



The face of interaction





# Giulio Mazzalupi

Capital Markets Day

Feb. 19-20, 2001



*Atlas Copco*

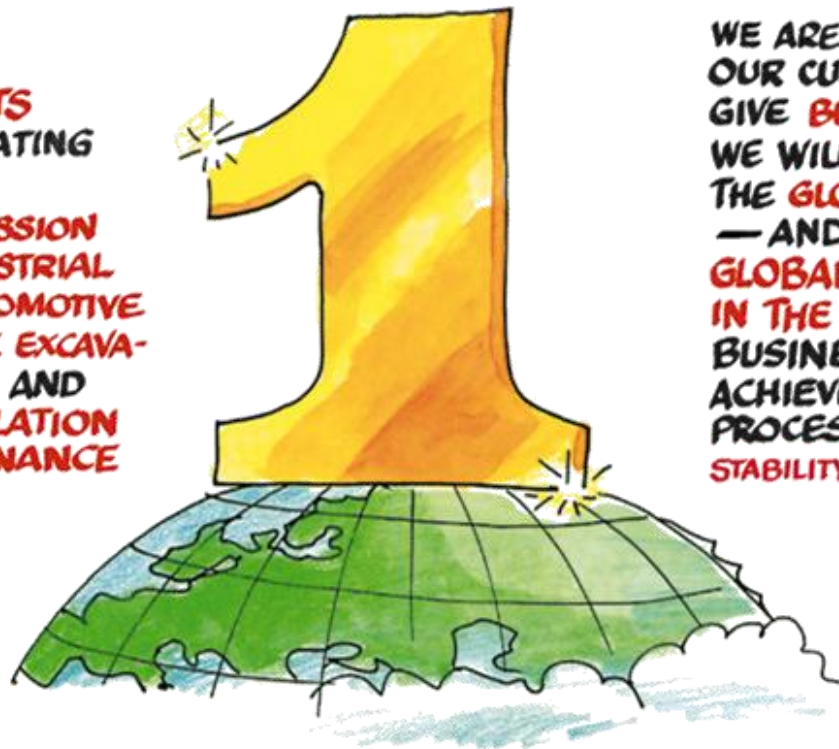
# VISION

TO BE

## FIRST IN MIND - FIRST IN CHOICE

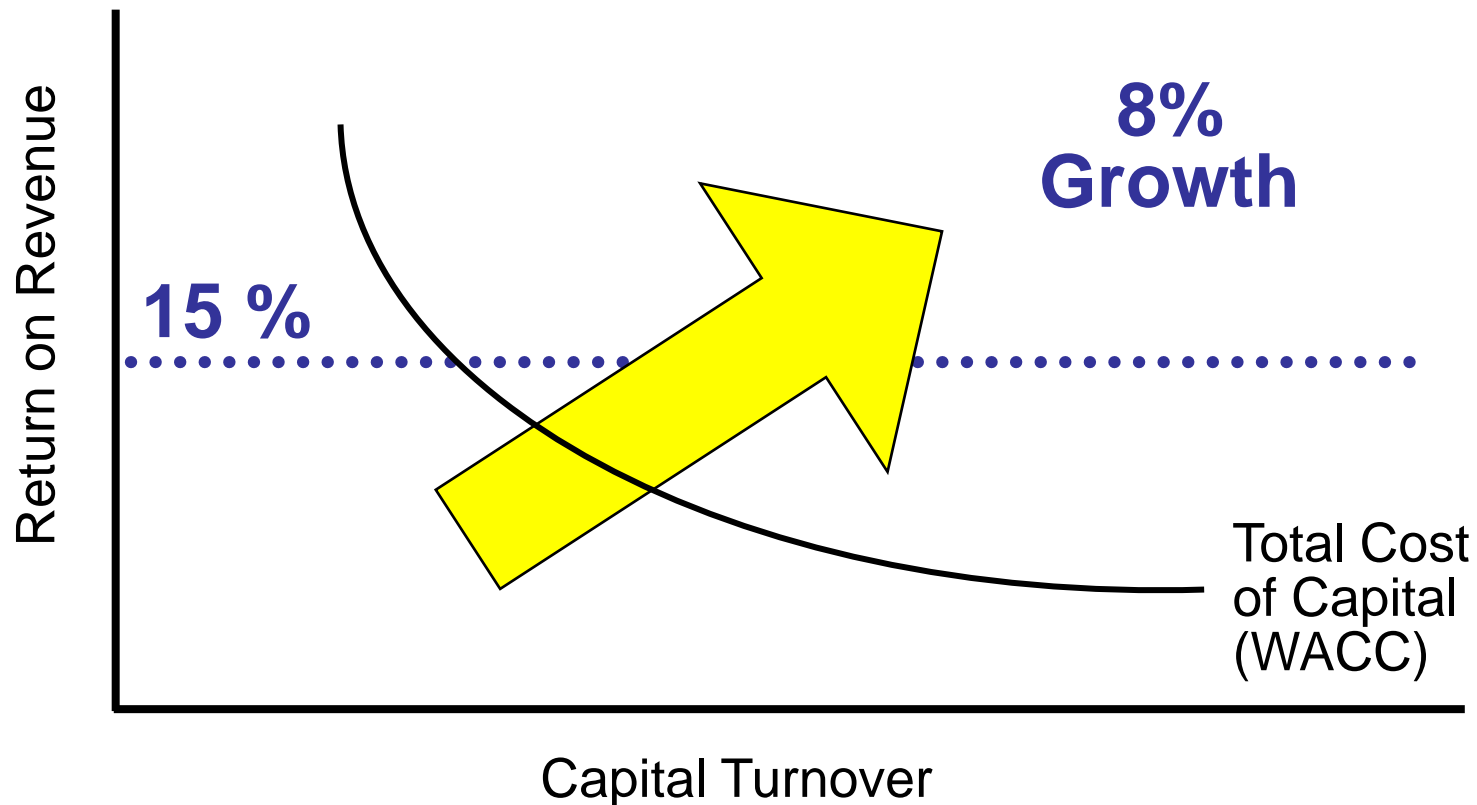
OF OUR CUSTOMERS !

