

STRATEGY & GOALS

PALFINGER strives to achieve sustainably profitable growth and the best shareholder value possible. Sustainability is reflected in all aspects of the PALFINGER Group. Taking economic, ecological and social aspects into account is viewed as a basic requirement for corporate success. Well-trained and highly motivated employees are the core success factor of the Group, which is why they are at the centre of all considerations. In the PALFINGER plants, the customary regional standards regarding the environment and safety are exceeded. With its products, PALFINGER offers users higher safety and supports them in their efforts to save resources and lower their CO² emissions. The target of growth is to be achieved in the medium term by positive results contributed by all product groups. This goes hand in hand with the goal of obtaining a ranking among the top three market players in every product group, which will be achieved through organic as well as inorganic growth.

To facilitate the implementation of its paramount objectives, PALFINGER has defined three strategic pillars: innovation, internationalization and flexibility.

Innovation guarantees the permanent enhancement of products, processes and organization. PALFINGER has been recognized as the industry's technology leader and service champion for many years now. PALFINGER's unbroken pursuit of quality has made the company a long-term, reliable partner for its customers.

Internationalization gives PALFINGER the opportunity of putting this commitment into practice in line with regional needs as well. Moreover, regional fluctuations in the economy can thereby be balanced.

Particularly since the crisis year 2009, PALFINGER's "young" markets – Brazil, Russia, India, China – have recorded steep growth, whereas European markets have recovered only slowly, some countries not at all. The long-term aim is for each of the three market areas EMEA (Europe, Middle East, Africa and Australia), North and South America and the remaining regions (Asia and Pacific, India, CIS) to generate one-third of PALFINGER's revenue.

Flexibility has been gaining increasing importance in view of the rising volatility of the markets – regions and industries alike – in the past few years. Hence, corporate structures have to be designed to allow for a quick response to changed conditions at all value-creation levels. This is why PALFINGER revised its organizational structure in 2010 and defined flexibility as the third pillar in its Group strategy so as to ensure its focus on the continuous process of increasing its flexibility.