GEA Service – For your continued success

Customer service creates your brand –
so brand your service

SERVICE & LOGISTIC SUMMIT 2017, HAMBURG

GUIDO HILD

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GEA – “engineering for a better world”

GEA is one of the largest suppliers of process technology for the food industry and a wide range of other industries.

The international technology group focuses on process technology and components for sophisticated production processes in various end-user markets.

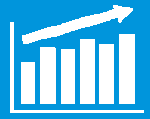
The company is listed on the German MDAX stock index and included in the STOXX® Europe 600 Index. In addition, the company is listed in selected MSCI Global Sustainability Indices.

Order intake (EUR)
4,674 million

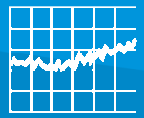
Employees (FTEs)
16,937

Operating EBITDA (EUR)
566 million

Operating EBITDA margin
12.6%



Revenue (EUR)
4,491 million



Earnings per share (EUR)
1.48

Our applications – in touch with GEA every day

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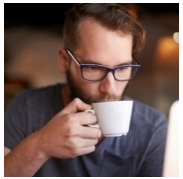
Dairy Farming and Processing

Approx. one quarter of processed milk comes from GEA production systems

Food

Every third chicken nugget is produced by GEA technology

Around every third process line for instant coffee was installed by GEA



Beverages

Approx. every second liter of beer is brewed with the aid of systems and process solutions from GEA

Pharma

Every fourth liter of human blood is handled by GEA equipment

Chemical

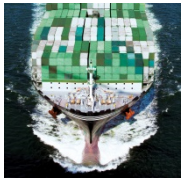
More than one third of all polymer producer are using GEA Drying technology

Utilities

Each industry we serve utilizes GEA's industrial refrigeration technologies

Marine

Every second container ship in the world sails with GEA marine equipment on board



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What was the starting point and general idea?

The mechanical engineering industry puts a lot of focus on equipment marketing (selected examples)

Customers demand increased knowledge about their processes over the complete life-cycle

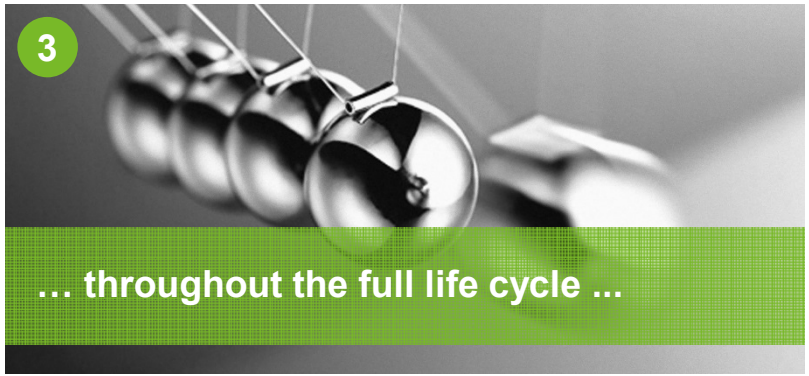
Our customers supply the world with food, beverages, pharmaceuticals and countless other essential goods. Working in a global marketplace, they face many challenges every day.

Inputs
Customers face
- Costs increase: Raw material, Utilities, Manpower
- International competition

Outputs
Final consumers
- Not ready to buy products at higher prices
- Yet they continue to seek high quality products

Consequences
- Profitability and efficiency pressure
- Plants closing

Customer Centricity is a Fundamental Part of the GEA Service Vision



The two means to achieve differentiation

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Visual

differentiator

Verbal

differentiator

Visual differentiator

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Orange is the highlighting and activating color of GEA Service

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GEA Service –
For your continued success

