

Investor Day 2019

A global perspective – Europe, Middle-East and Africa (EMEA)
presentation

Jean-Marc Meffre
President – EMEA

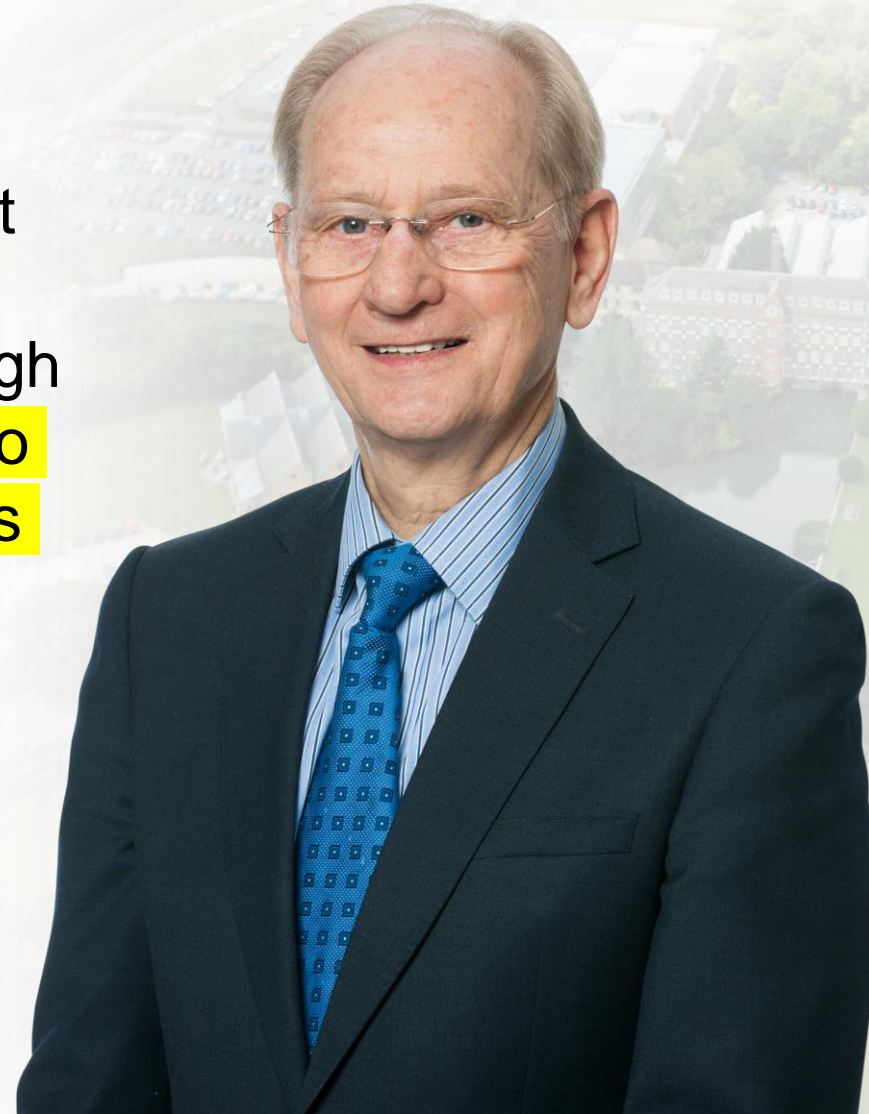
Rainer Lotz
Vice-President – EMEA

Our ethos

“Renishaw fundamentally believes that success comes from patented and innovative products and processes, high quality manufacturing, and the ability to provide local customer support in all its markets around the globe.”

