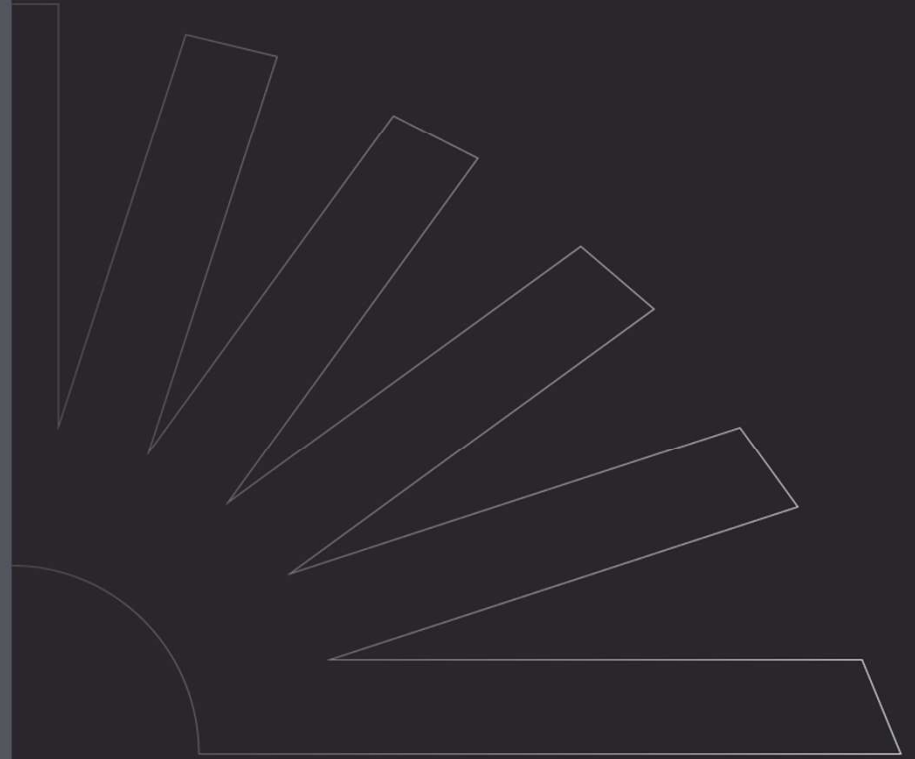




# Winning today's customer

October 2024





## Current Market Situation & Trends

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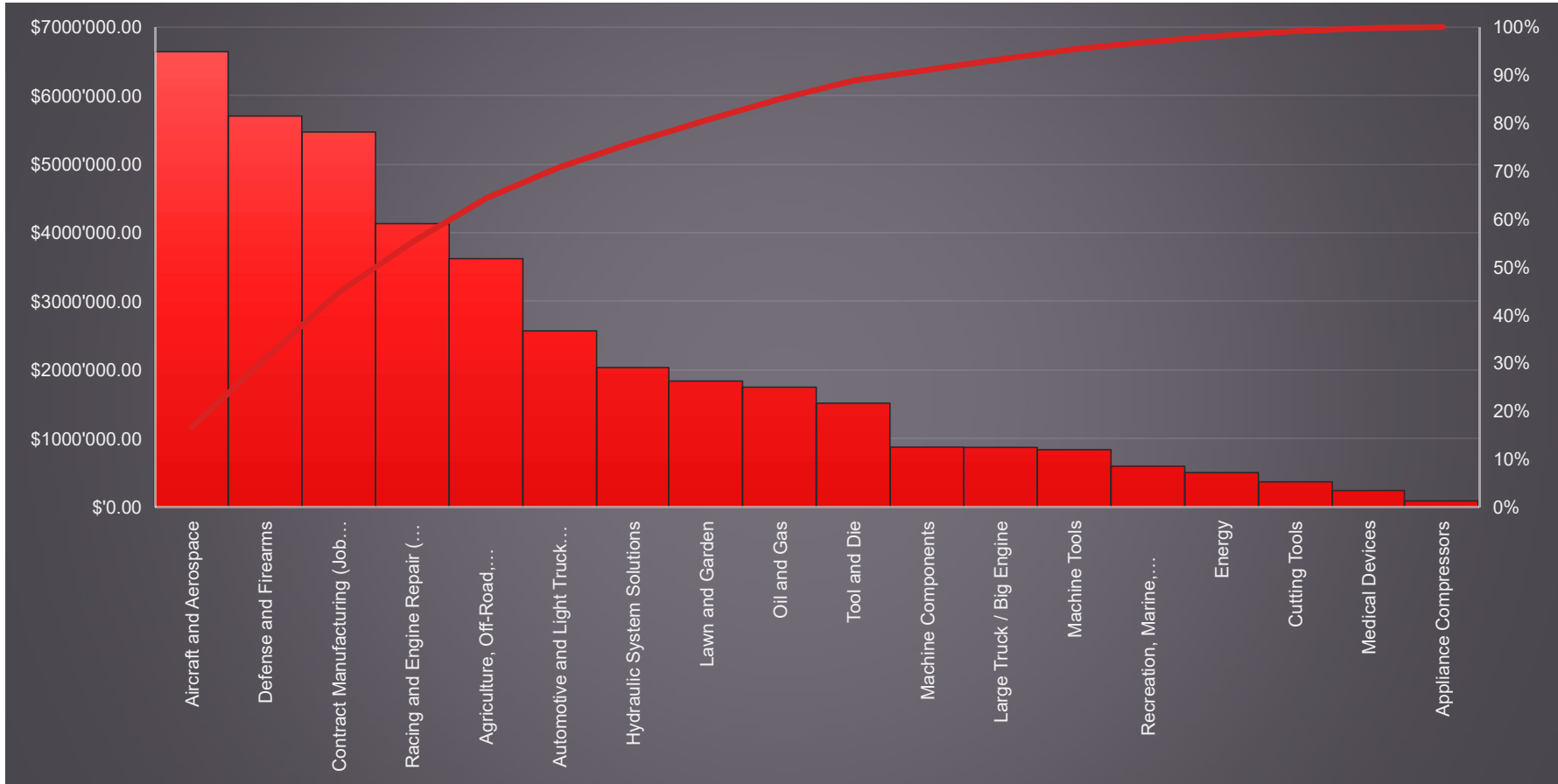
## Trends

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- Little or no growth around the globe
- Industry 5.0 – energy efficiency improvement
- Autonomous fully automation production (due to the lack of staff) this leads to more and more complex large systems
- Shorter planning time of the companies – shorter delivery time and reduced reduced ROI time
