Industry Automation

Create sustainable value

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Industry Automation: Facts and figures

<table>
<thead>
<tr>
<th>Fiscal Year 2009</th>
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<tbody>
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<td>New Orders: 5,571 €m (-24%)</td>
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<td>Revenue: 5,763 €m (-19%)</td>
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<td>Profit: 682 €m</td>
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IA business behavior: FY 08 vs FY 10

- Growth acceleration
- Growth decline
- Acceleration of decline
- Slowdown of decline

Manufacturing industries: FY 08, FY 10

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Industry Automation:
Business development in endmarkets

Manufacturing Automation
- Market Position: # 1
- Key product: PLC
- Short-term growth tendency

Process Automation
- Market Position: # 5
- Key product: DCS
- Short-term growth tendency

Industry Software
- Market Position: # 2
- Key product: CAx / cPDM
- Short-term growth tendency

Unique offering driving profit and growth
Industry Automation’s technology supports the entire production workflow

- Enterprise Resource Planning (ERP)
- Manufacturing Execution System (MES)
- Control System Inbound Logistics
- Control System Primary Process
- Control System Secondary Process
- Control System Outbound Logistics
Industry Automation's portfolio: Addressing the key priorities of manufacturers

TIA is addressing productivity, flexibility and efficiency as today’s key industry priorities.
Manufacturing Automation: Leadership through innovation

Key product Simatic PLC: Leveraging Simatic platform concept

- Simatic S7-1200: Strengthening PLC entry-level
- Introduced at Hanover fair 2009
- Highly modular and integrated design for seamless scalability
- Focus on ease-of-use
Process Automation: Continue growth path

Key product DCS system Simatic PCS 7: More than 10,000 references today

Americas : 14%

Europa, Africa, CIS : 56%

Asia, Australia, Middle-East : 30%
“A company can’t outgrow its competitors unless it can out-innovate them.”

- Harvard Business Review

“The next frontier in the maturation of corporate growth initiatives is to…build and sustain the (manufacturing) infrastructure to move innovation from ‘serendipity to predictability.’”

- Accenture

“…90% of the executives said that generating organic growth through innovation is essential for success”

- Boston Consulting Group (BCG)

“Over the next six years… more than 70% of today’s products …will be obsolete…”

- Deloitte
Industry Automation's portfolio expansion:
Reducing time-to-market

Manufacturing Automation

Process Automation

**Requirement Engineering**
**Specification**
**Development**
**Simulation**

**Product Design / Engineering**
Acquisitions: UGS, Innotech

**Production**
**MRO**

Reduction of time-to-market up to 50%
Industry Software – Key product NX: Market leading CAx (CAD/CAM/CAE) system

- Reduces overall development and production planning time through tight CAx-CNC integration
- Manages multi-dimensional constraint systems with synchronous technologies
- Improves product quality by increasing virtual testing with integrated CAE
Industry Software – Key product Teamcenter: Industry leading collaboration platform

- Improves teamwork through instant collaboration
- High productivity with a single source of product and process knowledge
- Teamcenter 8 with a focus on individual, application, and IT productivity
Industry Automation: Innovations at the Hanover Fair

Siemens Industry Automation is flying the flag with a series of product innovations at the Hanover Fair 2010.