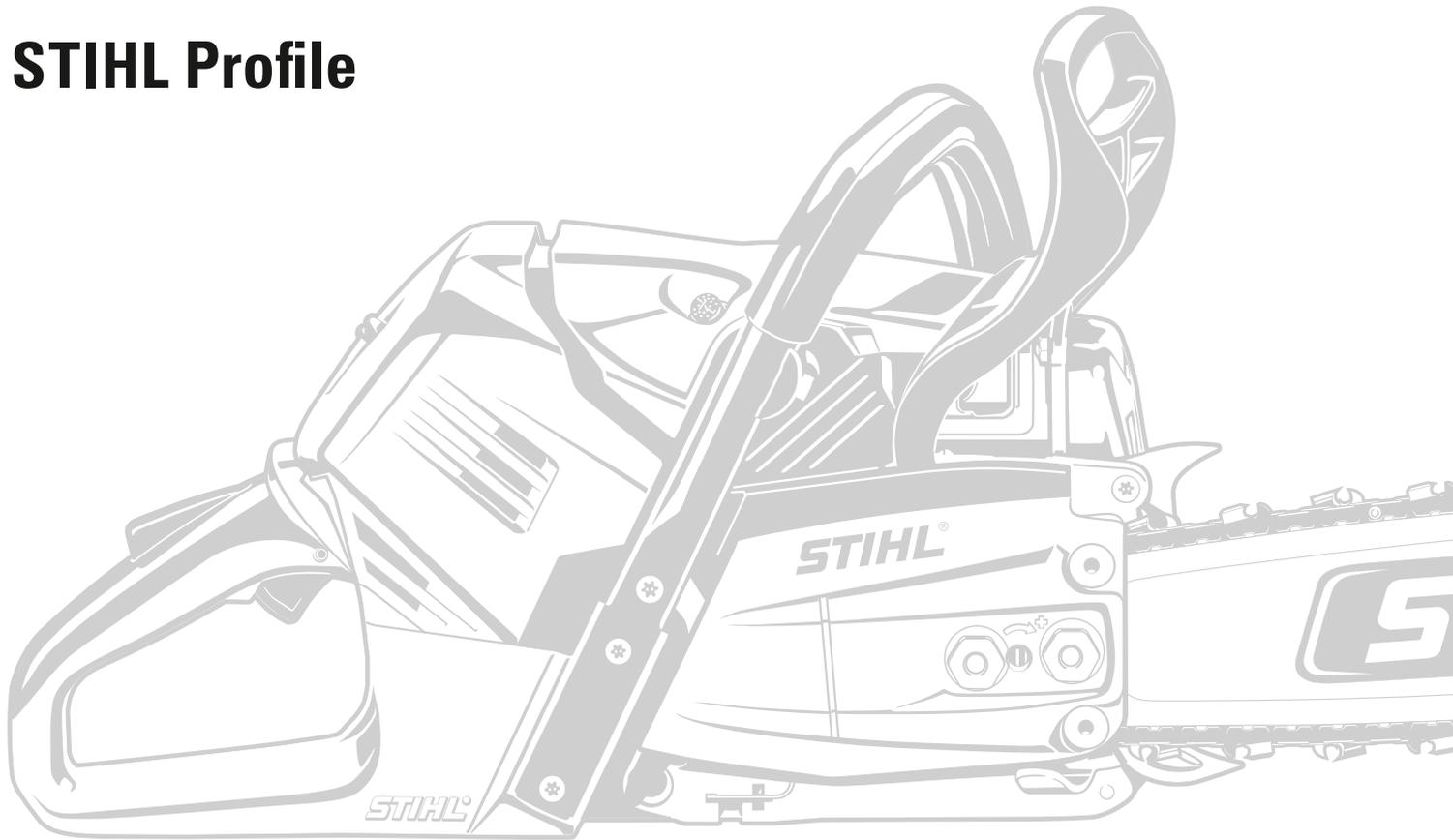
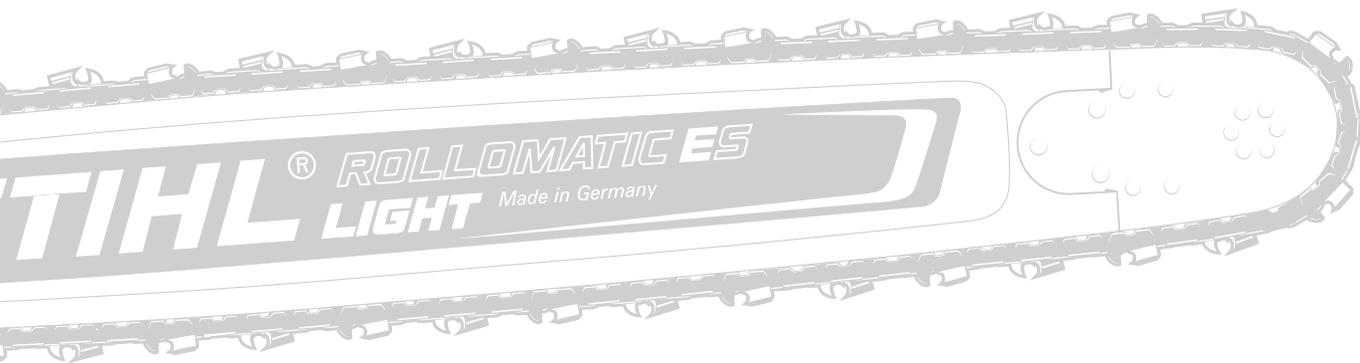