- Political unrest; people are cautious



## Industry Ranking



Source: Oracle Sales Cloud industry segments 2023



## Target Markets

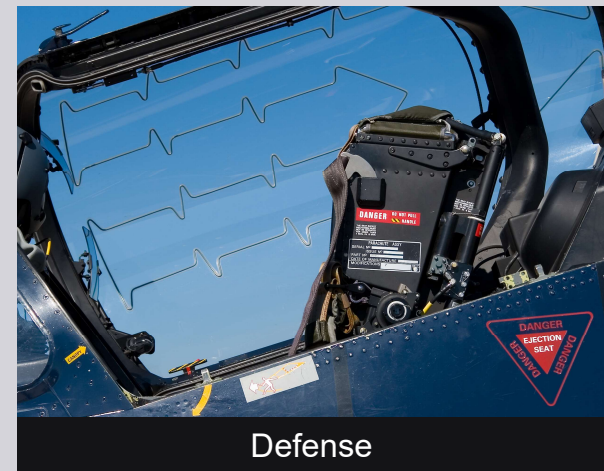
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- **Aviation/ Aerospace**

- Market development: →
- Little pressure on price
- Applications:
  - Parts of the landing gear, landing gear, guide tubes for ejection seat

- **Defense**

- Market development: →
- Little pressure on price
- Applications:
  - Military aviation
  - Military vehicle
  - Barrels





