



ALFA  
LAW



# Equipment Division

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# Strategic drive

Equipment Division



“Component”  
Driven

Sales Channels,  
E-Commerce,  
OEM volumes

Marine & Diesel Division



“Marine and  
Diesel Industry”  
Driven

Customised systems,  
Modules,  
Service solutions

Process Technology Division



“Process  
Solution”  
Driven

Product solutions,  
Systems/Modules,  
Process lines

# Drivers



Increased living  
standard

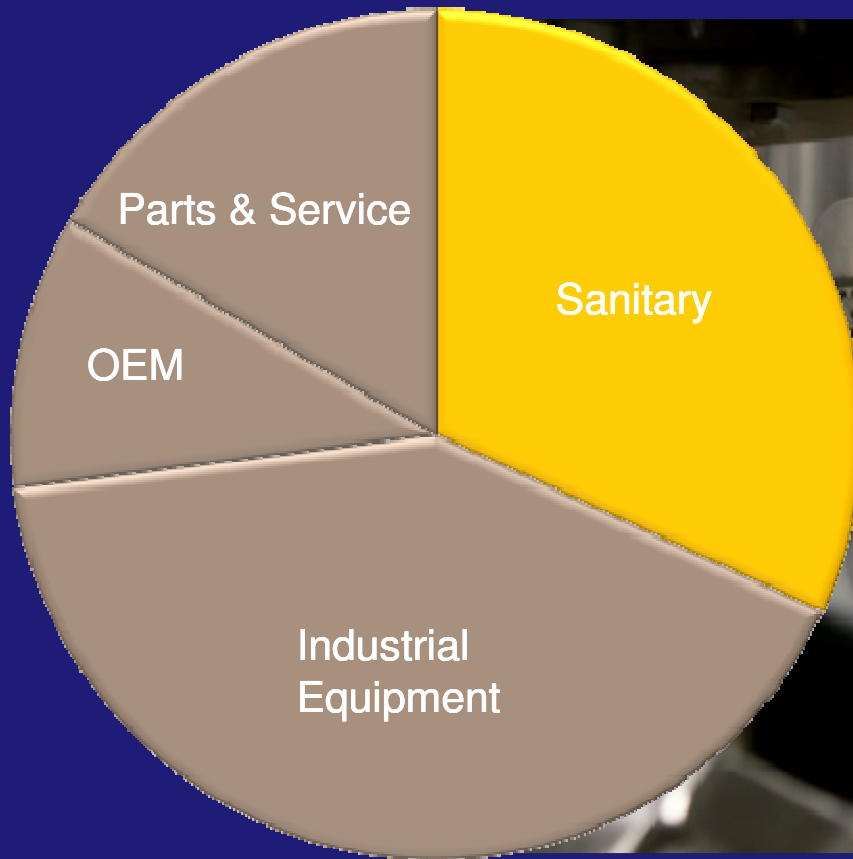


Environment



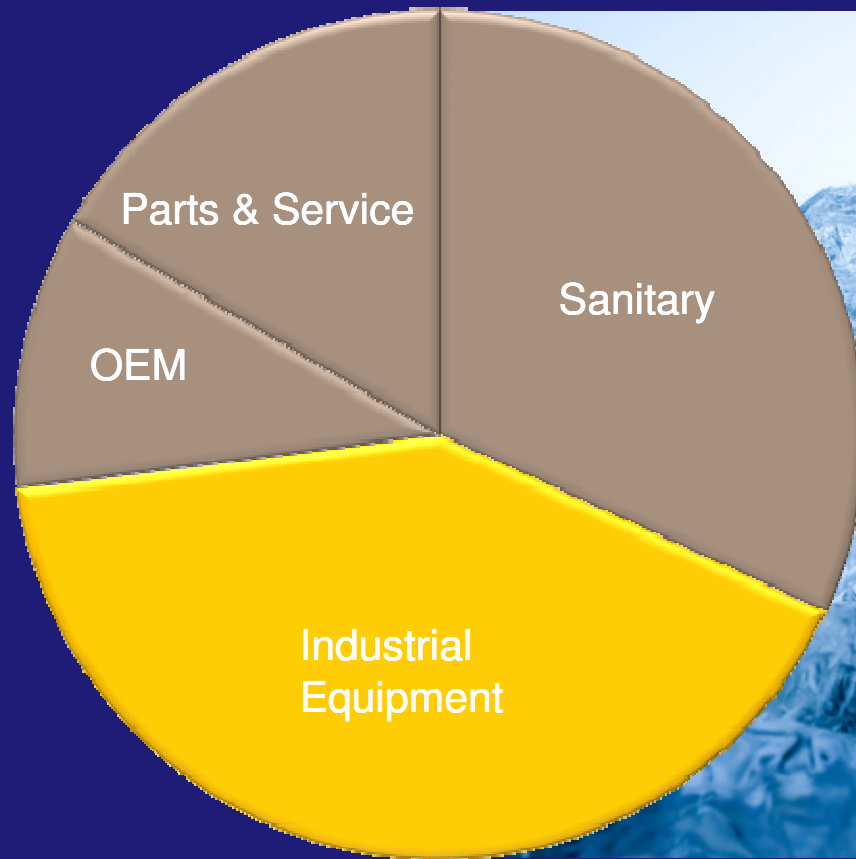
E-Commerce

# Focus on customer segments



Orders received January – September 2012

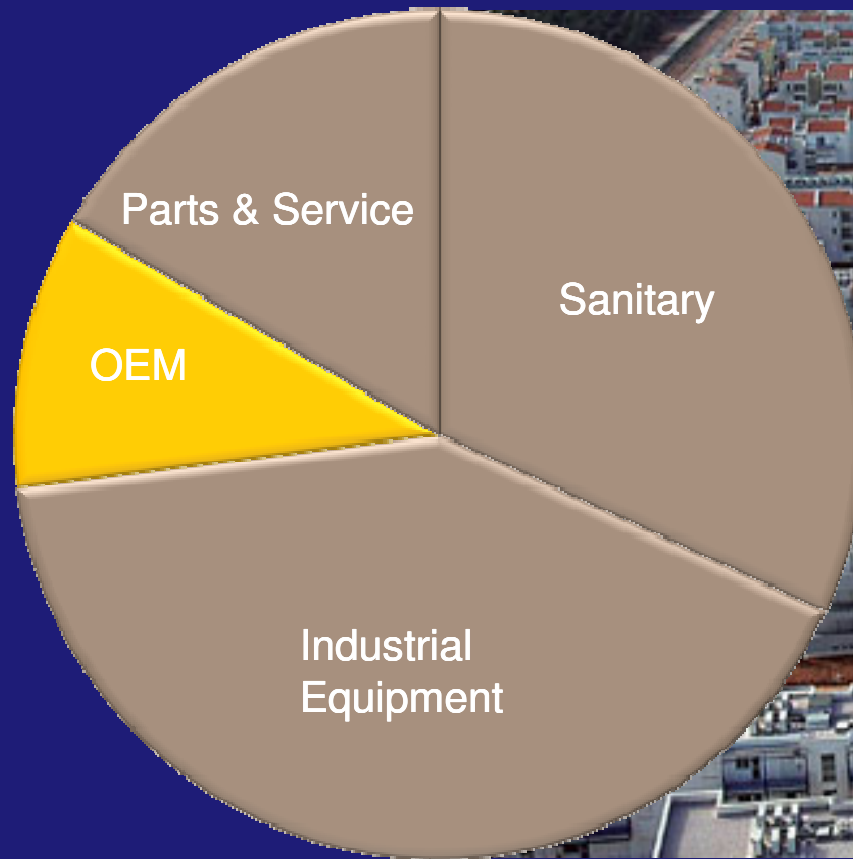
# Focus on customer segments



Orders received January – September 2012

