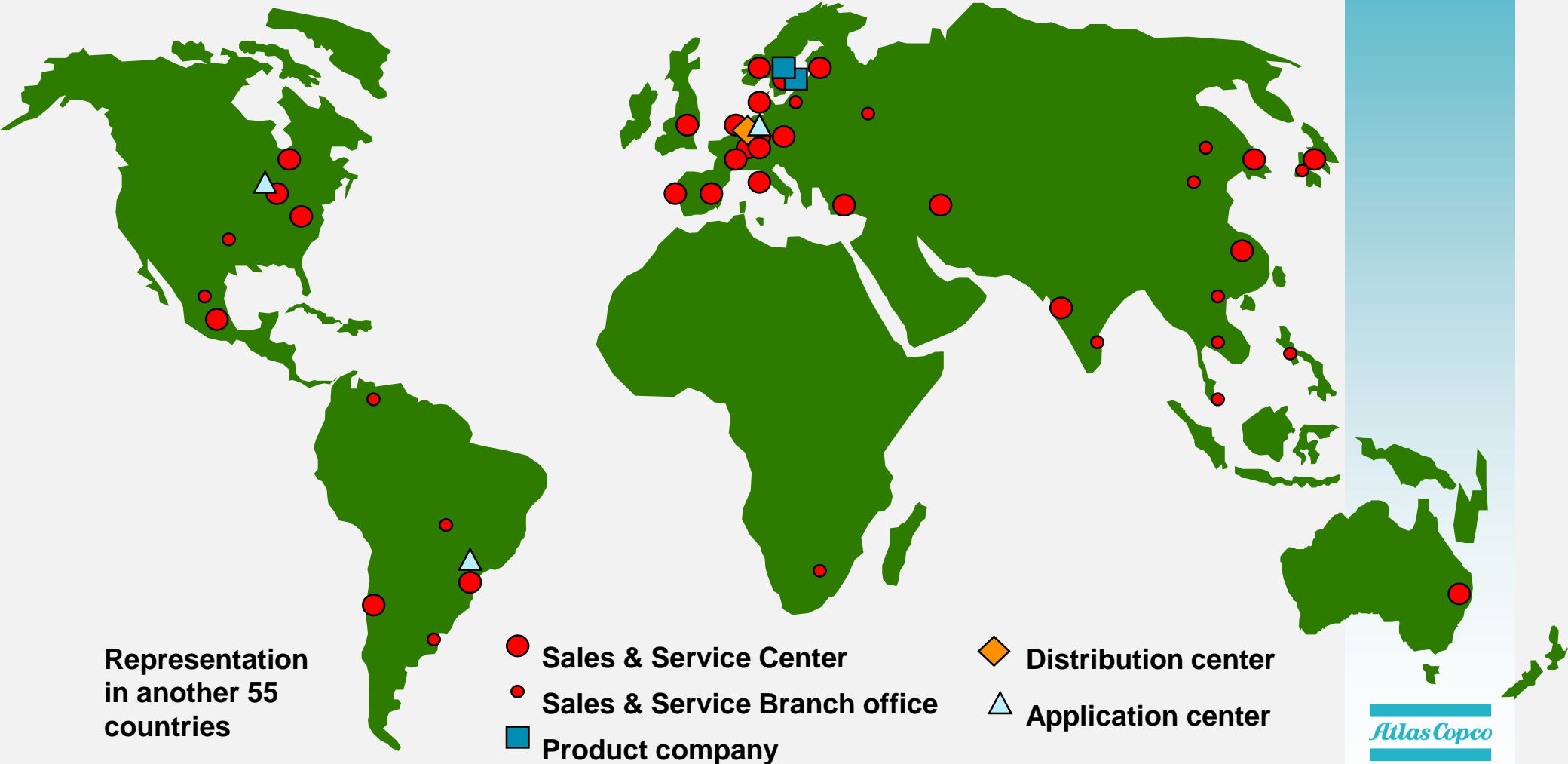
Atlas Copco Tools



Assembly Systems



Global Presence



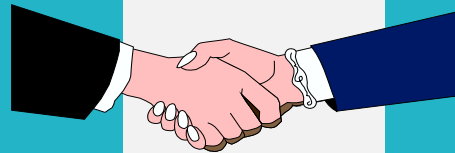
What we Stand for

Product

- Ergonomics
- Quality
- Productivity
- Technology

Use of Product

- Service and Training
- Competence
- Fast and Flexible
- Global



Our Customer's

**Processes
&
People**



Our Customer's Processes and People



Our Customer's Processes and People





**MISSION;
GROWTH**

**More than
Group average**





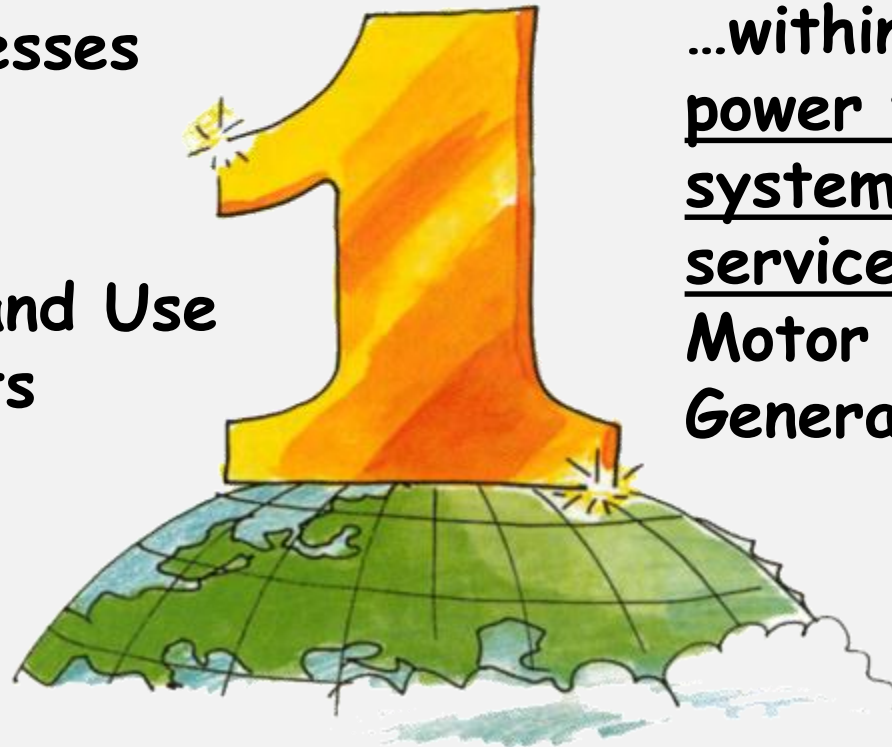
TO BE

FIRST IN MIND - FIRST IN CHOICE

IN OUR BUSINESSES!

Our businesses
are:

Products and Use
of products



...within industrial
power tools,
systems and
services for the
Motor Vehicle and
General Industry.

Strategy to Secure Growth

Territory Management

Deliver and communicate what we stand for

Develop the four sales channels

Focused business

Globalisation

People, Process & General Management

Sales company transformation

Lead time reduction

Competence development and creating an innovative climate

Usage of Information Technology

Shared service within product and sales companies

Product Management

Quality and customer satisfaction

Portfolio management

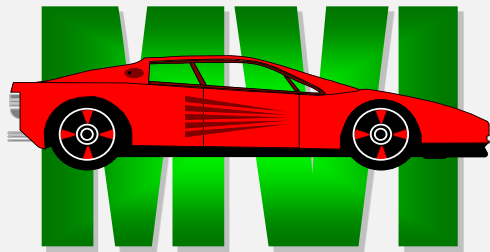