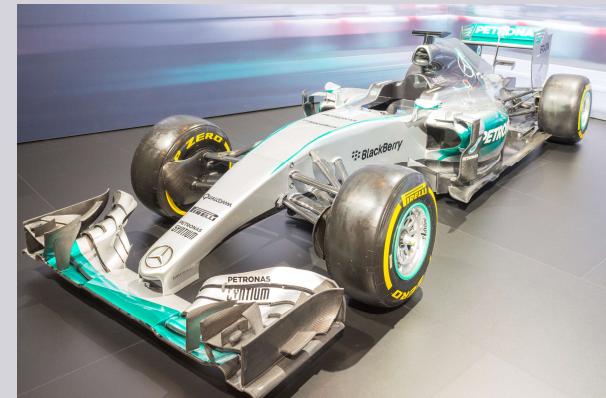
## Target Markets

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- **Machinery, Components job shop**
  - Market development: →
  - Price pressure
  - Applications:
    - Aerospace components, Injection and fuel pump components combustion engines, small gears for seat movements etc.
- **Racing and Engine repair** →
  - Market development:
  - Price pressure
  - Applications:
    - US Nascar
    - F1
    - Engine Rebuilding



**Machinery & Components**



**Racing & Engine Repair**



## Target Markets

---

- **Agriculture, Off-Road**
  - Market development →
  - Price pressure
  - Applications:
    - Brake system, power steering
    - Control hydraulic
  
- **Automotive and Light Truck (OEM)**
  - Market development: →
  - High pressure on price
  - Applications:
    - Fuel injectors, conrods






## Target Markets

---

- **Hydraulics**

- Market development : 
- Applications:
  - Hydraulic cylinders for dams, floodgates & construction machinery
  - Also for Energy sector – wind turbines

- **Loan & Garden** 

- Market development:
- High price pressure
- Applications:
  - Small Engines








## Target Markets

---

- **Oil & Gas & Coal** 
  - Market development:
  - Moderate price pressure
  - Applications:
    - Drill pipes for oil wells
    - Safety valves for sealing the oil fields
    - Hydraulic Cylinders for Coal Mining





## Your Sunnen Tools

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# COMPLETE SOLUTIONS

Measuring Equipment



Honing Oil and Coolant



Accompany



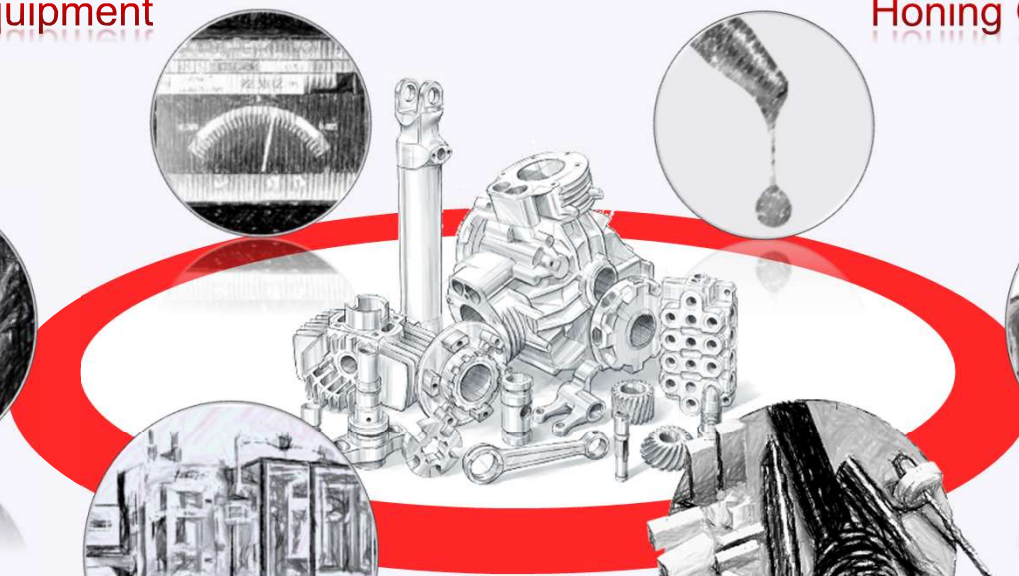
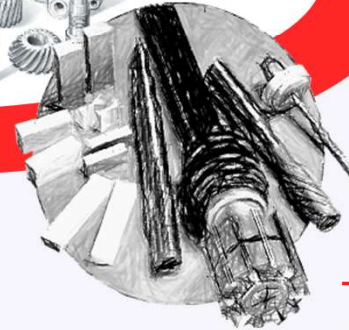
Services



Machines and Systems



Tools and Abrasives





## UNIVERSAL HONING COVERAGE – INSIDE & OUTSIDE

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- Our established product lines prove time and time again, if something needs to be honed, we have a solution
- Our systems have developed over the years just as manufacturing technology has
  - We have entered many new markets & industries because we are open to challenges our customers bring us
- There is nothing too complex that our systems cannot handle