STIHL[®]

STIHL Profile





»Making people's work easier –
that is STIHL's motivation.«

KEY FIGURES

CONSOLIDATED GROUP OF STIHL HOLDING AG & CO. KG		2017	2016	2015
Sales revenue	million euros	3,791.8	3,458.4	3,245.7
Share of revenue outside Germany	percent	89.8	89.7	90.1
Wages, salaries, social security, pension contributions	million euros	837.4	769.3	776.0
Number of employees	31.12.	15,875	14,920	14,245
Capital expenditure	million euros	248.3	209.3	234.7
Depreciation and amortization	million euros	155.5	151.1	149.4
Total assets	million euros	5,439.1	5,287.8	4,776.6
Equity ratio	percent	70.2	70.5	69.7
ANDREAS STIHL AG & CO. KG		2017	2016	2015
Sales revenue	million euros	1,146.9	1,012.4	988.8
Share of revenue outside Germany	percent	88.9	88.9	88.8
Wages, salaries, social security, pension contributions	million euros	350.2	317.6	302.7
Number of employees	31.12.	4,654	4,366	4,180
Capital expenditure	million euros	69.6	70.0	86.0
Depreciation and amortization	million euros	51.6	48.4	49.0
Total assets	million euros	1,305.2	1,260.2	1,202.7
Equity ratio	percent	44.4	44.4	44.5

STIHL WORLDWIDE



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 the discerning private user. Its product line is complemented by the VIKING range of garden tools and equipment. The STIHL sales organisation consists of 38 sales and marketing companies, some 120 importers and more than 45,000 dealers in over 160 countries. STIHL has been the world's largest-selling chain saw brand since 1971.

International presence on five continents, represented in more than **160 COUNTRIES.**

Ever since the company was founded, it has defined the market over and over again with outstanding innovations. Anyone who works in forestry or agriculture, landscape maintenance or construction – or anyone who expects the highest standards as a private user – knows STIHL and values its brand promise: top quality, customer orientation and innovation.

Anyone who wants to be a global leader must never be satisfied with what has been achieved. It is only possible to attain sustained success and make a genuine claim to leadership through continuous further development and by focusing a company on enduring principles.

From the axe to the chain saw

When company founder Andreas Stihl realized in the 1920s that people working in the woods and forests mainly used axes and muscle power, he became preoccupied with one thought: "There must be a way to make working in the forest easier." The thought grew into an idea, and that idea spawned an invention...