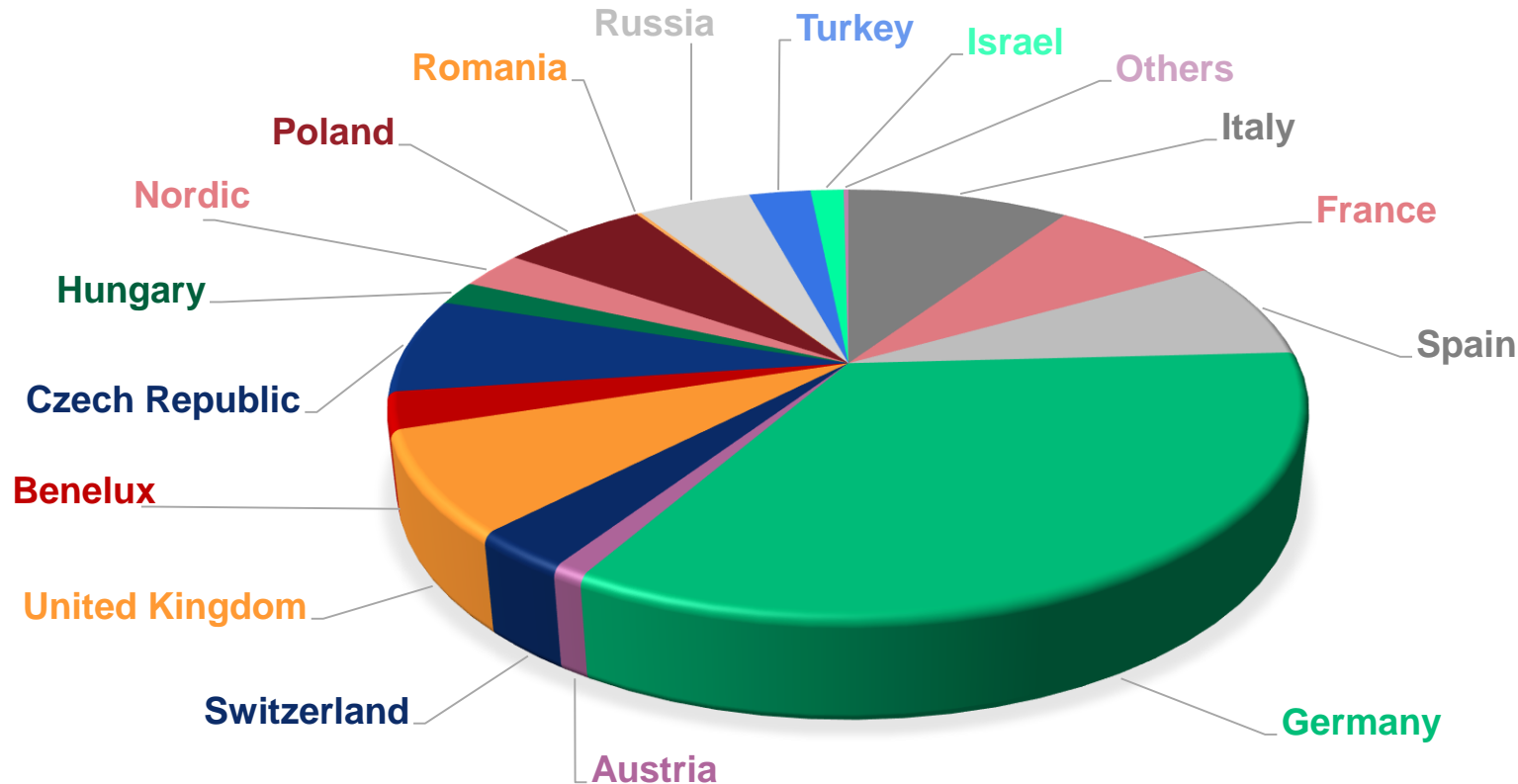
Sir David McMurtry

Executive Chairman





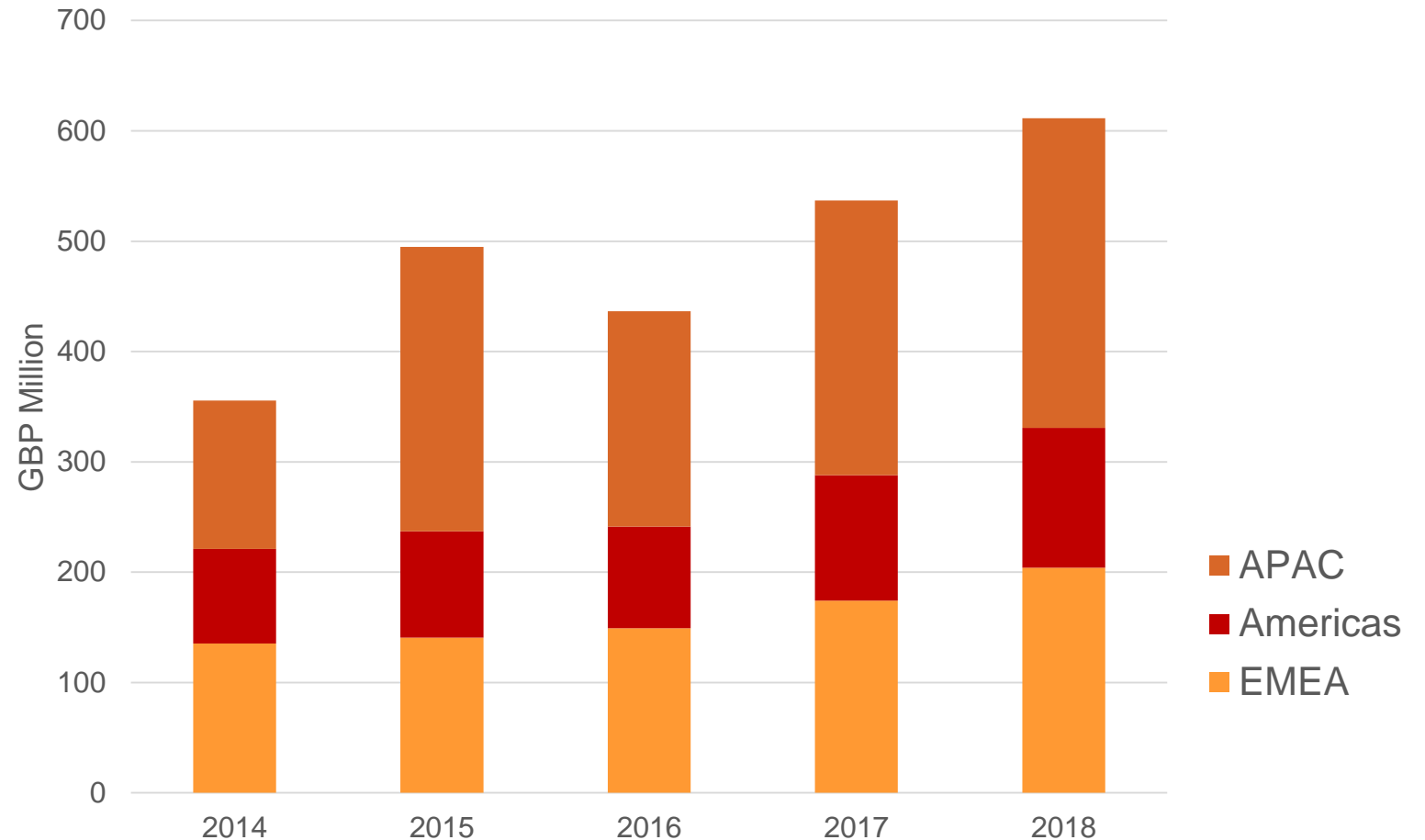
Staffing split per country



- **High tech solutions require closer proximity to customers. A necessary investment**
- **Germany is our largest market; also the most competitive**
- **UK, our home market, is one of our largest**

Global sales by region

- **EMEA region represented approx. 1/3rd of Group sales in FY 2018**
- **EMEA has been steadily growing through the years, with less variability than other regions**
- **More predictability from mature markets; growth opportunities in emerging areas**



Mission “unify EMEA” (Europe, Middle East, Africa)