Sunnen has the largest Honing Tool catalogue Worldwide

Touchway MMB

### BL12 Honing Units

Diameter Range: 9,40 mm - 12,57 mm  
370° - 495°

Order 1-5 For Complete BL12 or L12 Honing Units

Diameter Range	BL12 Mandrel	L12 Mandrel	Truing Stone	Alignment	Honing Stone
9,40 - 10,16	BL12-001	BL12-002	TS-001	AL-001	HS-001
10,16 - 10,92	BL12-003	BL12-004	TS-002	AL-002	HS-002
10,92 - 11,68	BL12-005	BL12-006	TS-003	AL-003	HS-003
11,68 - 12,44	BL12-007	BL12-008	TS-004	AL-004	HS-004
12,44 - 12,57	BL12-009	BL12-010	TS-005	AL-005	HS-005

**Mandrel Options**

- B = Steel Mandrel w soft steel for honing steel steels
- H = Steel Mandrel w hardened steel for production honing w hard, rough parts, carbide inserts, pins
- B = Stone Mandrels for producing w/ fine finish and honing guide marks

**Retractable Mandrels**

**BL12 Mandrel Replacement Parts**

**L12 Mandrel Replacement Parts**

**Diamond Plated Super Mandrels**

**Extended Shank Mandrels**

**Water Based Superabrasive Honing Mandrels**

**Carbide Stone Mandrels**

**Taperless "No-Liner" Mandrels**

**Wedge and wedge guide user:** Once a wedge or wedge guide begins to show wear, it can longer cut into the stone. This leads to taper on the work. Replace the wedge or wedge guide as soon as wear begins.

### L12 Honing Units

Extra-Long Shank

Available Stones

Grain Size	Minimum Grade	Maximum Grade
70	100	150
100	150	220
150	220	280
220	280	320
280	320	400
400	500	600
600	800	1000
800	1000	1200
1000	1200	1500
1200	1500	2000
1500	2000	2500
2000	2500	3000
2500	3000	4000
3000	4000	5000
4000	5000	6000
5000	6000	8000
6000	8000	10000
8000	10000	15000
10000	15000	20000
15000	20000	30000
20000	30000	40000
30000	40000	50000
40000	50000	60000
50000	60000	80000
60000	80000	100000

**Recommended Stones for BL12 and L12 Mandrels**

Material	Stone Type	Grain Size	Grade
Low-Vitrium	HS-001	70	100
High-Vitrium	HS-002	100	150
Low-Vitrium	HS-003	150	220
High-Vitrium	HS-004	220	280
Low-Vitrium	HS-005	280	320
High-Vitrium	HS-006	320	400
Low-Vitrium	HS-007	400	500
High-Vitrium	HS-008	500	600
Low-Vitrium	HS-009	600	800
High-Vitrium	HS-010	800	1000
Low-Vitrium	HS-011	1000	1200
High-Vitrium	HS-012	1200	1500
Low-Vitrium	HS-013	1500	2000
High-Vitrium	HS-014	2000	2500
Low-Vitrium	HS-015	2500	3000
High-Vitrium	HS-016	3000	4000
Low-Vitrium	HS-017	4000	5000
High-Vitrium	HS-018	5000	6000
Low-Vitrium	HS-019	6000	8000
High-Vitrium	HS-020	8000	10000
Low-Vitrium	HS-021	10000	15000
High-Vitrium	HS-022	15000	20000
Low-Vitrium	HS-023	20000	30000
High-Vitrium	HS-024	30000	40000
Low-Vitrium	HS-025	40000	50000
High-Vitrium	HS-026	50000	60000
Low-Vitrium	HS-027	60000	80000
High-Vitrium	HS-028	80000	100000

**Automatic Fine Control Profiles**

**Automatic Fine Control Profiles**

2.28 1.888.525.3670 www.sunnen.com 2.29



How we support you

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## WORLD WIDE COVERAGE

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Compared to our competition, Sunnen has the best global presence.

