



Press release

01 Annual report

Pöttinger tracks course of continued growth:
new record turnover of EUR 314 million

Financial year 2013/14 is yet again another record year for Pöttinger: with a turnover of EUR 314 million, the family-owned Austrian company has managed to not only increase growth for the fourth time in a row, but has also reached a new record turnover in the company's more than 140-year history. The basis for this success is the unique combination of customer orientation, treating dealership partners as equals and the huge commitment of the company's 1,575 employees. Pöttinger's high level of innovation is possible only thanks to their close proximity to their customers and decades of experience. The objective is to develop products that ideally meet their customers' needs.

Pöttinger is the tractor-independent specialist for forage harvesting, tillage, seedbed preparation and drill technology. The main focus of Pöttinger's developments are **excellent working results** and working conditions. Excellent working results are achieved by a high level of soil and crop conservation, optimum ground tracking, and the precision, efficiency and cost effectiveness of the machines. Impressive levels of safety and reliability form the second key benefit that Pöttinger offers its customers. Reliability is guaranteed thanks to the high quality and durability of the machines tested and approved by the TIZ technology and innovation centre. Safety and sustainability are ensured by respectful and careful use of resources. The machines are rounded off with an attractive design. Pöttinger makes their customers' lives easier at the same time as contributing to their success.



The cornerstones of customer proximity are the **needs of customers and dealerships**, which the Austrian family-owned company places at the centre of all decisions: reliable business relationships, fair partnerships based on integrity, authenticity and regional proximity worldwide. Addressing customers as individuals and understanding their needs while delivering rapid solutions to problems are key measures. The Pöttinger product range is therefore as varied as the needs of its customers and extends from Alpine equipment especially designed for working in steep, mountainous terrain through to high-performance loader wagons that deliver pure productivity and efficiency. In the tillage, soil preparation and seed drill technology sectors, Pöttinger has delivered enormous performance in terms of new development and now offers matching soil cultivation concepts ranging from straightforward, cost-effective solutions to extremely high-performance results to meet the highest specifications.

Pöttinger continues to reap success in all sectors

Grassland technology, accounting for 61 percent in the agricultural technology sector, is the main source of turnover, followed by tillage at around 26 percent. Compared to the previous year, the grassland sector achieved growth of around 3 percent; tillage and seed drills an increase of almost 5 percent. Original spare parts business was up around 7 percent on the previous year. This also indicates that Pöttinger places high value on long-term availability of its machines.

Despite a general downturn in the market, Pöttinger has managed to increase its turnover yet again. The main drivers of growth were product innovations in the grassland and tillage sectors as well as ongoing internationalisation. Export markets saw corresponding strong development, especially in Ireland, Great Britain, North America and Ukraine.



Austria remains strong

With a 15 percent share of overall turnover, the domestic market of Austria remains one of the strongest country markets, alongside Germany and France. Year on year, although turnover is slightly down, the high market share clearly indicates that quality from Austria is still very much in demand with Austrian farmers. That is particularly pleasing for Pöttinger, since the family-owned business naturally has strong roots in Austria.

Internationalisation drives success

Ongoing internationalisation is one of the cornerstones of success at Pöttinger. An export quota of almost 85 percent and international sales of around EUR 266 million speak for themselves.

Around 66 percent of agricultural technology sales was attributable to six countries: Germany, Austria, France, Czech Republic, Switzerland and Poland. The top five countries for growth in turnover in terms of absolute machine sales compared to the previous year are Ireland, USA, Canada, Ukraine and Great Britain.

France, with around 12 percent share of total turnover, represents one of the largest and most important markets after Germany with more than 22 percent. In Poland, an increase of around 5 was achieved, while in the Czech Republic there was a rise of 3 percent. Germany and Switzerland remained steady with turnover at a similar level to the previous year. With an increase of 20 percent, the Scandinavian markets have been developing very positively.

The new sales subsidiaries founded during 2012 in Ireland, Belgium and the UK have become very well established with sensational increases in turnover during the past year: Ireland up 96 percent, Great Britain up 19 percent, and



Belgium up 78 percent. For Pöttinger it is clear that it is well worth investing in regional customer proximity.

Likewise, the markets in North America (up 47 percent), Oceania (up 26 percent) and the CIS (overall increase of 7 percent, with Ukraine even reaching 23 percent) were clearly riding a wave of growth last year. In Western Europe, Pöttinger achieved an increase of around 3 percent overall despite a downturn in the market.

Excellent working results and working conditions for the future

Managing Directors Heinz and Klaus Pöttinger share a positive outlook: "We are thinking in our customers' dimensions: sustainability and innovation, quality and stability as well as cost effectiveness and productivity. That is because it is these factors that determine the excellent working results and working conditions for our customers and that are the focus of our developments and our company philosophy. That is how we evolved into a specialist for forage harvesting, tillage, seedbed preparation and seed drill technology. The results of our efforts: world leadership in the loader wagon segment, numerous awards for the AEROSEM, an international pioneering role in mowers and mulch drilling technology with the TERRASEM and precision seed placement, as well as our innovative strength in the field of cultivation and tillage. We have plenty planned for the future, because farming and agricultural technology are always in demand."

Photo preview:



Dipl.-Ing. Klaus and Mag. Heinz Pöttinger



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