

Our strategy at a glance

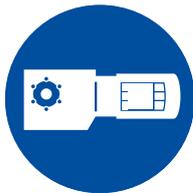


Over the past 70 years, Lenze has demonstrated its ability to adapt optimally to the requirements of its markets and customers. Our Strategy 2020+ sets out how we will continue to develop this focus successfully going forward.

In our future strategy we have defined the cornerstones of our business model. We are building on our existing strengths: firstly on mechatronics, our successful product business. Secondly on automation systems and solutions. And thirdly on digital services. At the same time, we are emphasising five focus industries in which we have the most expertise and the best market opportunities: Automotive, consumer goods, converting and printing, intralogistics and textiles.

MECHATRONICS

(High-quality products & packages)



“We are pursuing further growth in our core business with mechatronic products and packages.”

SYSTEMS

for automation
(Hardware & software)



“We accelerate our growth with innovative automation systems.”

DIGITAL

(Big Data, cloud, IoT,
mobile solutions)



“We harness the opportunities of digitalisation in a way that generates a profit for us and our customers.”

The customer is and remains the driving force behind the way we think and act. We are focused on our customers' satisfaction and commercial success. We consider ourselves a partner that keeps machine concepts in mind from the outset and sees the whole picture. This is because our approach can add demonstrable value for our customers: we are one of the few suppliers in the market that

support the entire development process in plant and mechanical engineering – from the first idea based on the special needs of our customers to commissioning to aftersales. We provide the products and services needed for this – whether hardware or software – from a single source and win over customers with our engineering and IT expertise. This results in drive and automation systems that benefit our customers in Industrie 4.0 in particular.

We deliver tangible added value for our customers.



The actions and goals linked to our strategy will continue to ensure that:

“The best machines and production facilities around the world use Lenze.”