- Specifically to Europe:
  - Sales & Support teams are located centrally and decentral
  - With our UPS partnership, parts can be delivered throughout Europe within 24hours



## OSC (Oracle Sales Cloud)

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- Sunnen Internal Sales Pipeline
- Accessible only by Sunnen Affiliates
- Distributors' projects entered into system through their Sunnen contact
- Used for Sunnen Machine inventory planning and for budget planning
  - As a distributor, your reliable information helps our planning
- Tracks quotes through to confirmed sale
  - Also lists «why we lost» for learning purposes
- OSC biggest impact
  - Identifying global customers, including their global quote requests (asking different locations to try to get the lowest pricing), gaining competition intelligence





**SUNNEN**

☰ **SUNNEN** 🔍 Search

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## Good afternoon, Juerg Huber

Sales   Workspace   Service   Help Desk   Subscription Management   Customer Data Management   My Enterprise >

**QUICK ACTIONS**

- + Create Contact
- + Create Appointment
- + Create Task
- + Create Call Report
- + Create Opportunity
- + Create Lead

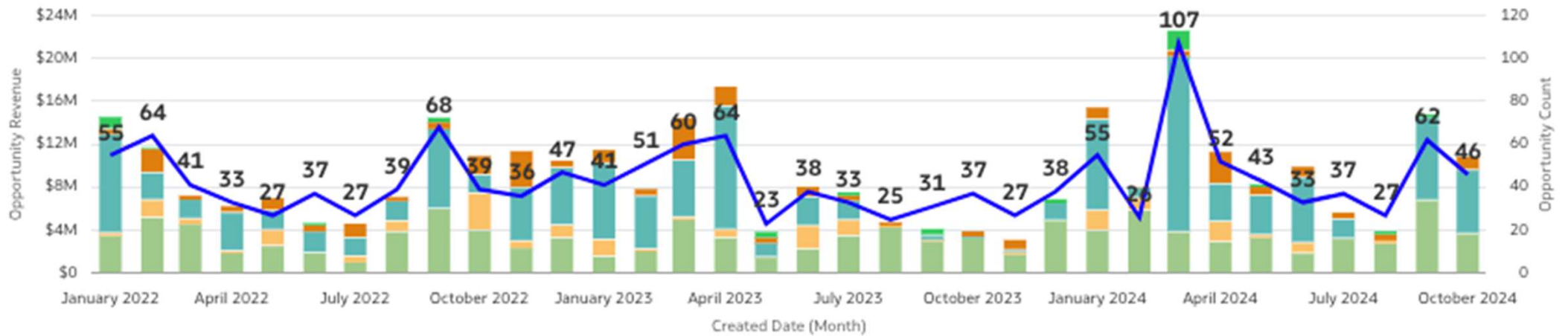
**APPS**

Workspace (Sales)	Leads	Opportunities	Accounts	Contacts
Activities	Service Requests	Analytics	Application Usage Insights	Lightbox
Competitors	Territories	Quotas	Queues	Price and Availability



## GLOBAL - New Opportunity Trend, last 2022 – 2024YTD

Opportunity Revenue by Created Date (Month), Sunnen Region, Opportunity Count by Created Date (Month)



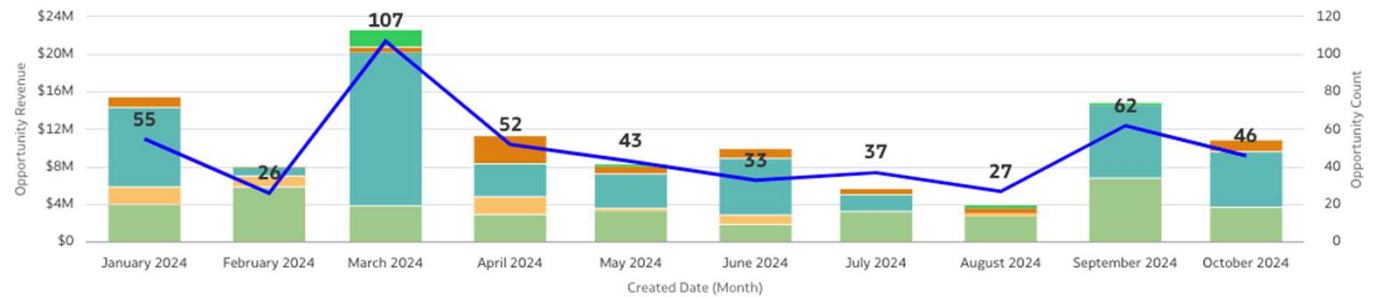


## GLOBAL - New Opportunity Trend, – \$130M annualized

Opportunity Revenue by Sunnen Region



Opportunity Revenue by Created Date (Month), Sunnen Region, Opportunity Count by Created Date (Month)



