

Waiblingen, 25.03.2022

STIHL among the top three most beloved family-owned companies in Germany

Rated third out of 1,000 businesses, STIHL remains one of Germany's best-liked family-owned companies in 2022. In Baden-Württemberg, STIHL went one better to be named the second most popular choice for consumers. These findings are the result of a nationwide online survey, in which the opinions of more than 125,000 consumers were recorded. Respondents were asked to rate the family-owned companies "from their own personal experiences". This is the seventh time that Deutschland Test, the business magazine Focus Money, and the Cologne-based analysis and consultancy firm ServiceValue have teamed up to conduct the study. Companies were chosen for the survey based on the "Top 1,000 largest family-owned enterprises" list compiled by business publication *Die Deutsche Wirtschaft*. The companies also had to fulfill further criteria, such as being in direct contact with the end customer. As the survey shows, STIHL has managed to maintain its lofty position in the rankings. Since climbing into the top three in 2019, STIHL has kept its place among the best-ranked companies thanks to this year's result.

Nine out of ten German businesses are owned or controlled by families. In addition to continuing long-established traditions, family-owned companies are of central importance for the economy. Over half of all employees work for a family-owned business. As a successful international family-owned company and leading global brand for chainsaws and power tools, STIHL provides the platform for more than 20,000 employees worldwide to grow both personally and professionally. At the headquarters in Germany, over 5,700 employees are given the support they need throughout their career in the form of attractive compensation packages, voluntary social contributions, and schemes that help to strike a better balance between family and work life. Generous benefits include performance-related bonuses, an employee share program, a pension plan, and use of the company's own Mia Stihl Childcare Center. In Germany alone, there are currently over 100 vacancies in development that the company wants to fill with specialists aspiring to work on ground-breaking projects. The STIHL development center at the Waiblingen headquarters provides the perfect space for new ideas and visions for the future in electrical engineering, software engineering, mechatronics, embedded systems, computer science, and mechanical engineering.

Learn more by visiting the "[Can you imagine](#)" website.

Company Portrait

The STIHL Group develops, manufactures and distributes power tools for professional forestry and agriculture as well as for garden and landscape maintenance, the construction sector and private garden owners. The product range is complemented by digital solutions and services. Products are distributed through authorized dealers and STIHL's own online-shops, which

will be expanded internationally over the next few years – including 41 sales and marketing subsidiaries, about 120 importers and more than 54,000 servicing dealers in over 160 countries. STIHL produces in own plants in seven countries: Germany, USA, Brazil, Switzerland, Austria, China and in the Philippines. Since 1971 STIHL has been the world's top-selling chain saw brand. The company was founded in 1926 and is based in Waiblingen near Stuttgart. In 2020, STIHL achieved a worldwide sales volume of 4.58 billion euros with a workforce of 18,200.

This press release and pictures are available for downloading from the STIHL website at <https://www.stihl.com/daily-pressbusiness-press.aspx> zum Download zur Verfügung.

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