- Beginning of 2018 started project to better integrate our European subsidiaries
- Each was created in isolation over a period of 30+ years
- “Working together” - a popular theme; a difficult reality!
- Showing the benefits of strong collaboration is the key to success
- Very diverse region: from very mature, OEM-focused Germany to Central Europe developing end-user markets
- Production shift from the west towards the east (e.g. Poland, Czech); new offices in Romania and Belgium



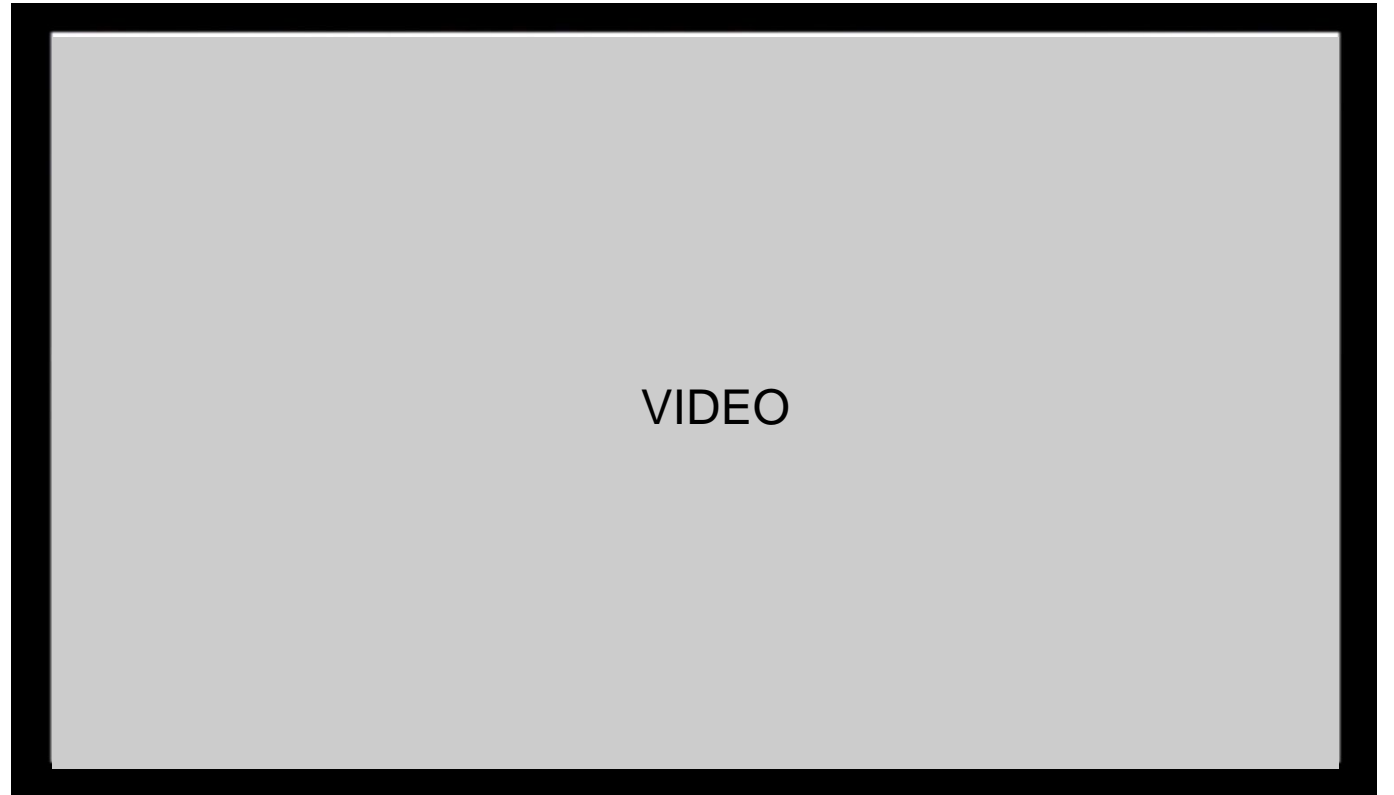
Our strategy - regionalisation



Internal collaboration success

Large European automotive company

- **Project to improve engine efficiency**
- **Head office cautious about changing production process**
- **Customer's subsidiary in Spain curious about new technology for checking cylinder on engine block**