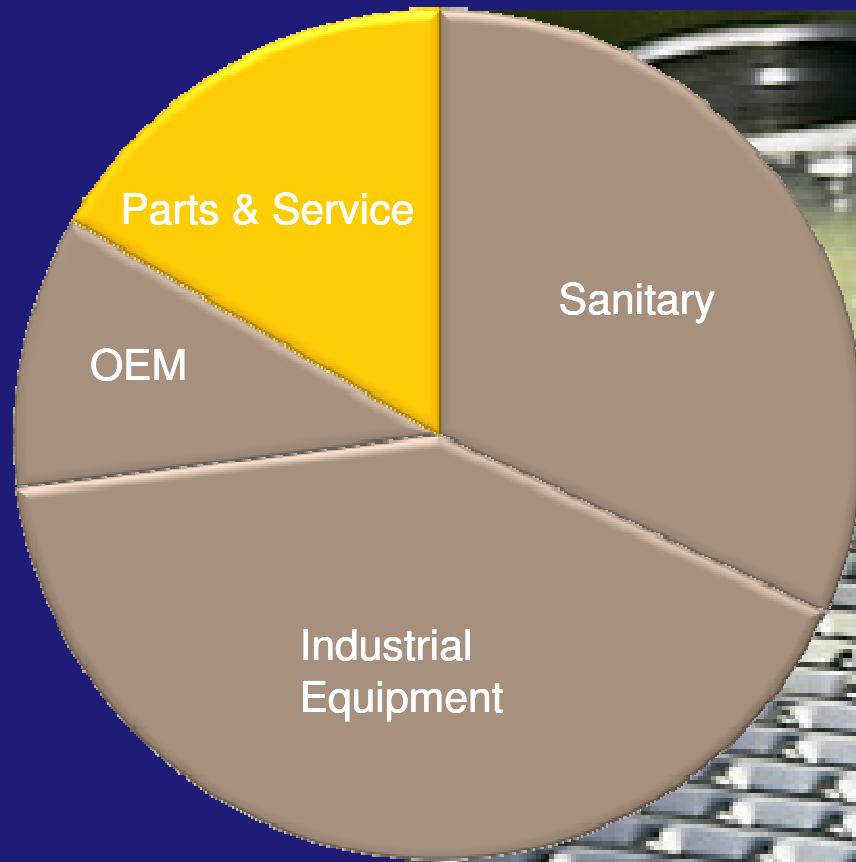


# Focus on customer segments



Orders received January – September 2012

# Focus on customer segments

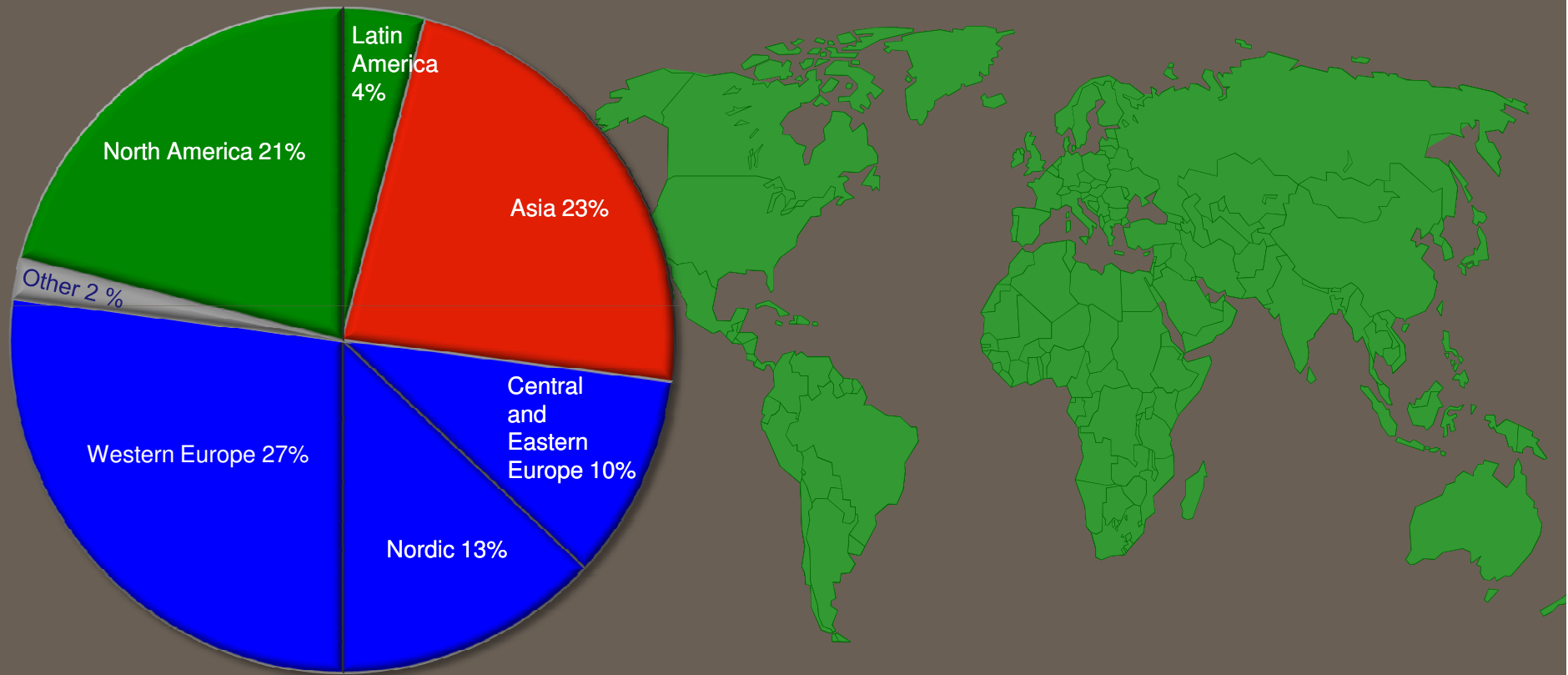


Orders received January – September 2012

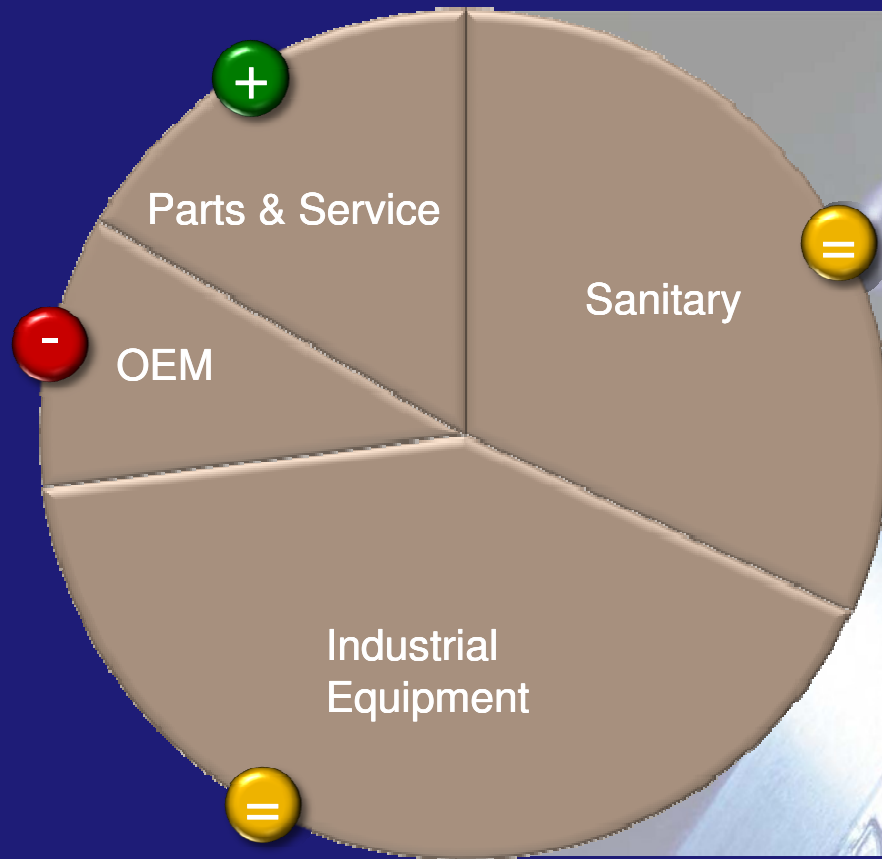


# Orders received by Region

January – September 2012, development at constant rates



# Focus on customer segments



## Equipment division

- \* Strong base business
- \* Continued focus on channel and price management
- \* E-Commerce roll-out
- \* Increased living standard in fast growing markets and environmental awareness give new opportunities

Orders received January – September 2012



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