WE PROVIDE:  
**PRODUCTS AND  
THE USE OF PRODUCTS**  
TO CUSTOMERS OPERATING  
WITHIN THE AREAS OF  
**AIR AND GAS COMPRESSION  
AIR TREATMENT, INDUSTRIAL  
MANUFACTURING, AUTOMOTIVE  
AFTER-MARKET, ROCK EXCAVA-  
TION, CONSTRUCTION AND  
DEMOLITION, INSTALLATION  
REPAIR AND MAINTENANCE**



WE ARE **THE FIRST CHOICE** FOR  
OUR CUSTOMERS WHEN WE  
GIVE **BEST VALUE**.  
WE WILL THEN BE  
THE **GLOBAL LEADER**  
— AND WE WANT  
**GLOBAL LEADERSHIP  
IN THE MARKET**.  
BUSINESS BALANCE TO BE  
ACHIEVED THROUGH THE  
PROCESS OF  
**STABILITY** → **PROFITABILITY** → **GROWTH**

# Financial Targets



... and continuously challenge our capital efficiency

# Group Strategy - Growth Three Avenues



“More of  
the same”



Use of  
Products



Asia

# Group Strategy - Focus

## Core competencies

- ▶ Compressed air solutions
- ▶ Hard-rock drilling technology
- ▶ Hand-held power tools
- ▶ Customer application knowledge (direct sales)  
...maintained and developed through...