Since the company was founded more than 90 years ago, the name STIHL has stood for outstanding innovation, high-quality products and comprehensive service. Today, STIHL is represented in more than 160 countries and STIHL products make work easier all over the world in professional forestry and agriculture, in landscape maintenance, on construction sites and for the discerning private user as well.

With production locations in Germany, Austria, Switzerland, Brazil, the United States, China and the Philippines, and 38 sales and marketing subsidiaries throughout the world, STIHL offers an international manufacturing and distribution network for optimal delivery service and proximity to customers.

Although a global player, STIHL has remained a German family business. The location of Group headquarters in Baden-Württemberg's Waiblingen vouches for Swabian ingenuity, German quality, and competence in international markets.

»At STIHL, we invest in the future all over the world – for long-term sustainability.«

**KARL ANGLER, EXECUTIVE BOARD MEMBER FOR FINANCE,
CONTROLLING, INFORMATION SYSTEMS AND SERVICE**





Continuity for successful growth



»Our goal is to ensure that STIHL remains a company of the descendants of my father, company founder Andreas Stihl.« **HANS PETER STIHL, GENERAL PARTNER AND HONORARY CHAIRMAN OF THE ADVISORY BOARD**

STIHL Holding AG & Co. KG and all the Group's manufacturing and sales subsidiaries are not traded on the stock exchange, they are owned entirely by the family. This allows long-term strategies to be implemented even when markets are fluctuating.

The company was run by family members for many decades. The first change in top management took place in 1973, when company founder Andreas Stihl passed away and his children Eva Mayr-Stihl (managing limited partner) and Hans Peter Stihl (general partner) assumed responsibility for operational management. Gerhild Schetter, née Stihl, and Dr. Rüdiger Stihl also became limited partners.



Since 2002, for the first time in the company's history, an Executive Board from outside the owner family is responsible for the operational management of the company. The owners continue to be involved in all strategic decisions through the Advisory Board of STIHL HOLDING AG & Co. KG and the Supervisory Board of STIHL AG. In 2012, there was another generation change when Dr. Nikolas Stihl took over from his father, Hans Peter Stihl, as Chairman of the Advisory Board and of the Supervisory Board.

Dr. Bertram Kandziora (center) is Chief Executive Officer and Executive Board Member for Manufacturing and Materials

of STIHL AG. The other members of the Executive Board are (from the left) Norbert Pick (Marketing and Sales) and Wolfgang Zahn (Product Development), as well as (from the right) Dr. Michael Prochaska (Human Resources and Legal Affairs) and Karl Angler (Finance, Controlling, Information Systems and Service).

»The stimulating force in our work is the passion for technology and the highest quality.«

DR. BERTRAM KANDZIORA, CHIEF EXECUTIVE OFFICER OF STIHL AG

A company and its responsibility



STIHL operates sustainably and responsibly – in the interests of the company, employees and the community alike. The Group recognises its responsibility as part of society, in all regions in which it operates. STIHL respects the cultural, social, political and legal diversity of societies and nations. The STIHL Group abides by the laws and regulations applicable in individual countries and harmonizes commercial goals with the demands detailed below.

Our social responsibility policies are based on the principles of the United Nations Global Compact and the International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work. These principles are part of STIHL's corporate culture. The employees of the entire STIHL Group conduct themselves accordingly. We expect our business partners to observe comparable principles.

- **Human Rights**

STIHL respects and complies with internationally proclaimed human rights.

- **Business World**

STIHL acknowledges the principle of the social market economy and competition, recognises employees' freedom of association, and rejects all forms of forced labour and child labour. STIHL guarantees equality of opportunity in recruitment and employment, undertakes to maintain – and constantly and purposefully to improve – a high level of safety and health at work, and promotes the integration of physically and mentally handicapped persons.

- **Environment and energy**

STIHL declares its commitment to sustainability also with regard to the environment. The company undertakes to practise environmental protection and energy efficiency at a high level and to continuously improve them – in both the company's processes as well as in its products. We demonstrably improve environmental performance over the long term.

