



Quo Vadis Heidelberg?

Pre-drupa Press Conference

Gerold Linzbach | Heidelberg, February 18, 2016



We are on a
journey.

We are transforming
from a company
which had a strict
technology focus
into
a company which
has a strict
customer focus.





Our transformation is based on **three values.**



Listen



Inspire



Deliver

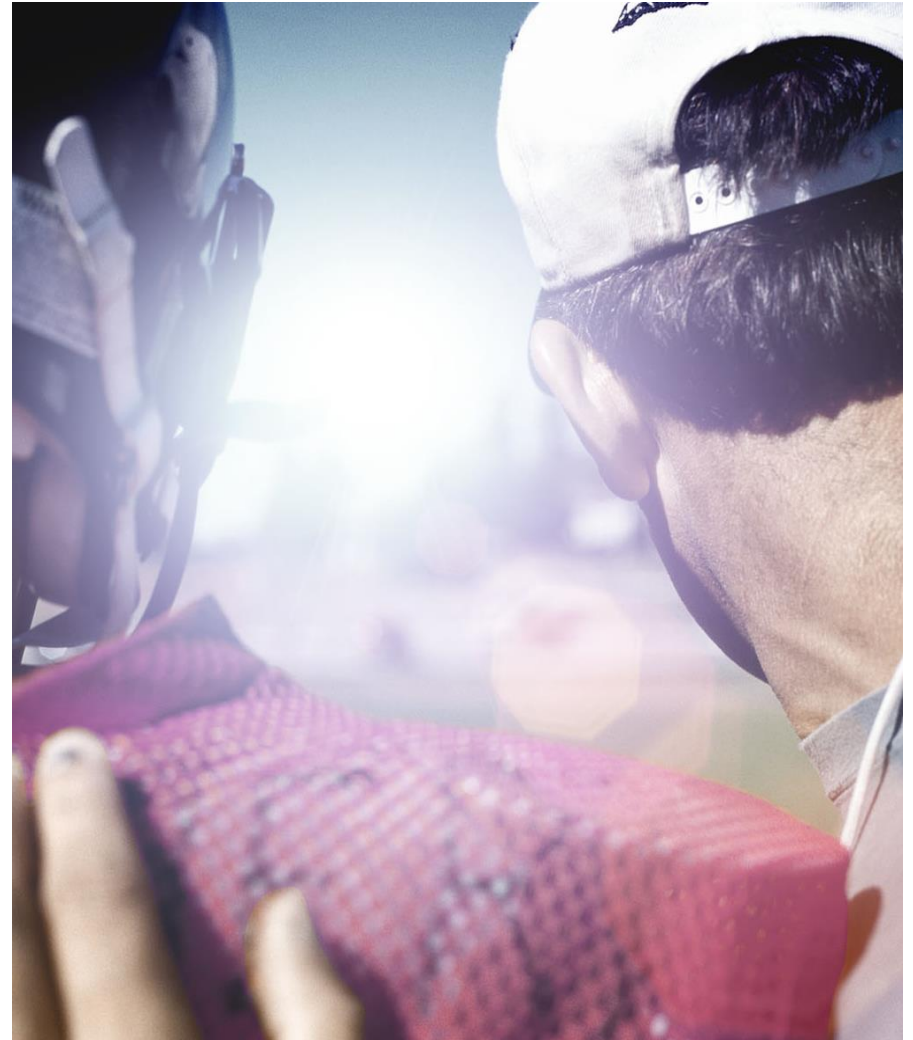
Today's press conference is about **inspiration** and **delivery.**



We used our large customer basis as a unique input – **we listened:**

Our customers expressed
an increasing need for:

- Flexible operations
- Hassle-free operations
- Integrated operations
- Performance enhancement based
on actual and historic machine
data
- Modern access to pretested
consumables





Our **three pillars** are a great foundation for meeting customer needs: **we are more than machines.**

Heidelberg Equipment



Meet every challenge.
Today and tomorrow.

Heidelberg Consumables



The right thing.
At the right time.
As simple as that.