Internal collaboration success

Large European automotive company

- **Similar application for Productivity+™ and SPRINT™ scanning technology**
- **In the customer case, process time reduced by 73%**

RENISHAW 

Internal collaboration success

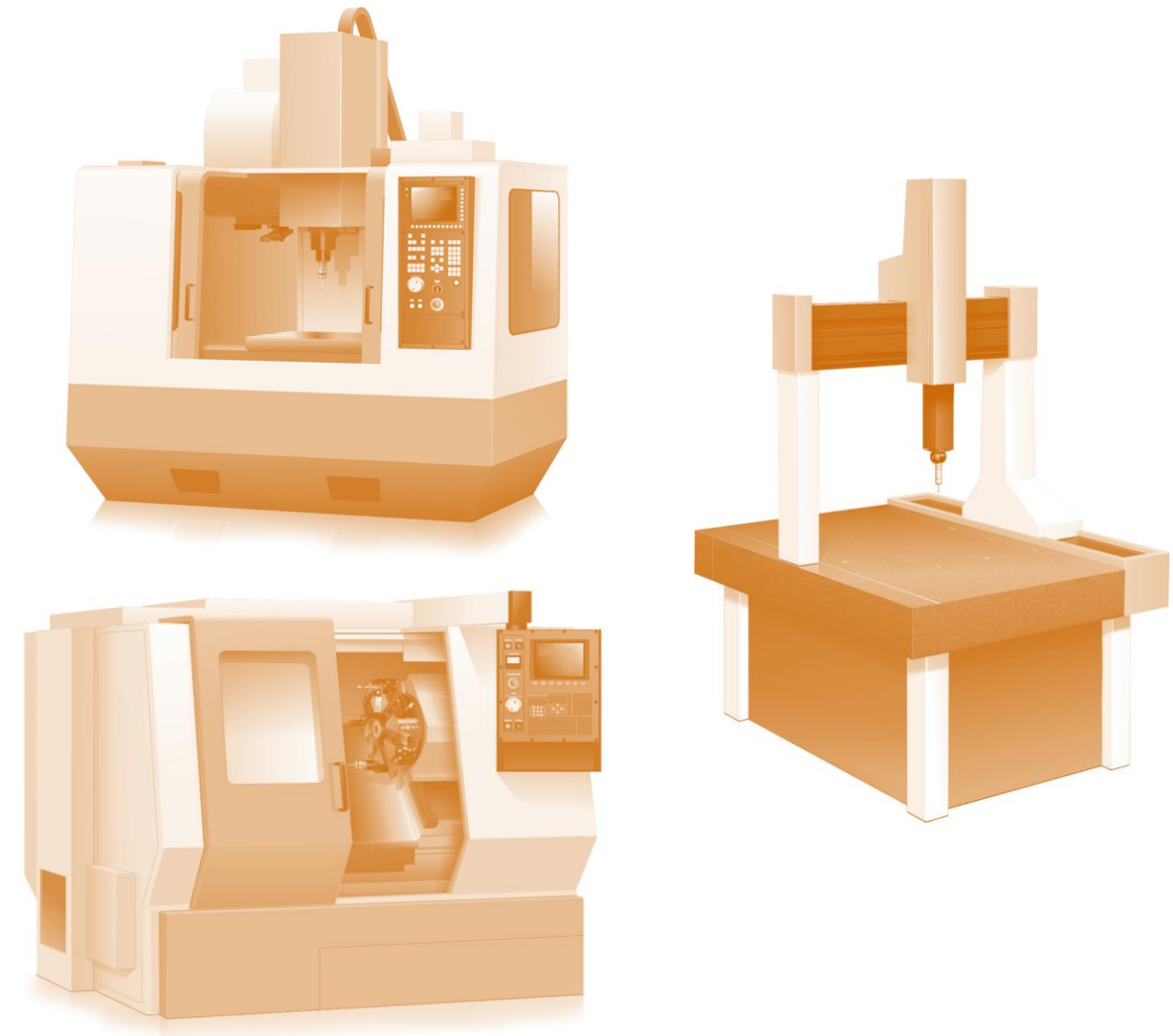
Large European automotive company

- Following successful demonstration, adoption in Spain
- Activation of all Renishaw subsidiaries where customer had similar production plants
- Thanks to the Spanish example, sales for similar application in:
 - Romania
 - France
 - Turkey
 - Outside Europe as well...



Evolving relationship with business partners

- **Renishaw's traditional business model was selling hardware components to OEMs**
- **Selling solutions to end-users doesn't mean we stop dealing with OEMs; it is an additional route to market**
- **OEM relationships will remain very important to Renishaw; we offer more global solutions that also OEMs can sell on together with their products**
- **Joint development of innovative, international solutions develop a more intense collaboration and reduces competitive pressure**



Strengthening international end-user relationships

Sandvik, Sweden

- Sandvik has been a good customer for metrology equipment for their factories in various EMEA countries
- Sandvik got involved with the AM powders market in 2013
- In 2018 they purchased multiple RenAM 500Q systems
- Now we collaborate on material development
- Strong partnership opens the door to more Renishaw products / solutions



Strengthening OEM relationships

Wenzel, Germany

- A well-known global supplier of CMMs
- Always purchased Renishaw probe systems and components
- Identified Equator™ gauging system as a complementary product to their CMM range for factory process control
- Wenzel integrated their software with the Equator system and launched the new offering at Control in May 2019



