

Leif Häggblom, February 2014

ABB

Presentation of ABB + Norway

A global leader in power and automation technologies

Leading market positions in main businesses



- 145,000 employees in about 100 countries
- \$38 billion in revenue (2011)
- Formed in 1988 merger of Swiss and Swedish engineering companies
- Predecessors founded in 1883 and 1891
- Publicly owned company with head office in Switzerland

ABB's history

Finnish roots in Strömberg

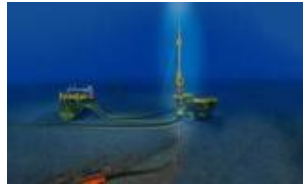


- Gottfrid Strömberg founded his electrical supplies shop in 1889 in Helsinki
- The electrical machinery that Strömberg developed made the machine shop, originally run by four men, one of major industrial companies in Finland and a pioneer in the electrical industry
- ABB was formed in January 1988 by merging the Swedish Asea (who had just bought Strömberg's electrical business) and Switzerland's Brown Boveri electric system operations in a 50:50 ownership basis

Power and automation are all around us You will find ABB technology...



orbiting the earth and working beneath it,



crossing oceans and on the sea bed,



in the fields that grow our crops and
packing the food we eat,








on the trains we ride and in the facilities
that process our water,



in the plants that generate our power and
in our homes, offices and factories

How ABB is organized

Five global divisions

				
Power Products	Power Systems	Discrete Automation and Motion	Low Voltage Products	Process Automation
\$10.9 billion 36,000 employees	\$8.1 billion 20,000 employees	\$8.8 billion 29,000 employees	\$7.7 billion 31,000 employees	\$8.3 billion 28,000 employees

(2011 revenues, consolidated; including Thomas & Betts revenue for LP division)

- ABB's portfolio covers:

- Electricals, automation, controls and instrumentation for power generation and industrial processes
- Power transmission
- Distribution solutions
- Low-voltage products
- Motors and drives
- Intelligent building systems
- Robots and robot systems
- Services to improve customers productivity and reliability

ABB in Vaasa - Strömberg Park

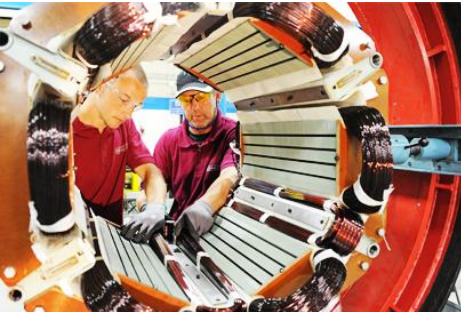


- Almost 80% of orders are exported
- Number of staff in the Vaasa region: more than 2,000
- A total of more than 3,100 people work in the companies based in Strömberg Park

- ABB Oy, Motors and Generators / LV motors
- ABB Oy, Breakers and Switches
- ABB Oy, Transformers
- ABB Oy, Medium Voltage Products
- ABB Oy, Low Voltage Systems
- ABB Oy, Process Industry
- ABB Oy, Substations
- ABB Oy, Power Generation

Who we are

Business Unit Motors and Generators



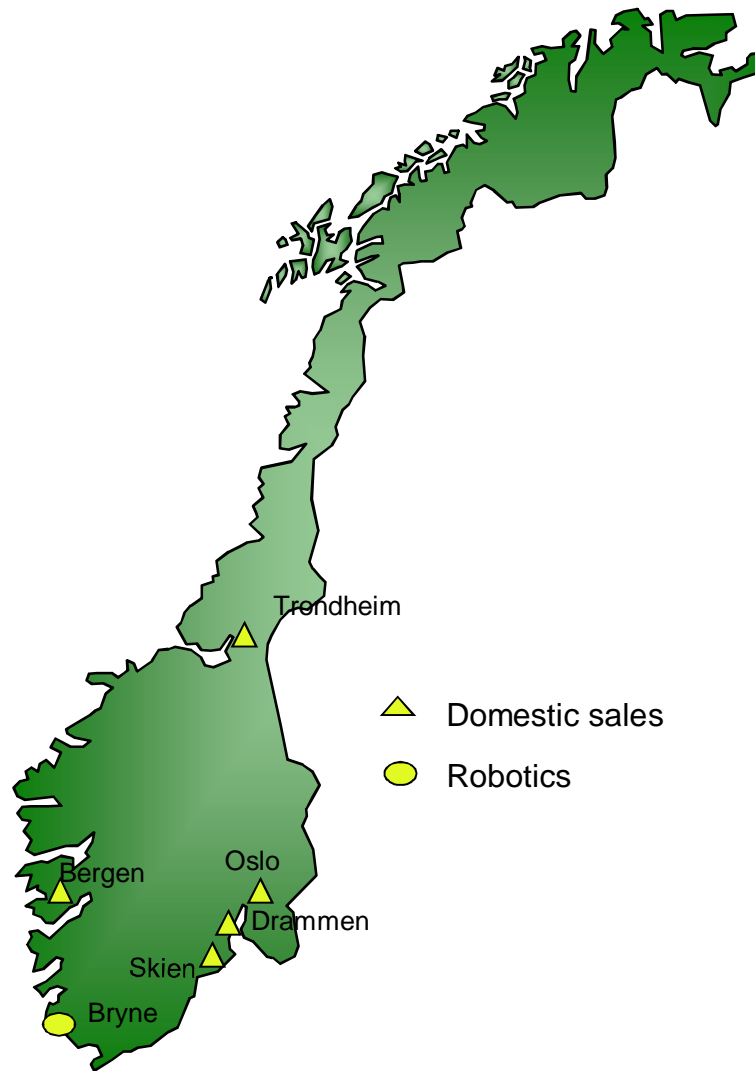
- Employees More than 16,000
- Presence More than 100 countries
- Manufacturing 41 factories in 12 countries
- Service 65 ABB service centers and 93 authorized service providers
- Channels 6,500 ABB external channels
- Stocks 1,600,000 products in 7 logistic centers

