

WE ARE





SPECIAL STEEL FOR THE WORLD'S TOP PERFORMERS








Dear Colleague,

Special steels are a fundamental part of our modern world. They will continue to form the basis for economic success and innovation in many important sectors of industry in the future – integrated as components or serving as tools. BÖHLER is one of the driving forces and pioneers behind this progress.

For generations, BÖHLER has been synonymous worldwide with the highest quality special steels. And behind this success have always been people who were prepared to go the distance. We are a company where everyone has their role to play and their responsibilities. What motivates us is our shared vision. What connects us is our mission. What unites us are our shared values.

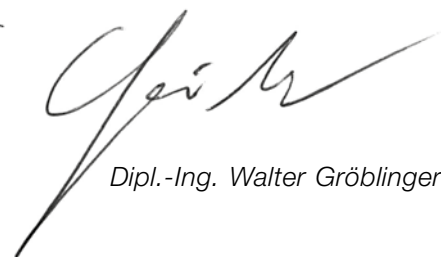
Together we stay focused on our vision and fulfill our mission, while remaining true to our values. This ensures both our customers' success, and our own.



Dr. Michael Rotpart



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VISION

Where do we want to go?

MISSION

What do we stand for?

OUR VALUES

What is important to us?
How do we conduct
ourselves?



VISION

Where do we want to go?

**We always want to be
our customers' preferred supplier.**



VISION

We will reach this goal together...

by consolidating our market leadership
in tool steel and high speed steel

by improving our market position in special materials

by positioning ourselves as a global player
in the oil and natural gas sector

by expanding our niche positions in the aerospace industry
through natural growth - including outside Europe

by expanding our vertical range, for example in open die forgings

■ **This is how we will strengthen BÖHLER as a world brand.**



MISSION

What do we stand for?

We develop, produce and deliver high speed steels, tool steels and special materials worldwide, to provide our customers with exemplary solutions.



HIGH SPEED STEEL



POWDER
METALLURGY



COLD WORK TOOL
STEEL



HOT WORK
TOOL STEEL



PLASTIC
MOULD STEEL



SPECIAL
MATERIALS
AEROSPACE



SPECIAL
MATERIALS
AUTOMOTIVE



SPECIAL
MATERIALS
OIL, GAS & CPI



SPECIAL
MATERIALS
POWER
GENERATION



SEMI-FINISHED
PRODUCTS



OPEN DIE
FORGE



MISSION

In our daily work this means:

■ for our customers

We set benchmarks worldwide for high-performance materials. Our customers' satisfaction is the focus of everything we do. We understand their technological and logistical requirements, and we develop solutions. This is how we secure competitive advantages for our customers.

■ for innovation and technology

We continuously seek to improve our products and processes. In doing so we strive for the highest standards of quality. Forward-looking investments and targeted product and process innovations ensure our technology leadership.

■ for the environment and energy

We respect the natural environment and use energy as sparingly as possible.

■ for ourselves as employees

We actively contribute to the company to ensure our shared future. We take on challenging tasks and development opportunities. Safety and health at work are important to us.

■ for our success

We ensure our company's business success and long-term attractiveness. This gives us as employees a stake in the company's interests.



OUR VALUES

What is important to us?
How do we conduct
ourselves?

The values that are important to us in our daily work are commitment, trust and initiative.

Our company's compliance guidelines form the framework for our values.



OUR VALUES

For us these values mean:

■ **Commitment**

We are committed to performance.
We focus on what matters.
We are process-oriented.
We take action to correct issues.
We are team players.

■ **Trust**

We are respectful.
We are open to criticism and admit our mistakes.
We encourage one another.
We keep our promises.
We have a win-win attitude.

■ **Initiative**

We are open to change.
We are willing to learn.
We start new things.
We are solution-oriented.
We are decisive.





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 **BÖHLER** IS US