Four stages of continued success

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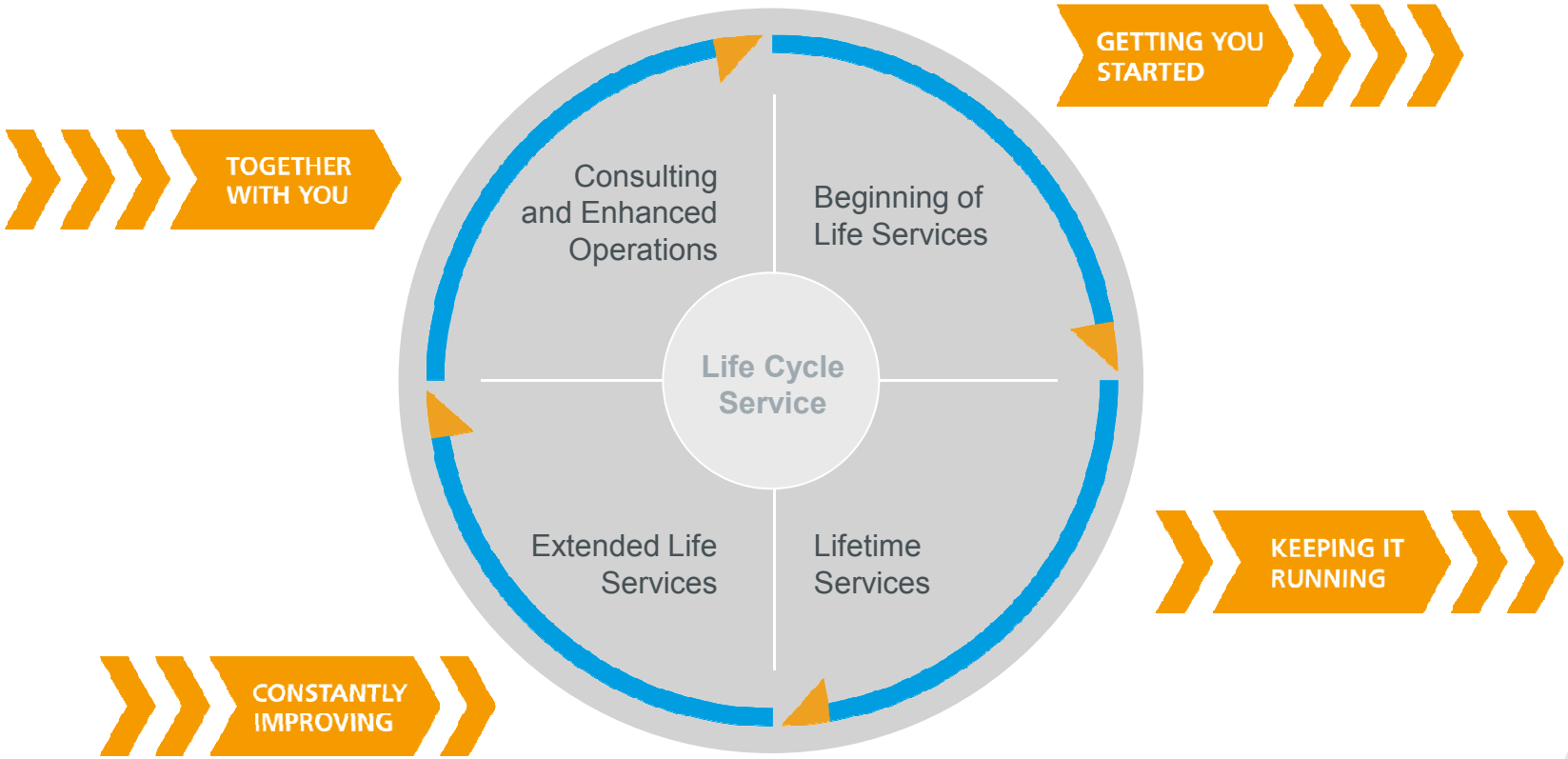

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How do we communicate this?