Revenue and Count

Created Date (Year)	Sunnen Region	Opportunity Revenue									
		January	February	March	April	May	June	July	August	September	October
2024	America (non-US)		\$37.57K	\$1.88M	\$43.74K	\$228.99K			\$285.93K	\$264.53K	
	Asia	\$1.15M	\$65.00K	\$490.80K	\$3.01M	\$847.78K	\$1.06M	\$678.90K	\$517.50K		\$1.26M
	Europe	\$8.47M	\$967.75K	\$16.39M	\$3.50M	\$3.66M	\$6.04M	\$1.78M	\$30.48K	\$7.78M	\$5.92M
	ROW	\$1.87M	\$1.16M		\$1.90M	\$222.00K	\$998.44K		\$296.11K		
	USA	\$3.94M	\$5.82M	\$3.82M	\$2.88M	\$3.32M	\$1.82M	\$3.20M	\$2.78M	\$6.75M	\$3.65M
2024 Total		\$15.43M	\$8.04M	\$22.58M	\$11.34M	\$8.28M	\$9.92M	\$5.66M	\$3.91M	\$14.80M	\$10.84M



# Europe – Current Sales Pipeline

	<u>CHANCE OF WINNING</u>						
	<u>0%</u>	<u>25%</u>	<u>40%</u>	<u>50%</u>	<u>75%</u>	<u>95%</u>	
Austria	\$266'800	\$250'700		\$116'630			\$634'130
Croatia					\$172'500	\$294'400	\$466'900
Czech Republic	\$841'371	\$1'126'221				\$600'635	\$2'568'227
Denmark				\$94'503			\$94'503
France	\$471'000	\$5'849'801	\$400'000	\$2'559'725	\$1'291'650	\$206'010	\$10'778'186
Germany	\$0	\$485'000	\$705'000	\$1'050'000	\$815'000	\$600'000	\$3'655'000
Italy		\$4'490'320	\$568'000	\$3'735'761	\$1'795'660		\$10'589'742
Luxembourg			\$708'500				\$708'500
Netherlands		\$844'750			\$928'680	\$1'106'350	\$2'879'780
North Macedonia		\$221'950					\$221'950
Norway	\$115'000		\$777'000				\$892'000
Poland		\$3'750'000		\$109'000	\$1'451'182		\$5'310'182
Romania			\$102'585	\$555'900	\$494'500		\$1'152'985
Sweden		\$265'900	\$1'523'820	\$2'229'536			\$4'019'256
Switzerland		\$333'500		\$1'040'750			\$1'374'250
Ukraine				\$742'500			\$742'500
United Kingdom		\$1'690'520	\$2'942'056	\$1'121'220	\$877'065		\$6'630'861
<b><u>Europe Total</u></b>	<b><u>\$1'694'171</u></b>	<b><u>\$19'308'662</u></b>	<b><u>\$7'726'961</u></b>	<b><u>\$13'355'525</u></b>	<b><u>\$7'826'237</u></b>	<b><u>\$2'807'395</u></b>	<b><u>\$52'718'951</u></b>



## Further Sunnen Sales Tools for you

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- My Assets Database
- Touchway
- Presence at EMO and other shows
- Honing Lab at Sunnen AG, Sunnen SAS, Sunnen Italia
- Open Houses / Workshops
- ***Our Team*** – tap us for information; ask us to travel with you to your customers



Working together to win the customer

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## Finding the opportunities in today's market

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- Today's market situation is challenging
  - Trends again – little or no growth, Industry 5.0 = more automation, energy efficient solutions
  - Global politics is making everyone cautious
- Humanize Sunnen Products
  - Keep in contact with your current customers, just get them talking without any sales pressure
  - Even with technology advancing, people still want contact, people want to be listened to
  - Our machines are technical but we are human
  - LISTEN



## Approaching an Opportunity

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- Preparation is everything!
  - Check My Assets or Touchway or call us, most likely there is a similar opportunity/case study in the past
- We can offer you specific case studies and Sunnen film material for your first meeting
- We can join you at the meeting; either in person or per video conference
- First impressions are important!
  - You may know the customer, the customer may already have Sunnen machines, but the first meeting regarding an new opportunity is key
  - Lead the conversation, but listen