- **Corruption**

STIHL takes a firm stance against corruption, including blackmail and bribery.

People at STIHL

STIHL employs approximately 16,000 employees worldwide. A fair and cooperative partnership with mutual support and open communications is an essential part of our corporate culture. Long-term success can only result from the interaction of different strengths. STIHL therefore endeavors to promote the abilities of each individual employee and to support his or her specific qualification.

The systematic, personalized development of employees at STIHL also serves the company's goal of filling some three quarters of executive positions with candidates from within the company. In reality, this quota is generally exceeded.

This speaks in favor of the high qualifications of employees as well as successful human resources development and qualification planning.

Social security and the resulting motivation and commitment of the employees have high priority at STIHL. Voluntary employee benefits have a long and well-established tradition. Company founder Andreas Stihl already arranged for employees to participate in the company's success and set up a company pension scheme.

»Only when employees, company management and owners work together do we have the power to grow, and the ability to operate sustainably and successfully.«

DR. NIKOLAS STIHL, CHAIRMAN OF THE ADVISORY BOARD OF STIHL HOLDING AG & CO. KG





High priority for education and training



»Our employees' commitment, curiosity and enthusiasm, as well as their knowledge and skills, are the foundations of STIHL's success.«

DR. MICHAEL PROCHASKA, EXECUTIVE BOARD MEMBER FOR HUMAN RESOURCES AND LEGAL AFFAIRS

STIHL has always attached major importance to education. In order to give as many young people as possible the opportunity to start a successful working life, we offer technical and commercial training courses and, in addition, cooperate with universities in providing our young staff with academic training.

STIHL also maintains the highest standards of training internationally. The company invests in modern apprenticeships all over the world and offers comprehensive training programs that combine technical courses of study with practical experience.

Working at STIHL means lifetime learning. We are driven by passion, a thirst for knowledge and the constant quest for perfection. By providing specialized further training, STIHL offers all of its employees the opportunity to further develop their abilities and strengths. Only in this way, can their qualifications be kept in line with the constantly increasing demands of the future.



STIHL and the environment

As a manufacturer of power tools for landscape maintenance and forestry, STIHL is particularly committed to protecting the environment. This is prompted by respect for our environment, our fellow human beings and future generations. STIHL developed its own environmental management system about 20 years ago.

Sustained environmental protection is practiced at all levels of the company around the world. We also expect our suppliers and business partners to abide by the principles of our environmental policy. Our goal is that the protection of the environment is continuously improved and adapted to meet new challenges.

A large proportion of our research and development focuses on reducing emissions in processes, products and conserving resources.

But environmental protection is not a question of technology alone. The “human being at the machine” is the key to the environmentally friendly use of power tools. For this reason, STIHL provides a number of international training programs for users. After all, we can only build our future on the basis of an intact environment.

»Environmental protection, safety and the protection of our employees' health are business goals of equal standing for STIHL.«

DR. BERTRAM KANDZIORA, CHIEF EXECUTIVE OFFICER OF STIHL AG





Trademark of a family-owned company

Quality »made by STIHL«



Customers all over the world trust our products. STIHL has been the world's biggest-selling chain saw brand since 1971. Top quality: It is with this brand promise that STIHL maintains a leading position in the world's markets.

However, quality is not simply a question of technology. Quality begins in the mind. We have developed a sophisticated system of quality assurance and have implemented it in all of the company's processes.

Because quality is defined by precision, STIHL is its own most important supplier. The major components of our products are manufactured in-house. Material quality, STIHL know-how and meticulous craftsmanship are characteristics of every component: pure STIHL quality.

Quality "made by STIHL" is a distinction which makes STIHL products something very special. This is guaranteed by a high

level of in-house production and long-term relations with selected and reliable suppliers.

Quality proves its worth in day-to-day operation. It must take account of the entire lifecycle of a product. STIHL is wholly committed to having dealers who provide customer service as sales partners, because only they can guarantee professional advice, sound customer instruction and comprehensive service.

