

# CONFIDENTIAL KEYNOTE EMPOWER: 2023 Channel Partner Summit

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# SOME SWARCO NUMBERS

25 countries

SWARCO employs mobility experts in 25 countries across the globe.

80 countries

SWARCO's products, services and solutions serve business partners and road safety in 80 countries.

\$1.5 billion

Despite the pandemic, we managed to achieve a new all-time high in revenues in 2020.

SWARCO grows – and our business partners grow with us.

5,200\* mobility experts

Our 5,200 colleagues worldwide have a mission: They support the business partners in implementing safe, convenient and environmentally sound solutions, improving quality of life for all of us.

\*including acquisitions in 2021

**50** years

The first chapter of the SWARCO story was written in 1969, when founder Manfred Swarovski built his first glass bead factory in Austria.

1,001,850

### road kilometers

The annual production of SWARCO pavement marking materials is sufficient to equip more than one million road kilometers. A line spanning 25 times around the earth.

WHERE ARE WE HEADING?

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# **STRATEGY STEP ONE**

"THE BETTER WAY, **EVERY DAY"** Making travel safe and convenient for our everyday communities.



"Delivering agile, innovate, reliable and trustworthy traffic management products & solutions"

TECHNOLOGY		QUALITY		CUSTOMER FOCUS		END GOALS
Innovative software	Intuitive and measurable benefits	Leading Hardware Quality	<1% return rate	Lead Indirect Sales	Marketing Support	VISION ZERO Improve Safety
Innovative Hardware	"CRC" Compatible Reliable Competitive	Leading System Delivery	>99% On time project delivery	SWARCO P&S Academy	Certification & Prof. Serv.	LIFE QUALITY Time in Traffic Savings
E2E Solutions	Partnering and integrating	Product Availability Excellence	<60-day average lead time	Partner to Win	Collaborate regional strategies	GROWTH 15% / 15% GACR
E2E Security	Highest security standards	Consistent Software Releases	30d hotfix 60d bug 90d feature	Leading Customer Support	"RAP" Responsive Accessible Proactive	INVEST Lead Mobility Solutions

## A FOUNDATION IS BUILT ON PEOPLE



Attract Talent

Develop Within

Retain as "family"

Creating an open and inclusive environment, awarding team mentality to foster innovation, quality mindset and deliver industry leading customer support.