### Continuous improvements

production  
products  
marketing  
organization  
business flows

To better serve our customers

### Innovations

new technology  
new concepts  
new methods

To safeguard long-term results

# Group Strategy - Multibrand



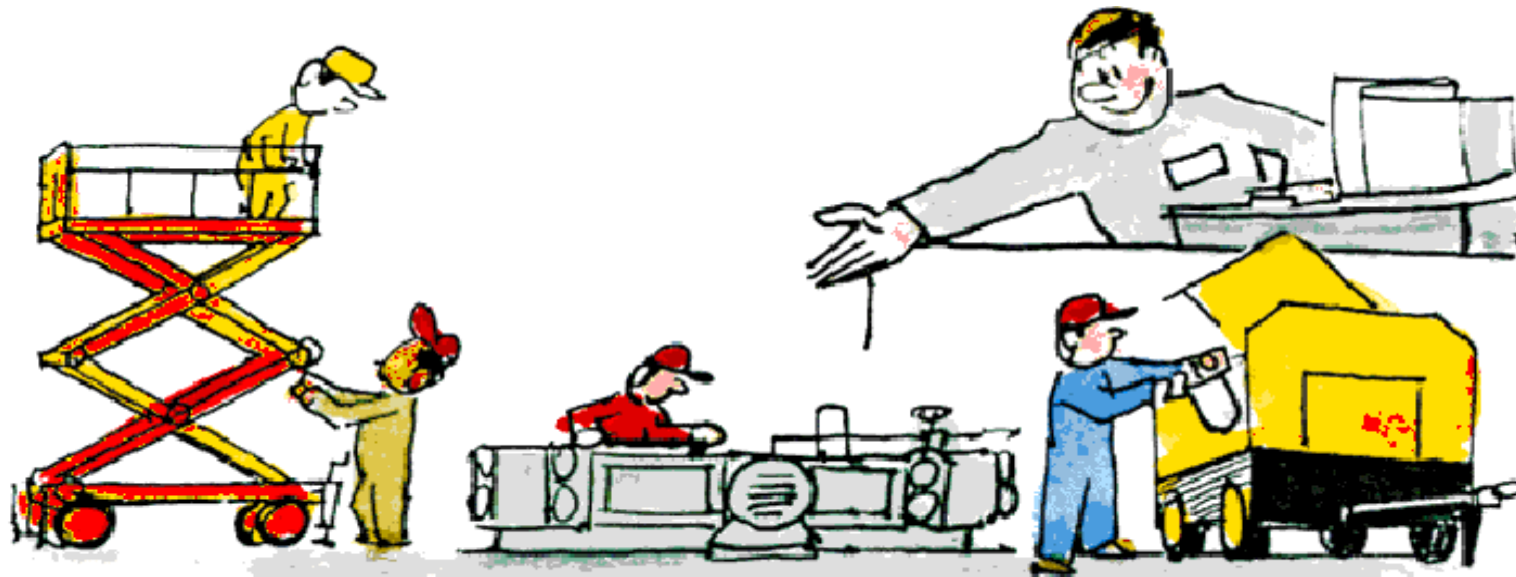
Chicago  
Pneumatic



# Group Strategy - Growth

## Use of products

- ▶ Service and parts
- ▶ Accessories
- ▶ Consumables
- ▶ Equipment rental





# Atlas Copco

## Capital Markets Day Program

- ▶ Rental Service
  - ▾ Rental Service Business Area
  - ▾ International
  - ▾ Construction
  - ▾ ISP
  - ▾ Site visits
  - ▾ Industrial
  - ▾ e-Commerce
- ▶ Atlas Copco Group

