

A man with short brown hair, smiling, wearing a dark jacket over a red shirt. He is holding a red, textured Kramp part in his hands. The background is a warehouse with rows of red parts hanging from a rack.

STRATEGY AND DEVELOPMENTS IN PARTS DELIVERY

Eddie Perdok (CEO)



KRAMP HISTORY

- Founded **1951** by Mr. Kramp
- **1951-1975** strong growth in the Netherlands
- **1975-2000** Focus on international business
- After **2000**: European business; “Think Global, Act local”.



KRAMP IN EUROPE

- 14 countries
- 5 distribution centers
- 18 sales offices
- 1 purchase office (China)



MORE THAN 35.000 ACTIVE CUSTOMERS



AGRICULTURE (22.500)



CONSTRUCTION (2.500)



OEM (2.500)



FOREST & GRASSCARE (7.500)

KRAMP SERVICES

- Scan 2 Order
- Warehouse services
- Kramp Academy
- Repair Service
- Laundry Service
- Cylinder Repair

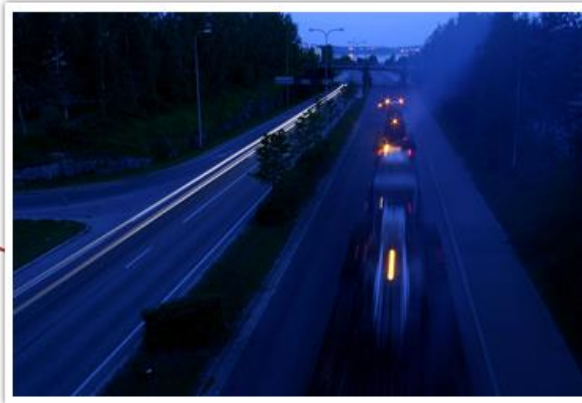


INNIGHT DELIVERY

**ORDER BEFORE
18:00**



**AT THE CUSTOMER BEFORE
08:00**



MORE THEN 1.400 KRAMP PEOPLE



120 Account Managers



**200 Local
Product Specialists**



**100 Purchase &
Category Management**



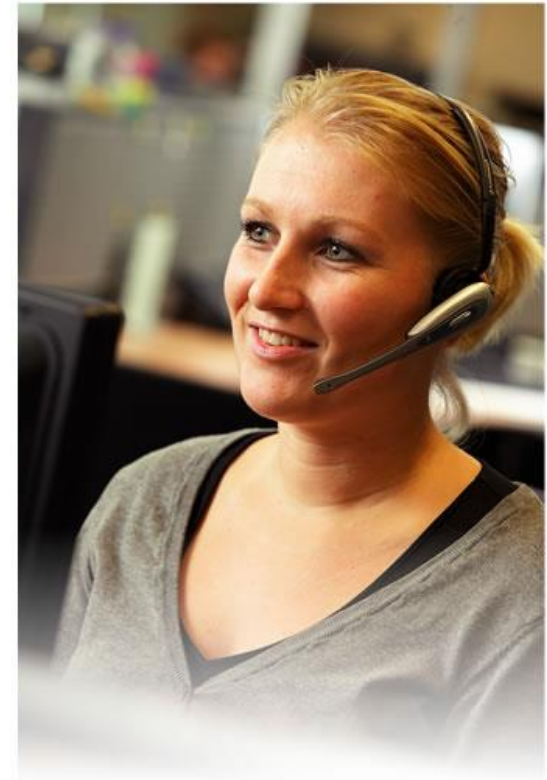
700 Logistics



80 IT



**200 Administration
& Support**



GRENE

 **GRENE**

GRENE HISTORY

- **1915** Grene is established in Skjern by Chr. C. Grene.
- **1974** Hydra-Grene established
- **1988** Grene is sold to Schouw & Co
- **1992 – 1999** Expansion:
 - Sweden
 - Finland
 - Norway
 - Poland



GRENE TODAY

- **Eastern Europe** division includes:
Poland, Lithuania, Latvia, Estonia,
Belarus, Ukraine.
- **Scandinavian** division includes:
Denmark, Sweden, Norway,
Finland.



MORE THAN 15.000 ACTIVE GRENE CUSTOMERS



GRENE AGRO



GRENE INDUSTRY



**GRENE WIND
INDUSTRY SUPPLY**



**GRENE INDUSTRY
SERVICE**

MORE THAN 60.000 GRENE PRODUCTS



Fastening, technical articles



Clothing, safety equipment, personal care



House and toys



Garden, Park and Forestry



Harvesting and Grass cutting



Chemistry, paint, equipment



Soil & field equipment



Electrical articles



Hunting and game management



Hydraulics



Hoses, water & couplings



Stable, domestic animals & fence



Tractor & trailers and OEM & 12/24 V components



Tractor & contractor parts etc., by manufacturer



PTO



Transmission



Pneumatics & air treatment



Tools, workshop & inventory equipment

GRENE SERVICES



- **Fast delivery** – Night or the same day
- **High consistency** of supply – the goods are always in stock
- **24/7 service** – when you need spare parts day and night
- **Scan2order** with label printing from the webshop simple and easy to order products
- **Quick handling** of large and small orders

GRENE PEOPLE

More than 900 people



Our strength lies in our employees!

