

***STIHL***

# **CORPORATE CULTURE**

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»We always want to outdo ourselves, in every action we take. As a leader in technology, we set standards for functionality and quality with all of our power tools. Only when employees, company management and owners work together are we able to operate sustainably and successfully.«

Dr. Nikolas Stihl, Chairman of the STIHL Advisory Board and Supervisory Board

**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 more than just manufacturing products or providing services. Above all, a company represents a strong and reliable community of people who work together to achieve goals. These people have to cooperate with each other and identify with the company. In order to remain successful in the global market, we in STIHL Group also need a common understanding of our strategies, principles, goals, and values. This gives us the power to grow.

Since the company was founded, STIHL has always thought long term and maintained both flexibility and adaptability. We value independence very highly. Our employee-oriented management culture forms the basis for constructive, results-driven collaboration, in which personal contact is particularly important. The company's objectives are defined every year at a meeting of executives and are discussed with the employees.

Our corporate culture is not a theoretical or static construct; it is a living organism, which has grown over the course of more than 90 years and is shaped by the people in the company. It has also developed further in recent years.

Our corporate culture is extremely important to us as a family-owned group with all the typical features of a medium-sized company. All of our employees are obliged to embody it with respect to their own behaviour within the company, and with respect to external parties. In their function as role models, executives are called upon to practice this culture in an exemplary manner.

Waiblingen, March 2022



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



MICHAEL TRAUB, CHAIRMAN OF  
THE EXECUTIVE BOARD OF STIHL AG

# COMPANY PORTRAIT



THE STIHL PARTNERS: FIRST ROW, FROM LEFT: DR. RÜDIGER STIHL, EVA MAYR-STIHL (DECEASED APRIL 9, 2022), HANS PETER STIHL, AND GERHILD SCHETTER (NÉE STIHL) SECOND ROW, FROM LEFT: KATHRIN STIHL, MARKUS SCHETTER, SUSANNE MÜLLER-SCHÖLL, DR. NIKOLAS STIHL, CHRISTINA BERGER, SELINA STIHL, AND KAREN TEBAR.

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 locations in Germany, the United States, Brazil, Switzerland, Austria, China and the Philippines. 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 distributes chain-saws and tools for forestry and agriculture, garden and landscape maintenance, the construction industry and discerning

consumers. In addition to chain saws, the extensive product portfolio includes brushcutters, hedge trimmers, blowers, sprayers, pressure washers, cut-off machines, earth augers, and a range of power tools for the garden. Digital solutions, services, consumables, accessories and personal protective equipment complement the product range. There are approximately 2,500 STIHL patents and patent applications in Germany and abroad, most of which have been incorporated in series production. STIHL has been the world's bestselling brand of chainsaws since 1971.



MICHAEL TRAUB (SECOND FROM LEFT) IS CHAIRMAN OF THE EXECUTIVE BOARD OF STIHL AG. THE EXECUTIVE BOARD TEAM ALSO INCLUDES (FROM LEFT) DR. MICHAEL PROCHASKA (HUMAN RESOURCES AND LEGAL), NORBERT PICK (MARKETING AND SALES), ANKE KLEINSCHMIT (DEVELOPMENT), KARL ANGLER (FINANCE AND INFORMATION TECHNOLOGY) AND MARTIN SCHWARZ (MANUFACTURING AND MATERIALS).



## STRUCTURE OF THE STIHL GROUP

STIHL products are sold to end users through STIHL-authorized servicing dealers. The STIHL Group's sales network consists of 42 STIHL-owned sales and marketing companies, approximately 120 importers and more than 53,000 independent, STIHL-authorized dealers in over 160 countries.





## OUR SELF-IMAGE AND CORPORATE POLICY PRINCIPLES

**»STIHL is a quintessentially family-owned company: The enthusiasm for our work and the strong community spirit is noticeable throughout any and all daily activities.«**

MICHAEL TRAUB, CHIEF EXECUTIVE OFFICER OF THE STIHL AG

### **CONSISTENT CUSTOMER FOCUS: CREATING VALUE FOR CUSTOMERS**

We want to convince our customers of the excellent quality of our products and services again and again. Our goal is that our customers should be not only satisfied, but also inspired by STIHL. Together with the servicing dealers, we build sustainable customer relationships. We focus on a close, personal and emotional bond between the customer and the brand. Each product is only as good as its service. That's why we offer comprehensive, high-quality service solutions for the market through our servicing dealers.

### **GLOBALISATION: GLOBAL MARKET LEADER**

Global markets offer growth potential, but also scope for more competition. Both require high levels of agility from STIHL. We want to be the world's leading brand in our industry and to further expand our global market position. To achieve this, we create global standards and synergies at all stages of value creation, while remaining closely in touch with the local needs of our markets. Our worldwide sales and production network is the foundation of STIHL's success. We pursue a balanced location policy and manufacture all over the world with the highest production and quality standards.



**FAIRNESS AND RESPONSIBILITY:  
RESPECT FOR PEOPLE AND THE ENVIRONMENT**

As a family-owned company, STIHL has a special responsibility for people and nature. Therefore, a maximum degree of work and product safety is one of our basic principles. We respect natural resources through efficient and sustainable processes and products, and we maintain long-term and partnership-based cooperation with servicing dealers, suppliers and business partners. All our actions are based on the fundamental values of sincerity, lawfulness and fairness. We stand for an open and trusting corporate culture; we encourage entrepreneurial thinking and personal accountability.

**POWER TO INNOVATE:  
LEADING THROUGH NEW IDEAS**

We want to set standards in technology and innovation. We are pushing forward with the development of innovative products and services. Our internal driving force is a strong culture of innovation that applies the latest technologies, processes and market insights in all areas of the company. Through the use of digital technologies, we aim to be a leader with our products and services and in communications with our customers, and to open up new business models and sales potential. The same applies to digital connections between people, machines and products.

**PERFORMANCE ORIENTATION:  
SETTING BENCHMARKS**

STIHL stands for excellent quality, today and in the future. This forms the basis for market success and profitable growth and secures our entrepreneurial independence over the long term. It requires a high degree of performance orientation along the entire value chain. Through optimal conditions and partnership-oriented management, we enable our employees to achieve their full potential, so that they can deliver the promised quality to the customer in every area of the company. As an attractive employer, we find and encourage talented people.







# PRINCIPLES OF SOCIAL RESPONSIBILITY

## PREAMBLE

STIHL operates sustainably and responsibly – in the interests of the company, employees and the community alike. The Group recognises its responsibility as part of society in all the 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.

Our social responsibility policies are based on the principles of the United Nations Global Compact and the International Labour Organization's (ILO) Declaration on Fundamental Principles and Rights at Work. 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 is committed to the principle of the social market economy and competition, recognises the freedom of association of employees, rejects all forms of forced labour and child labour, observes equal opportunities when appointing and employing colleagues, commits to maintaining a high level of occupational health and safety and to constantly improving it in a targeted manner, and supports the integration of individuals with physical and mental disabilities.

## 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 demonstrably improve environmental performance long-term.

## 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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