

**STIHL**<sup>®</sup>

## **Corporate Culture**



Work  
Cooperation  
Success  
Role model  
Guidelines  
Goals  
Strength  
Equal opportunities  
Competence  
Responsibility  
Together  
Environment  
Human rights  
Trust  
Global  
Culture  
Dialogue  
Loyalty  
Reliable  
Fairness  
Values  
Quality  
Worldwide  
Enthusiasm

**Dear Staff,  
Dear Business Partners,  
Dear Friends of the Company!**

A company is more than the sum of its employees, buildings, machines and processes. It is also about more than just manufacturing products or providing services. Above all else, a company represents a strong and reliable community of people who work together to achieve shared goals. These people have to cooperate with each other and identify with the company. In order to continue our success in the global market in the future, we need a common understanding of our strategies, principles, objectives and values, both at the founding company and the STIHL Group's subsidiaries, i.e. a corporate culture. And this is of preeminent importance to us as family-owned group with all the typical features of a medium-sized company.

Our corporate culture is not a theoretical or static structure, but a living organism – which has grown over 85 years and has been molded by the people in the company. And it has continued to develop in recent years. With this brochure, we would like to show you what our corporate culture looks like today.

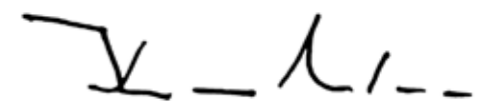
Our employee-oriented management culture promotes constructive and results-oriented collaboration on the basis of a friendly professional relationship. The company's goals are defined every year at a meeting of executives and are discussed with the employees.

Our corporate culture must be seen by all employees as a guide for their own conduct within the company and in their dealings with the external environment. In their function as role models, executives are called upon to practice this corporate culture in an exemplary manner.

Waiblingen, June 2013



**DR. NIKOLAS STIHL, CHAIRMAN OF  
THE SUPERVISORY BOARD OF STIHL AG**



**DR. BERTRAM KANDZIÓRA, CHAIRMAN OF  
THE EXECUTIVE BOARD OF STIHL AG**

# Company Portrait



STIHL partners: Dr. Rüdiger Stihl, Gerhild Schetter (née Stihl), Dr. Nikolas Stihl, Eva Mayr-Stihl, Hans Peter Stihl

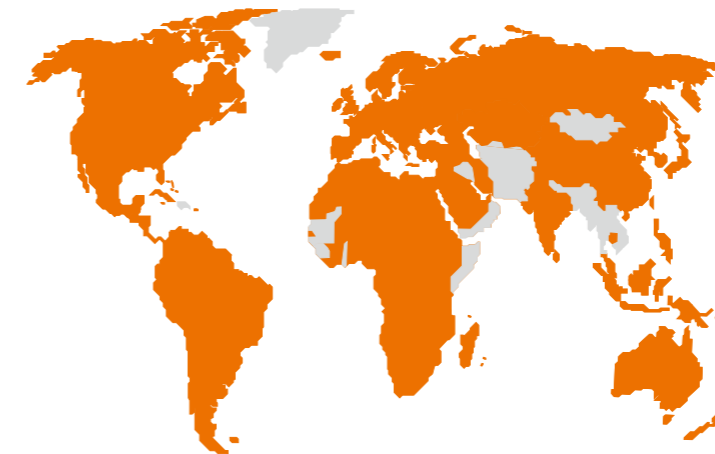


STIHL executive board: Norbert Pick, Wolfgang Zahn, Dr. Bertram Kandziora (chairman), Dr. Michael Prochaska, Karl Angler

Since the company was founded in 1926 by Andreas Stihl, the “father of the chain saw,” STIHL has grown into an international manufacturer of chain saws and power tools. Today, STIHL has production plants at seven locations in Germany as well as in the United States, Brazil, Switzerland, Austria and China. The executive, advisory and supervisory boards and the engineering center are located at the German founding company, ANDREAS STIHL AG & Co. KG, in Waiblingen near Stuttgart.