In Poland, Grene employs **500 people**.

In Nordics, Grene employs more than **400 people**.

Know-how. Product specialists. Logistics. Service

KRAMP & GRENE TOGETHER

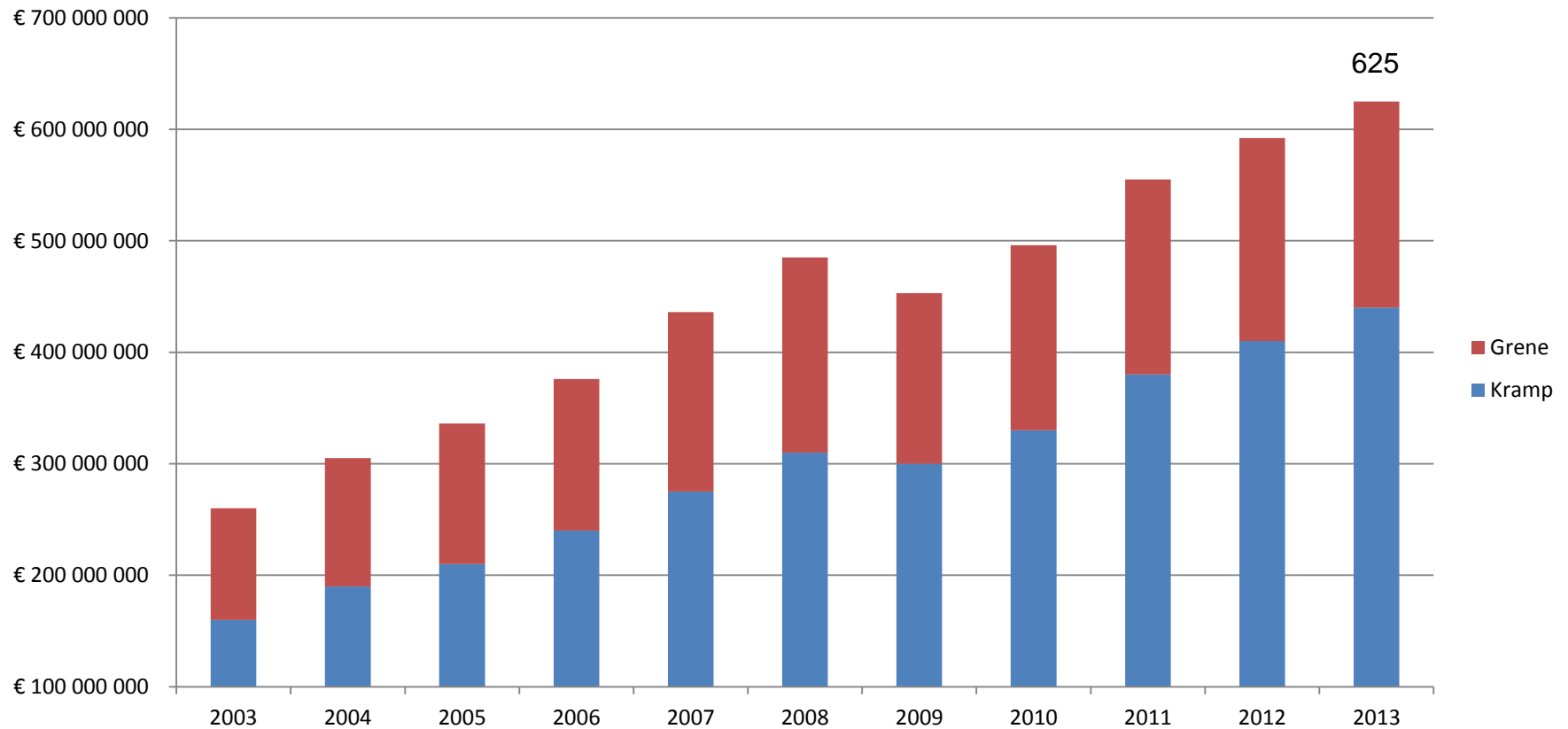
Countries

Countries	22
Employees	2.300
Products	560.000
Customers	50.000
Warehouses	9



KRAMP & GRENE TOGETHER

Turnover



STRATEGY OF KRAMP/GRENE