Strengthening OEM relationships

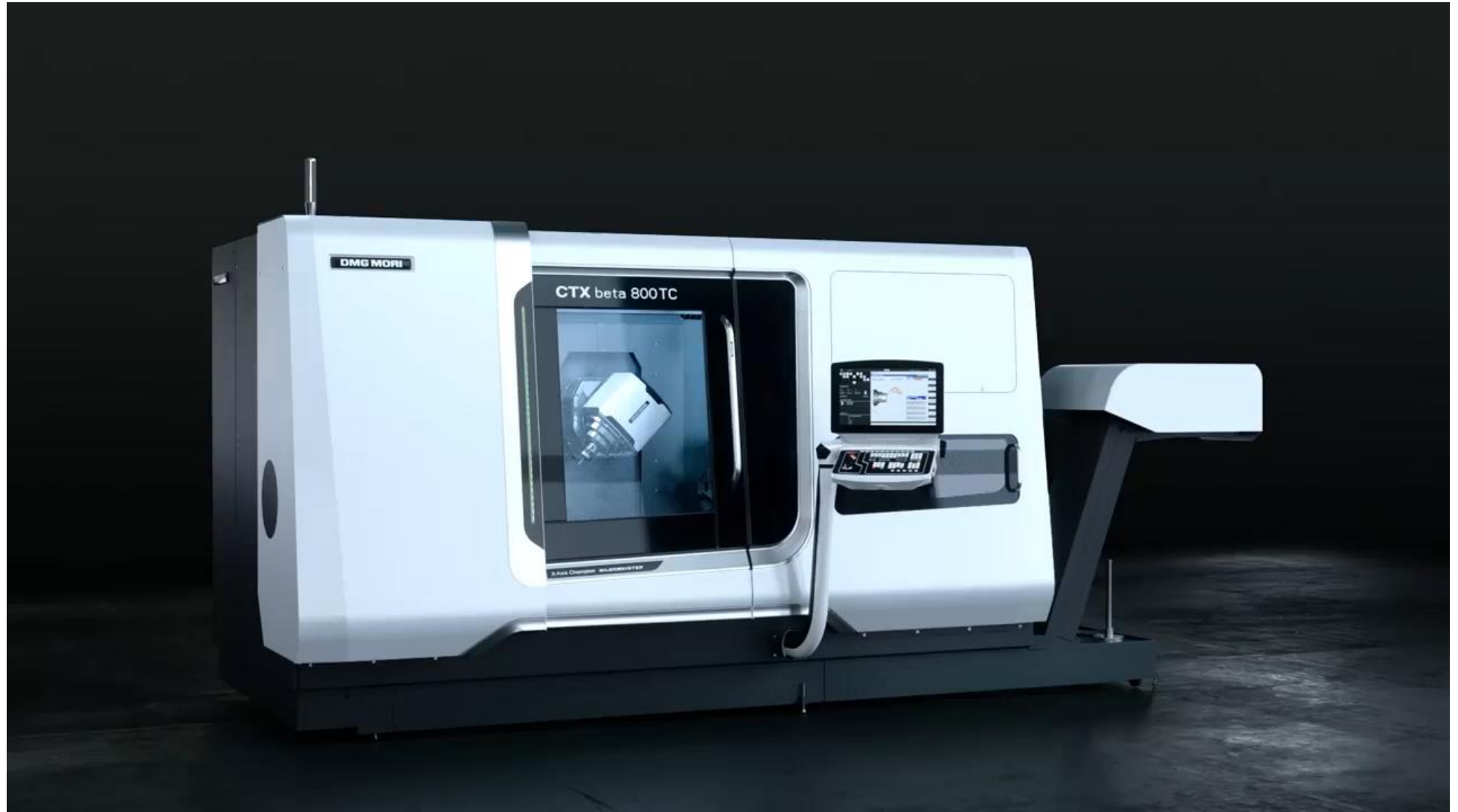
Wenzel, Germany

- **Multisensor REVO® measuring head solutions with the entire range of Wenzel CMMs**
- **Dedicated Wenzel software for REVO**
- **Joint workshops and promotions in various EMEA states**



Strengthening OEM relationships

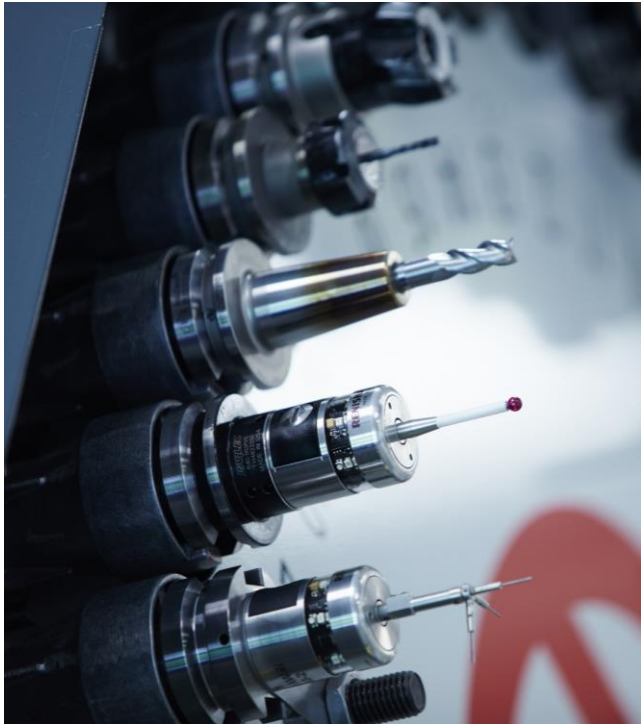
DMG MORI,
Germany



Strengthening OEM relationships

**DMG MORI,
Germany**

**Products /
Processes**



Portfolio
Innovative products
High level of local support for
internationally standardised kits

**International Key Account
Management**
Sales growth and cross selling

**Standardisation on
international level**
Harmonised pricing
Centralised training
Common resources
Unified marketing

Strengthening OEM relationships

**DMG MORI,
Germany**

**Projects /
Customisation**



**Customised products/solutions
for OEMs**
Software
Private labelling
IoT solutions



**Joint development for end-user
projects**
New applications and developments
tailormade for end-users



Optional solutions
Partnership for continuously
improved application engineering