Heidelberg Service



We cover our customers'
backs.
Ready when they need us.



Another way to phrase customers' needs in the future: **digitized world / Industry 4.0**

Digitization means **to integrate smartness** into products and processes. It doesn't mean to equip machines with sensors and to wire them.

Target is **to free the user's mind from standard operation of his equipment.**



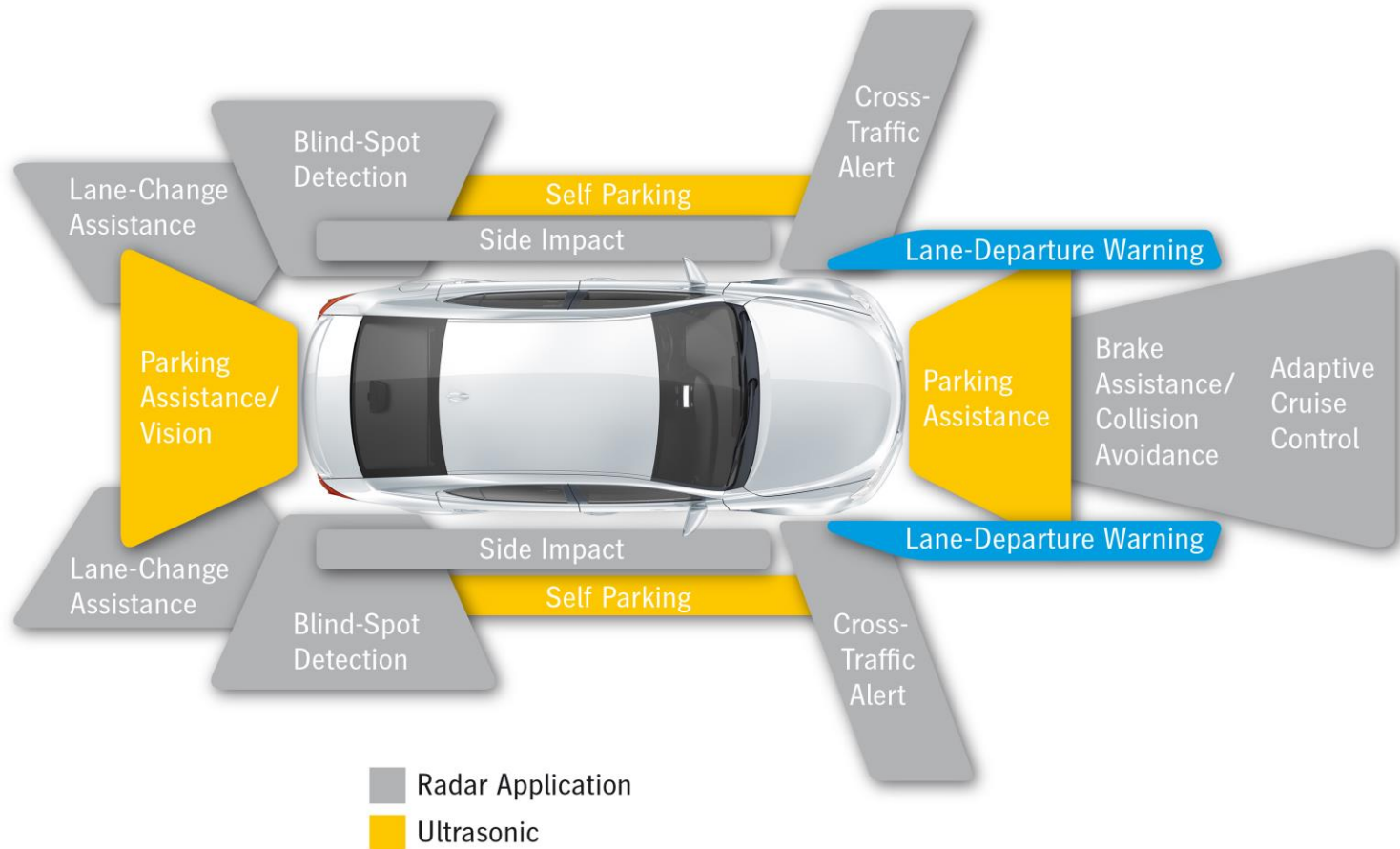


We all **know this** from a modern camera.