Discrete Automation and Motion division Norway



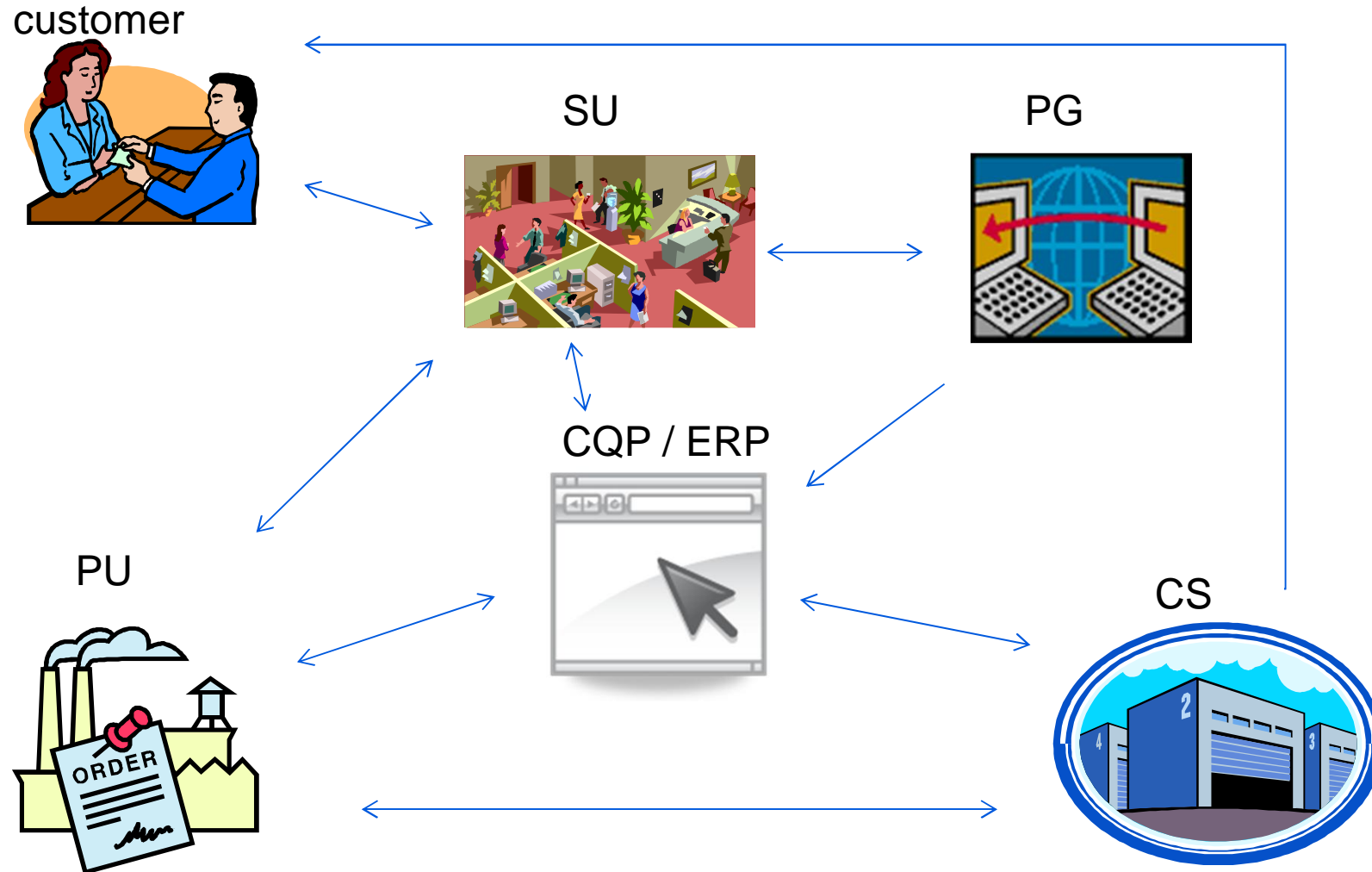
- The division imports, markets, sells and perform Life Cycle Services on ABB's motors, generators, drives, PLC's and power conversion products to the Norwegian market
- The division is responsible for product development of robots.
- The division has operations in Skien, Oslo, Bryne, Bergen and Trondheim.

ABB AS – Discrete Automation and Motion division Norwegian market



- Totally about 2200 employees in ABB AS
- Number of employees in DM division
 - Skien 12
 - Oslo 20
 - Bergen 25
 - Bryne 75
 - Trondheim 3
- Markets in Norway
 - Industry
 - Oil and gas
 - Marine
 - Contractors
 - OEMs / Panelbuilders
 - Wholesalers
 - System Integrators
 - Utilities

Customer – SU – PU / PG Workflow in DM division



Norway

Business environment

- Language
- Culture
- Networking
- Quality
- Service



Power and productivity
for a better world™



Business Unit – ABB Norway - Customer Successful Business case

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