»STIHL stands for top quality products and service around the world – that's what our customers expect.«

NORBERT PICK, EXECUTIVE BOARD MEMBER FOR MARKETING AND SALES



Personal advice and specialist service

»A chain saw is only as good as its service.«

ANDREAS STIHL, COMPANY FOUNDER

Qualified service is an essential part of every STIHL product. STIHL power tools are therefore only available from servicing dealers because only specialist dealers are in a position to ensure professional service, advice and parts support.

Customers expect the highest level of reliability from STIHL products even in extreme operating conditions. A full range of accessories and replacement parts guarantees long-term use of all STIHL power tools.

STIHL dealers all over the world are highly competent. They provide customers with expert instruction on the use of their power tools and offer excellent product support at all times. Because users who attach major importance to the quality and functionality of their power tools also expect professional service.

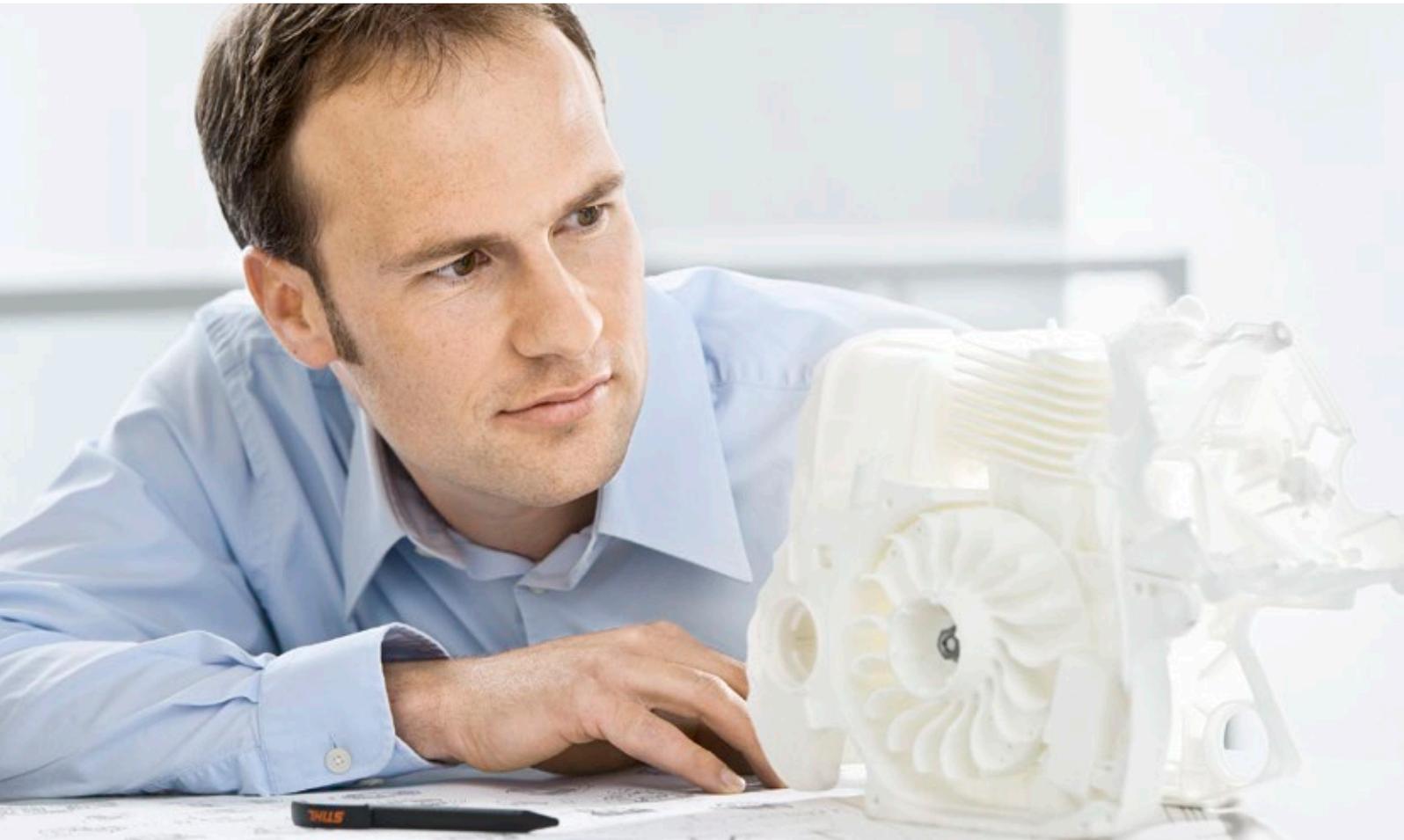
Servicing dealers ensure that customers remain satisfied with their STIHL products by providing practical information and professional maintenance over the product's whole life cycle. Regular training and refresher courses for servicing dealers are standard procedure at STIHL.