Supplier integration

Service as a "product in itself"

Focused Businesses

Tools and Assembly

- Our goal is to grow in all our focused businesses, particularly within General Industry and Service



45%



40%

SERVICE

15%

Develop our Channels

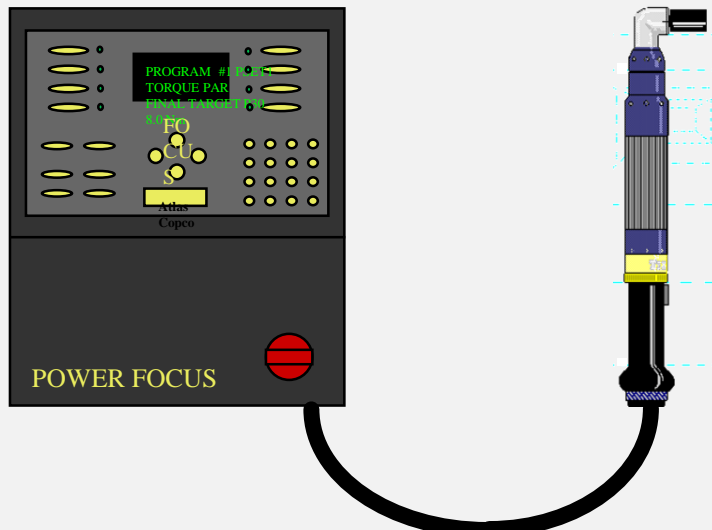
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Sales

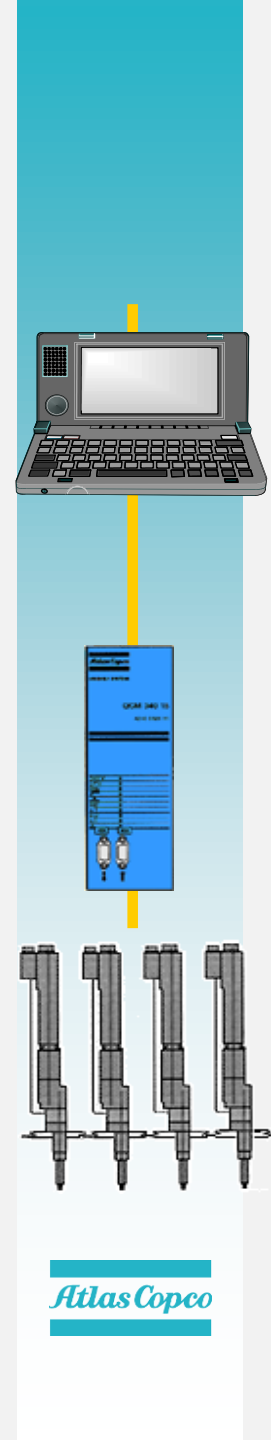
- Direct sales
 - Global key accounts
 - Distributors
 - E-commerce
-
- Territory management is the base.
 - To develop the sales channels and be flexible to adapt to customer and market demands is key.
 - Medium and long term our marketing efficiency has to be increased considerably

Portfolio Management and Strong Product Development

- **Team work** between product and sales companies
- **All inputs** are required - latest technology, customer requirement, production etc.



- **Strong co-ordination** between Tools & Assembly Systems is vital!
- Part of one product offer
- Product launches must be levelled and co-ordinated between engineering, manufacturing and sales organisation



eStrategy

Industrial Tools and Equipment Division



SERVICE

15%

- Our vision is to be the number one supplier of services for our product applications



Atlas Copco

