



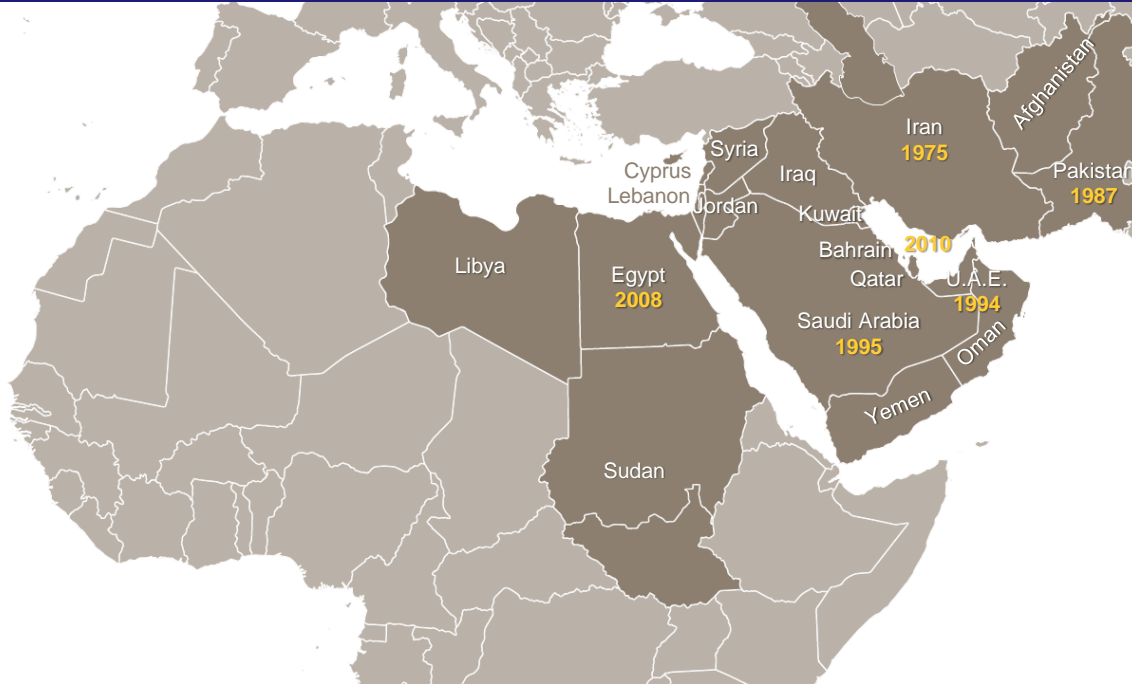


Service in the Middle East

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Alfa Laval in the Middle East

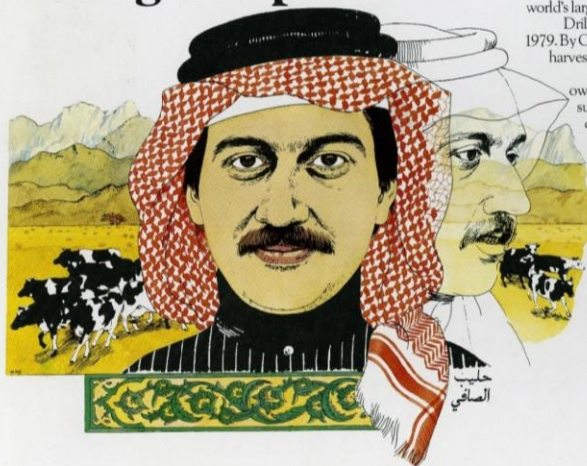
– Est. 1991



- * 18 countries
- * 3 time zones
- * 564 million people
- * Nominal GDP:
2 800 billion USD
- * GDP Growth 2-3%

The beginning

Turning the desert into green pastures



Milk is one of the finest foodstuffs there is. But in Saudi Arabia—as in all desert areas—cow's milk scarcely exists. For without grass, there can be no cows.