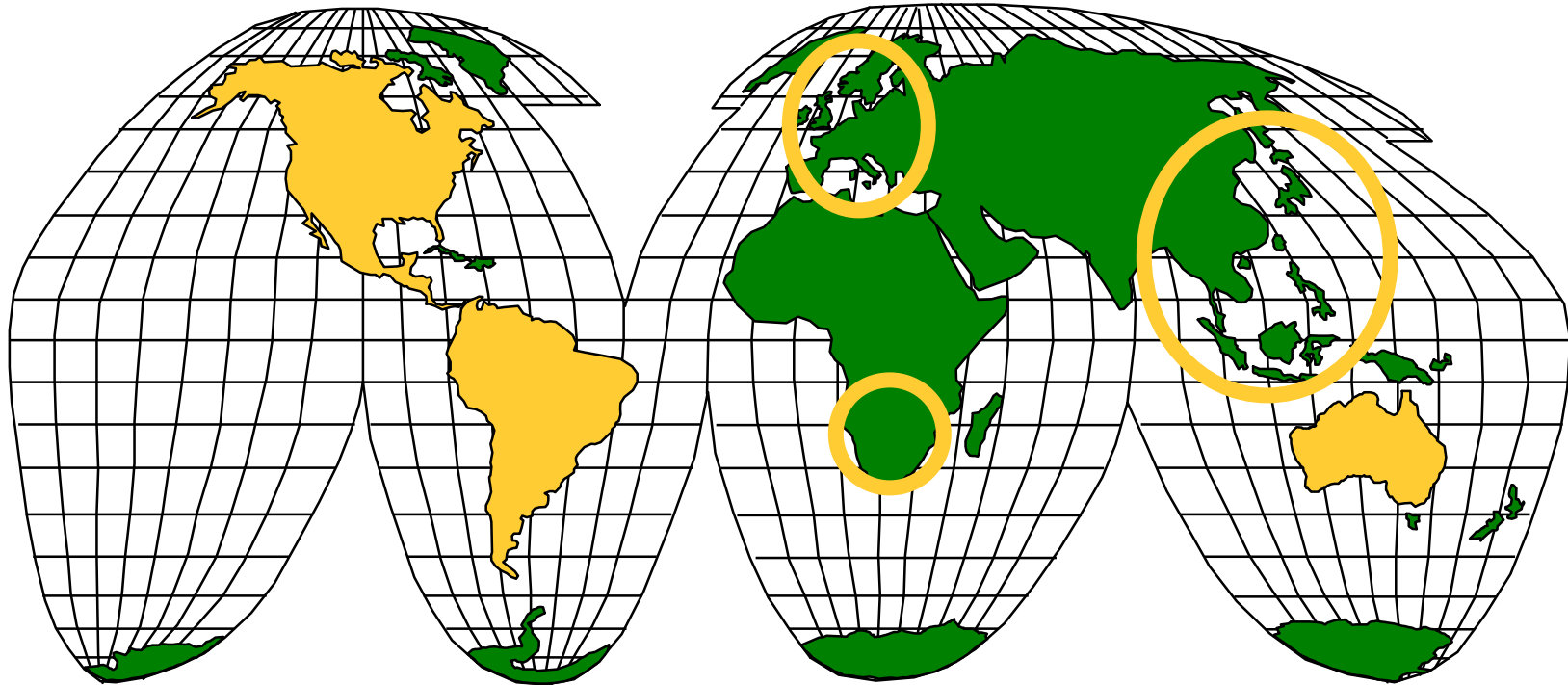
# Atlas Copco

## Rental Service Business Area



- ▶ Tom Bennett, Senior Executive Vice President, Rental Service Business Area

# Rental Service Business Area International



- ▶ Art Droege, Deputy Senior Executive Vice President,  
Rental Service Business Area

# Rental Service Business Area

## Equipment Rental - Construction



- ▶ Douglas Waugaman, Division President, Rental Service Corporation

# Rental Service Business Area

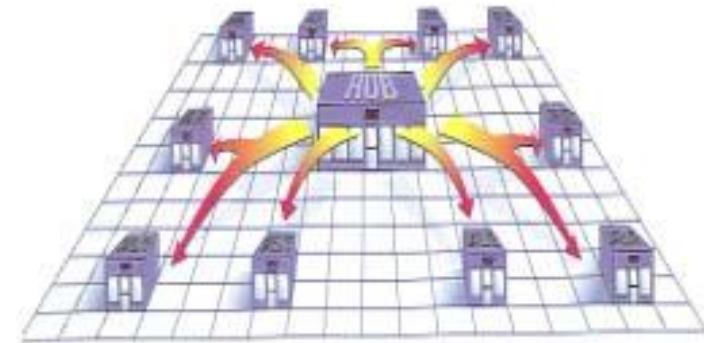
## Innovative Service Provider



- ▶ Mark Cohen, General Manager,  
Innovative Service Provider

# Rental Service Business Area

## Visits to Hub and Satellite



# Rental Service Business Area

## Equipment Rental - Industrial



- ▶ Douglas Waugaman, Division President,  
Rental Service Corporation

# Rental Service Business Area

## Equipment Rental - e-Commerce

**RSC**  
Rental Service Corporation

WEATHER enter city or zip

**PRIME Industrial**

>> News <<

February 11, 2001

**A STRATEGIC MERGER EQUIPPED TO SERVE YOU BETTER...**

Home  
Rental  
Used Equipment  
New Equipment  
Managed Services  
Industrial Services  
Strategic / E-FACTS  
PRIME Energy  
Tools & Supplies  
Locations  
Careers  
Company Info.  
Contact Us

canada (click here)

(click on a location nearest you!)

- RSC Location
- PRIME Industrial
- PRIME Energy

mexico (click here)

Puerto Rico

Merger of PRIME and RSC Creates Powerhouse in Equipment Rental Industry. [read more](#)

RSC Receives Award for Excellence in Mobile Computing and Wireless Data Communications. [read more](#)

**PRIME Energy**  
click here

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- ▶ Ellen Steck, Vice President of e-Commerce, Rental Service Corporation



# Atlas Copco Group

## Q4 Highlights and Outlook





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