Continuous development ensures technology leadership

Innovation as a tradition



STIHL's history of innovation started in 1926 with the mobile chain saw. Initially powered by an electric motor, then with a gasoline engine, it laid the foundation for the company's success.

Since then, STIHL has been one of the market's trendsetters. Many of the features that are now standard on power tools were conceived, developed and made ready for production by STIHL employees. Currently, STIHL owns over 2,300 patents or patent applications worldwide. Over 600 employees work on product development at the founding company's engineering centre.

In the early days, the main concern was to make work in the forest easier. Today, it is issues of safety, sustainability and environmental protection that play a major role. STIHL faces these challenges systematically, hand in hand with ecology

and high technology. Many developments of recent decades have the objective of reducing energy consumption, exhaust emissions, noise and vibration, while further enhancing users' safety. At the same time, our engineers naturally continue to remain very focused on performance, functionality and convenience.

»It's an ongoing challenge to further improve the high quality of our products and to stay one step ahead of the competition with marketable innovations.«

WOLFGANG ZAHN, EXECUTIVE BOARD MEMBER FOR PRODUCT DEVELOPMENT



STIHL innovations define the market



1929

REVOLUTION IN THE WOODS

Andreas Stihl presents his first two-man gasoline-powered chain saw in 1929. With a weight of 46 kilograms and a six-horsepower engine, it makes working in the woods much easier.



1959

THE LEGENDARY "CONTRA"

This 12-kilogram chain saw with its six-horsepower engine revolutionizes forestry work all over the world at the end of the 1950s. Lighter and therefore more efficient than all other chain saws on the market, it enables logging companies to boost their productivity by up to 200 percent.



1965

CUT-OFF MACHINE

A number of hand-held power tools are derived from the chain saw. STIHL cut-off machines are appreciated by their users because they are particularly rugged. They quickly become firmly established on construction sites, not least because they are independent of a power supply.

1973

HEDGE TRIMMER

Other STIHL power tools gain significance in addition to chain saws: STIHL expands its line of landscape maintenance products by launching the hedge trimmer attachment for the chain saw.

1964

ANTI-VIBRATION SYSTEM

STIHL chain saws are equipped with an anti-vibration handle for the first time. The aim is to reduce the vibrations transmitted from the engine and chain and thus to relieve the strain on the user's muscles and joints.

1972

QUICKSTOP CHAIN BRAKE

STIHL chain saws are robust, handy and above all exemplary in terms of safety. The chain brake, activated by the hand guard in front of the handlebar, brings the chain to a standstill within a fraction of a second.



1977

TRIMMER

One of the first trimmers – as the lightweight version of the brush-cutter is called – in private use is the FS 80. It can be equipped with a number of different cutting attachments to suit the task in hand.



1983

BLOWER

An end to backbreaking sweeping: The hand-held BG 60 blower, the “airbroom”, enables leaves to be blow-swept from large areas quickly with less physical effort.