Three years ago, Alfa-Laval took on the challenge of creating out of the desert sands the world's largest self-supporting farm.

Drilling for water began in the summer of 1979. By Christmas, the first oats were sown. Three months later, the first harvest was cut. It was then time to fly in the herd.

From searching for water to fresh, chilled milk from the farm's own ultra-modern dairy took just 18 months. Today, the farm supports 9,000 animals and provides ten harvests a year from the circular green fields which blossom under an around-the-clock irrigation system. And work is now under way to extend the farm to 3,000 hectares and 25,000 animals to make it the world's largest integrated farm.

With dormant water deposits to be found in many under-developed countries, Alfa-Laval will be turning more deserts into pastureland in the future.

This massive project is just one example of our innovative approach to business. We don't expect the world to come to us. Instead, we go out to the world with new and often daring applications for our well-proven product lines. That way we can open up new markets that other companies only dream about.

And we do.



The Growing World of Alfa-Laval
Alfa-Laval employs 16,000 people in 30 countries and its annual turnover of over 1,585,000 million SEK from sales outside Sweden, represents nine consecutive years of growth. Over the past five years, its dividend growth rate has averaged 11.1%. Today Alfa-Laval's products and processes are solving problems in 125 countries and in over 170 industries—from energy production, environmental control and food processing to resource recovery, agriculture and chemical engineering.

ALFA-LAVAL

Creating new markets from great ideas.

For a closer look at the world of Alfa-Laval, please write to:
Public Affairs Group Staff, Alfa-Laval AB, PO Box 500, S-147 00 Tumba, Sweden.

- * The 70's; Food & Dairy
- * The 80's; Petrochemicals & Power
- * The 90's; Marine Service
- * 2000's; HVAC

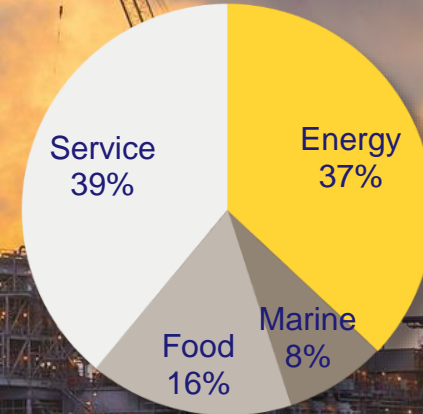
Alfa Laval Middle East – 2015

2010 – 2015

CAGR: 5.7%

CAGR SERVICE: 9.3%

WY 2015
992 MSEK
(at fixed rates)



Expanding service presence



2016

- ★ Service centre
- Field service station
- Authorized service partner

Service offering



- * Speed – response time
- * Presence – close to the point of delivery
- * Local competence & expertise
- * Customized service solutions

Service to build customer loyalty



- * Marine, power generation and oil & gas
 - Uptime is crucial
 - Direct sales (not channels) ➔ knowledge about IB
- * End customers value high quality local service while specifying manufacturers of key equipment to foreign EPC Contractors
- * Close & regular contact with these demanding customers
 - builds trust & loyalty
 - opens up opportunities for new sales

Customer case; Oil and Gas major in Qatar



- * Large installation of critical process and utility equipment
- * Decision made to start a service facility in Doha, Qatar
- * Change in process conditions urged the need for service
- * Speed up the start up to meet customer needs
- * Result; Satisfied customer. Long-term Service agreement

The paradigm shift in service



Customers going...

...from self-maintaining to outsourcing

...from preventive to predictive maintenance

...from looking at equipment investment to life cycle costs

...from maintenance to reliability

Future growth drivers



Improved
living standards



Water scarcity &
water pollution



Energy &
energy efficiency



Diversification
of industries

Summary

- * IB built up during > 30 years within different industries
- * Competitive strength; Strong local service presence
– closer to the users
- * Customer loyalty creates opportunities for capital sales