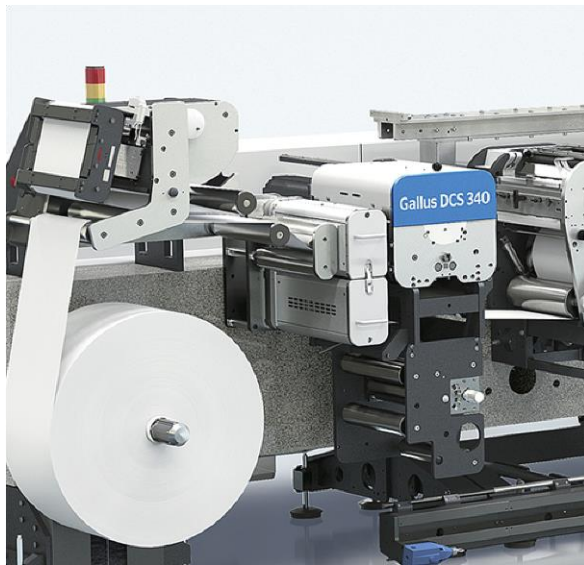
Our cars are also getting smarter. Target: autonomous driving.





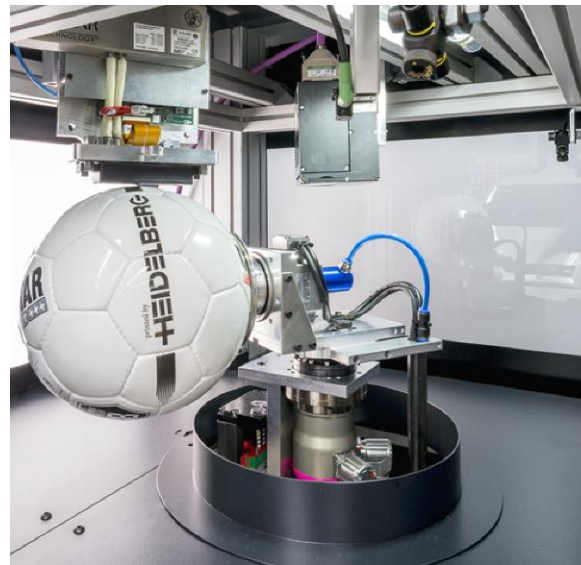
This event is about inspiration: We (will) offer three products, which do (not) exist today.

Gallus
DCS 340



Labels of an infinite variety,
printed inline.

Heidelberg
Jetmaster Dimension



Printing on a curved
surface, “printer“ learning
the geometry of an object

Heidelberg
Inkjet Press




→ Industry scale: 24/7
→ B1 format
→ Integrated with other
modules




Its not just about machines.

- Consumables (available via e-commerce)
- Software for seamless integration of the machines into workflows
- Proactive maintenance for the smart /entire print shop


Heidelberg Equipment



Multidimensional Printing



Workflow



Automated Process

Heidelberg Consumables



e-Commerce




Application Know-how




Comprehensive Portfolio


Heidelberg Service



Remote Services



Service & Logistics Network



Performance Services



It's not just talking: delivery

15 months for Gallus DCS 340
(together with FUJI)

15 months for B1 inkjet press
(together with FUJI)

~1,000 installed Ricoh systems;
now with our digital front end

10,000,000 drops per second
to be controlled



It's not just talking:
growth rates

+ 13% Digital

+ 43% Software

+ 35% Linoprint systems



Summary

We are not just talking about new products, but:

- a new mindset
- a new openness for new partners (PST, Fujifilm, Ricoh)
- a new balance in our portfolio
- combined with a foundation that goes back decades and gives us know-how, customer contacts and experience

Thank you.



Gerold Linzbach



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