The key dimensions of the life cycle – The structure of our offering and our communication

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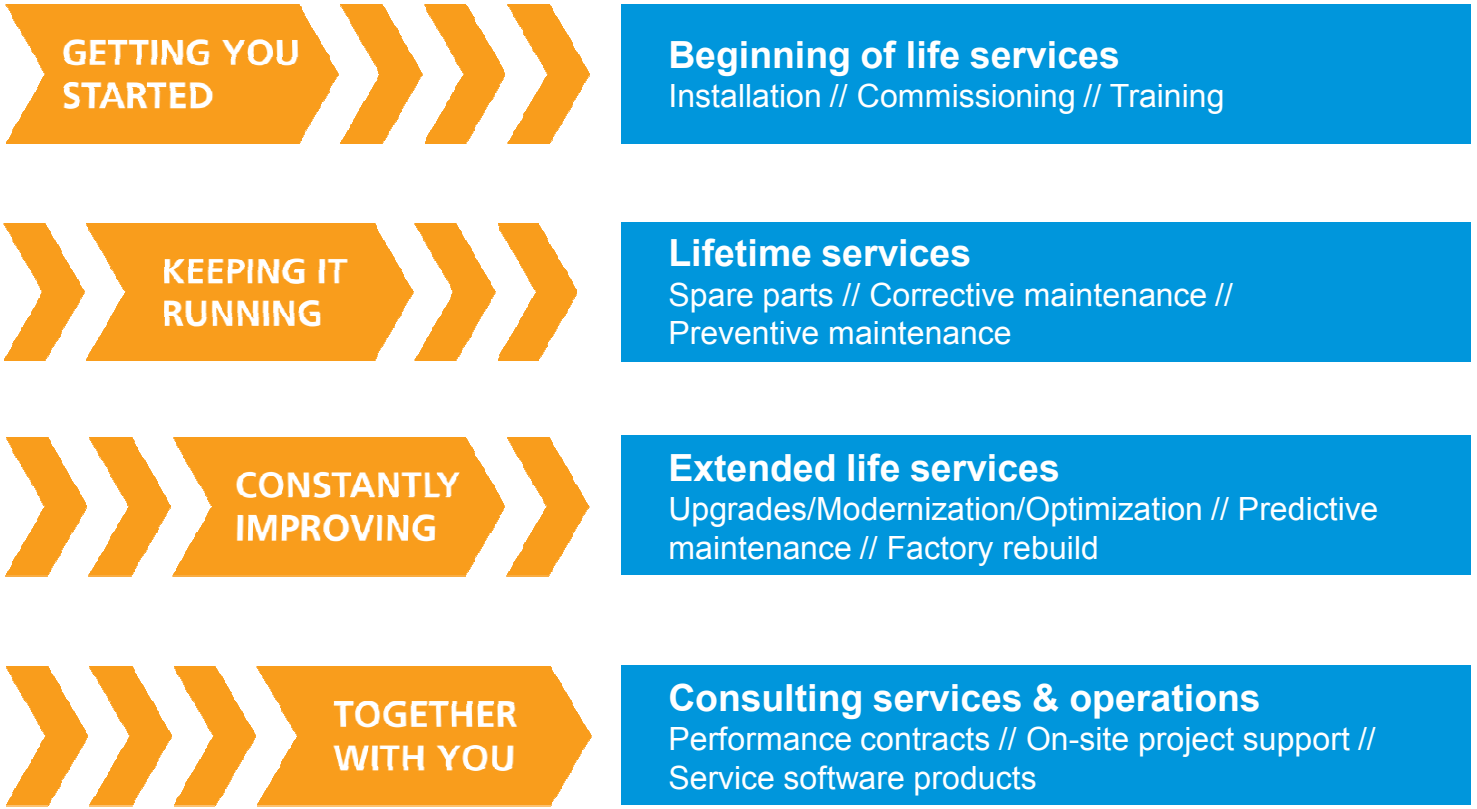
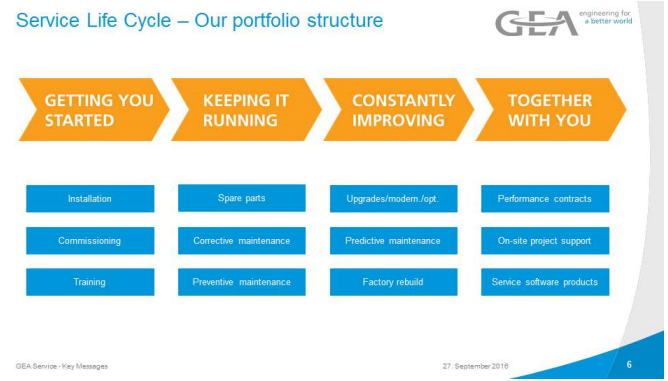