1987

EMATIC-SYSTEM

The E-Matic system in the guide bar reduces consumption of chain lubricant, thus bringing down running costs and minimizing the burden on the environment.

1988

CATALYTIC CONVERTER FOR CHAIN SAWS

STIHL develops the world's first catalytic converter for two-stroke engines. It reduces hydrocarbon emissions by up to 80 percent. The first chain saw with a catalytic converter is the STIHL 044 C.



1995

QUICK CHAIN ADJUSTER

A chain saw has to be retensioned from time to time. With the quick chain adjuster this is accomplished completely without tools, simply by turning an adjusting wheel.

2000

RESCUE SAW RHD 046

STIHL's first rescue saw is designed to meet the requirements of fire and emergency services: The engine provides enormous torque even at medium rpm. It cuts a wide variety of materials with its carbide-tipped chain.

Product history 1926 – 2018



2002

STIHL 4-MIX ENGINE

The STIHL 4-MIX engine combines the benefits of two-stroke and four-stroke engines. Its gasoline-oil mixture guarantees reliable engine lubrication also in extreme operating conditions.

2003

ERGOSTART

STIHL's ingenious starting aid takes the strain out of engine starts: An additional spring installed between the crankshaft and rope rotor reduces cranking effort by half.

2004

STIHL 2-MIX ENGINE

This optimized two-stroke engine is fuel-efficient and environmentally friendly: less scavenging losses containing fuel, which reduces environmental pollution.

2009

CORDLESS HEDGE TRIMMER

STIHL's new cordless hedge trimmers combine the freedom of movement of a gasoline power tool with the low noise levels and zero emissions of an electric tool. A highly efficient lithium-ion battery and special blades ensure powerful and fast cutting.

2010

STIHL M-TRONIC

The STIHL M-Tronic engine management system regulates all operating conditions, the ignition timing and metering fuel precisely. It always provides optimum engine performance, constant maximum speed and exceptional acceleration.

2011

CUT-OFF MACHINE TS 500i

The world's first hand-held tool with electronically controlled fuel injection. STIHL fuel injection with engine mapping calculates exactly the right fuel-air mixture, injection volume and ignition timing in all operating conditions. This guarantees low fuel consumption and emissions.



2012

CONCRETE CUTTER GS 461

The powerful 4.3 kW concrete cutter, by STIHL, is a high-performance tool for wet cutting of building materials such as concrete or natural stone. Its' diamond segments makes corner cuts as well as breakthroughs up to a depth of 40 centimeters. The GS 461 is an ideal complement to the product range STIHL.



2014

CORDLESS CUT-OFF MACHINE

The STIHL TSA 230 is the world's first cordless cut-off machine. With a 230 mm cut-off wheel and weighing only 3.9 kg, it is small and easy to use. Emission-free battery technology makes it suitable for indoor and outdoor use. The TSA 230 completes the PRO cordless power system from STIHL.



2016

COMPACT CORDLESS SYSTEM

STIHL's new COMPACT cordless system is a modular system for private users. The product portfolio includes a chain saw, a hedge trimmer, a grass trimmer and a leaf blower. All four power tools feature powerful and quiet electric motors operated by high performance rechargeable batteries. The batteries are compatible with all COMPACT power tool models to provide convenient flexibility.



2018

CHAINSAW MS 500i

The STIHL MS 500i is the first chainsaw in the world to feature electronically controlled fuel injection. It sets itself apart with its low power-to-weight ratio of less than 1.3 kg/kW, sharp acceleration from 0 to 100 km/h in a mere 0.25 seconds and a high level of user-friendliness and serviceability. Sensor-controlled fuel metering means there is no need for a carburettor. With the MS 500i, STIHL is starting a brand new chapter in petrol chainsaw technology.





Cover: STIHL MS 500i chainsaw.

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0463 951 0100. M4. E8. Gmähle-Scheel.
Printed in Germany © ANDREAS STIHL AG & Co. KG,
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The FSC® seal of the Forest Stewardship Council confirms the
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