The STIHL Group develops, manufactures and sells handheld gasoline-powered, electric and cordless power tools for the forestry industry, landscape maintenance and the construction industry. There are well over 1,500 STIHL patents and reg-

istered designs, most of which have been incorporated in series production. STIHL has been the world’s bestselling brand of chainsaws since 1971. In addition to chain saws, the extensive line of products includes brush cutters, hedge trimmers, blowers, sprayers, pressure washers, cut-off machines and earth augers, as well as protective equipment and accessories. The product portfolio is complemented by the VIKING range of garden equipment, such as lawn mowers and shredders. As a matter of principle, products are distributed through a network of retailers offering full service – with 32 sales and marketing subsidiaries, more than 120 importers and some 40,000 servicing dealerships in more than 160 countries throughout the world.



## ■ Structure of the STIHL Group

Countries in which STIHL is represented by subsidiaries, representative offices or importers:



## Our Self-Image and Corporate Policy Maxims

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- **Continuity and Core Competence**

Continuity in thought and action is an essential pillar of the company's success. Ever since the company was founded, STIHL's thinking and planning has always been long term, while maintaining flexibility and adaptability. Close cooperation between the executive board and the owner family guarantees continuity in the strategic alignment of the company. In this process, the company concentrates on its core competence: the development, manufacture and distribution of chain saws and power tools.

- **Independent Family Company**

As a family-owned company, STIHL attaches great importance to independence. The cornerstones for this are the legal form of the company, reasonable profits, a high equity ratio, and our own manufacturing and sales subsidiaries. In order to be able to guarantee independence and a secure basis for long-term planning, special attention is paid to in-house production, organic growth and the development of our expertise.

- **Strict Customer Focus**

STIHL focuses consistently on customer requirements because in the final analysis, the company's success depends on customer satisfaction. In order to ensure a high quality of professional advice, product training and service, products are sold through servicing dealers only – true to the maxim of company founder Andreas Stihl: "A chain saw is only as good as its service."

- **Employee-Oriented Management Culture: "Succeeding Together"**

As an employer, STIHL puts its trust in well-qualified, committed employees and promotes a frank, performance and employee-oriented management culture. Special encouragement is given to personal contacts. Traditionally, the company attaches great importance to training and further education. Executives are expected to set a good example in implementing and passing on company strategies and values as part of their management task.

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» We want to strengthen our position as the world's bestselling chainsaw brand and to be the leader in power tools for landscape maintenance and the construction industry.«

■ **Top Quality**

“Made by STIHL” stands for top-quality products and processes around the world. The high level of engineering expertise guarantees the company's technology leadership. STIHL constantly demonstrates its competence as world leader with innovations for improving functionality, user friendliness and environmental protection, as well as user and product safety.

■ **International Orientation**

STIHL operates on an international basis and is represented on all continents. The global orientation of the Group is reflected by worldwide sales and distribution, as well as by having production facilities and highly competent suppliers in other countries. In this context, it is necessary to take into account many-faceted local customs and mentalities. A balanced location policy is pursued within the international network of manufacturing plants.

■ **Fairness and Responsibility**

STIHL cultivates positive, long-term cooperation with servicing dealers, suppliers and other business partners on the basis of a friendly professional relationship. Important keys to business success are fairness with one another and good personal relations both internally and externally.





## Principles of Social Responsibility

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### ■ Preamble

STIHL operates on a sustained basis in the interests of the company, its staff and the community in equal measure. The Group recognizes its responsibility as part of society in all regions in which it operates. STIHL respects the cultural, social, political and legal diversity of societies and nations. The STIHL Group abides by the laws and regulations applicable in individual countries and harmonizes commercial goals with the demands detailed below.

These principles are part of STIHL's corporate culture. The employees of the entire STIHL Group conduct themselves accordingly. We expect our business partners to observe comparable principles.

### ■ Human Rights

STIHL respects and complies with internationally proclaimed human rights.

### ■ Business World

STIHL embraces the principles of the social market economy and competition, recognizes employees' freedom of association, rejects any form of forced labor or child labor, guarantees equality of opportunity in recruitment and employment, undertakes to maintain – and constantly and purposefully to improve – a high level of safety and health at work, and promotes the integration of physically and mentally challenged persons.

### ■ Environment and Energy

STIHL declares its commitment to sustainability in conservation of the environment. The company undertakes to practice a high level of environmental protection and energy efficiency and their continuous improvement - in our company processes and our products. We shall reduce our energy consumption on a long-term basis and use energy economically.

### ■ Corruption

STIHL takes a firm stance against corruption, including blackmail and bribery.

Cover: Sculpture by Werner Mally, 2003, "Double Helix, Poplar, 90 x 160 x 280 cm"

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