Key messages – Fundament to develop all future communication activities



The “general message”

Application focus to address specific customer demands (Examples)

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Life-cycle focus to promote single service products

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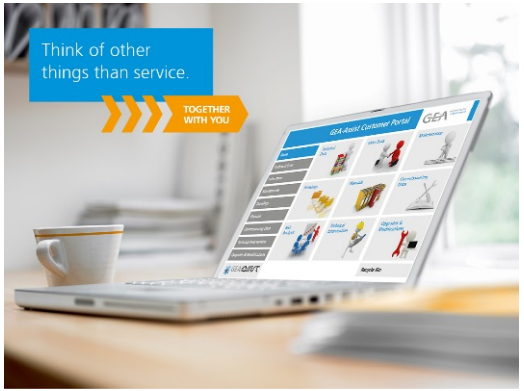


Corrective Maintenance

GEA repair service is never far away.

We carry out state-of-the-art repairs at our factories or authorized workshops around the world.

- Same high level of care, precision and responsibility as GEA manufacturing
- Certified DIN EN ISO 9001
- Authentic spare parts
- Profitable upgrade options
- Tested safety, quality and performance

Predictive Maintenance

GEA's service concepts like GEA PerformancePlus ensure availability with an intelligent and economic approach.

Constant access to historical and up-to-date measured data gives you full control over the entire process cycle and the historical condition of the plant.

- Optimized maintenance interval scheduling
- Clearly visible status information
- Minimized unscheduled downtime
- Additional plant safety
- Optimized plant availability

Service Software Products

GEA-Assist is a secure web-based application designed to host and manage a variety of online services relating to project and plant maintenance.

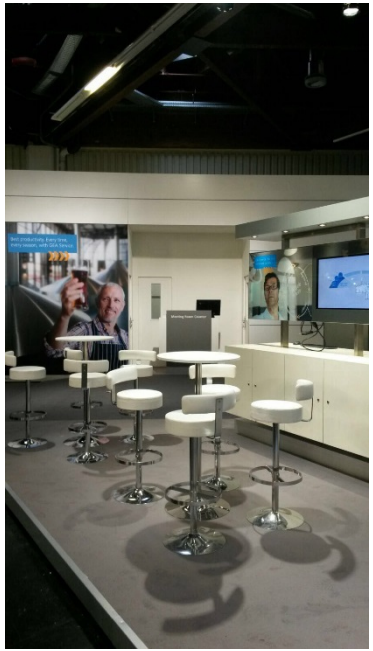
GEA-Assist software provides round-the-clock project information:

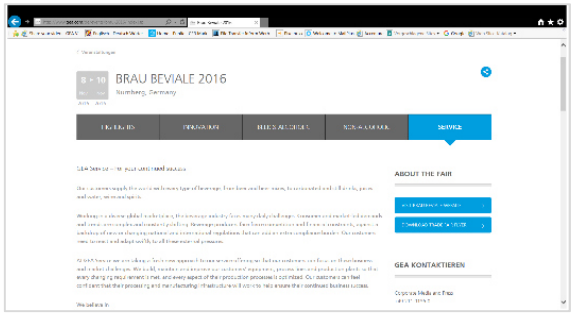
- Documentation Hosting
- Online Training
- Asset Register
- Spare Parts
- Project / Maintenance Tools
- Reports / Analysis

TOGETHER WITH YOU

Communication tools – Trade shows

Service corners at each key trade fair incl. press releases, event pages on gea.com etc.





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