## Meeting Note Taking

### **We have only one chance to impress the customer!**

- We make meaningful meeting notes – and then take more notes
  - Our brains are overloaded; why push our memory when we can support it with note taking. This also gives the customer the impression that what they say is important (enough to take notes about).
- We make notes about the customer's situation, find out about the challenges, goals and the possible solution
- We leave with a promise to present them with a professional quote and business solution



## Mindset – we are «Consultants»

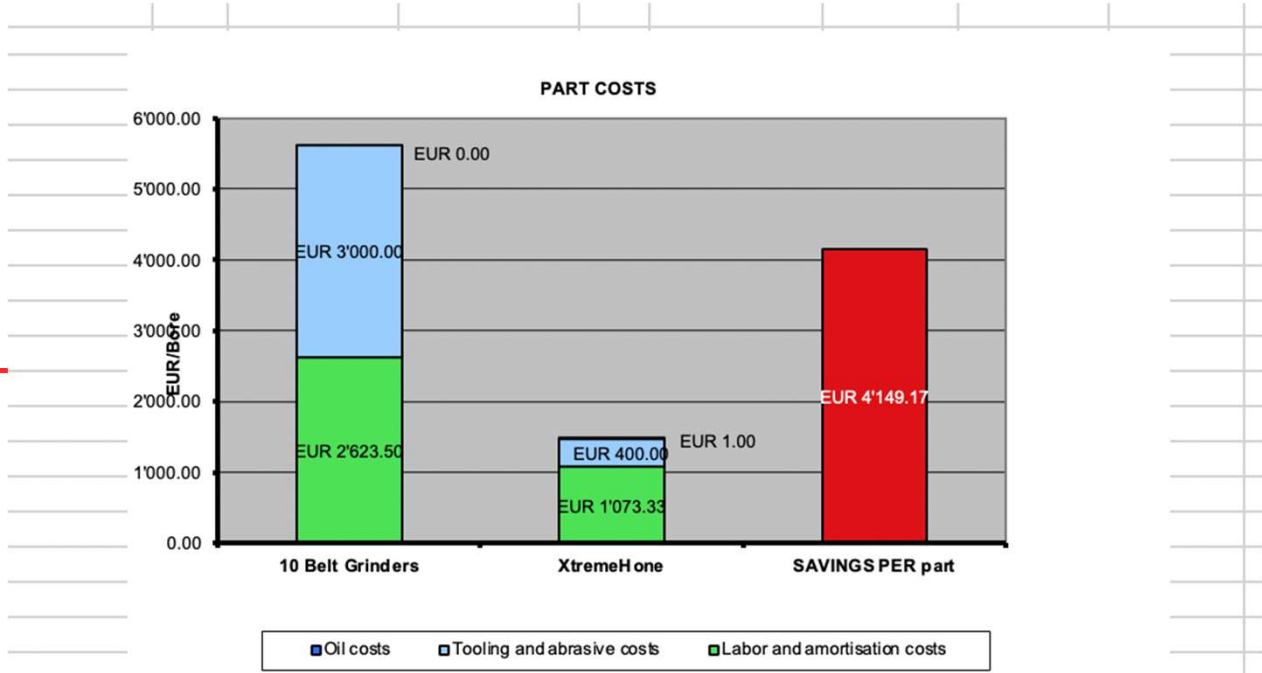
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- With the meeting notes, Sunnen prepare professional quotations and business cases
- A project only gets realize if it is financially feasible
- A company only receives loans from the bank with a solid business plan
- We are providing these business plans, and as such should think of ourselves as Consultants and not Suppliers

***«We go to the customer, we work with the customer, we stay with the customer»***



We impress our customer with the business case



**AMORTISATION**

		10 Belt Grinders	XtremeHone
Required operating hours per year	h	17'273 h	4'722 h
Productivity (Peff * h)	P	500 pieces/year	500 pieces/year
Savings per year (P * s)	S		2'074'583 EUR/year
Additional investment	delta		500'000 EUR
<b>Amortisation time of additional investment (delta/S)</b>			<b>0.2 years</b>





Thank you for your attention