Growth

- Expansion in South europe



KRAMP PARTNERS

Kramp preferred supplier for dealers of AGCO and SDF



STRATEGY OF KRAMP/GRENE

Growth

More products and services

- A-Brands



- OEM Brands



- Kramp/Grene and Gopart

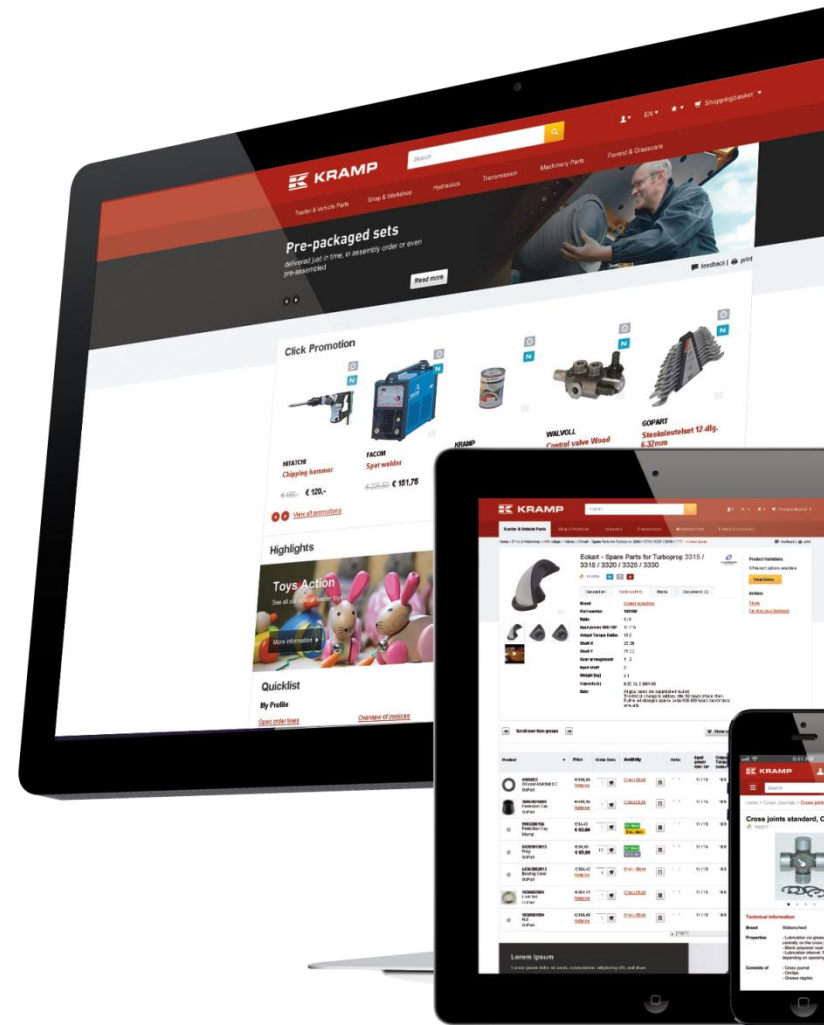


STRATEGY OF KRAMP/GRENE

Growth via E-Business

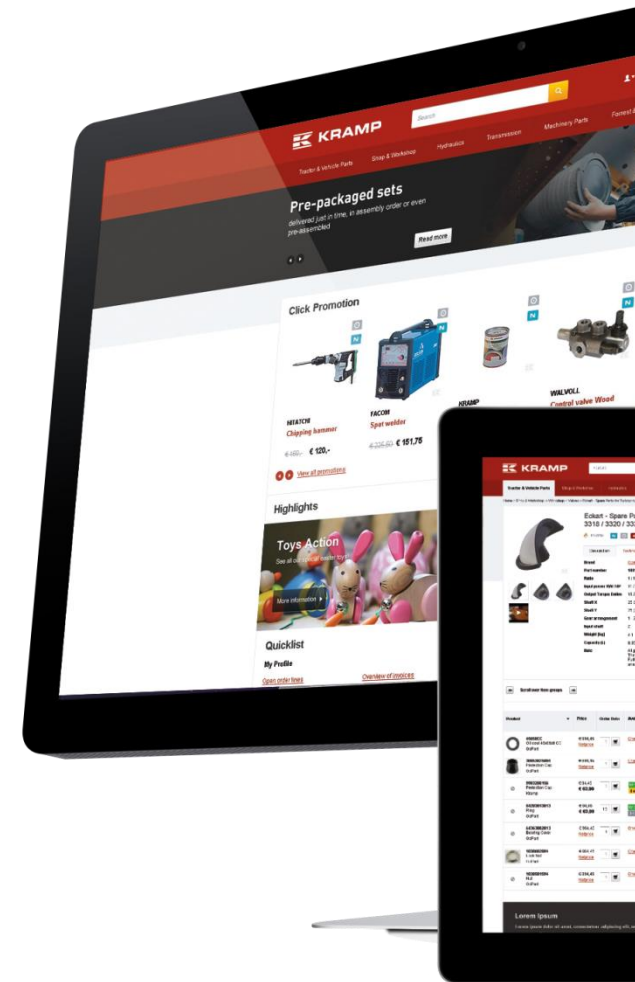
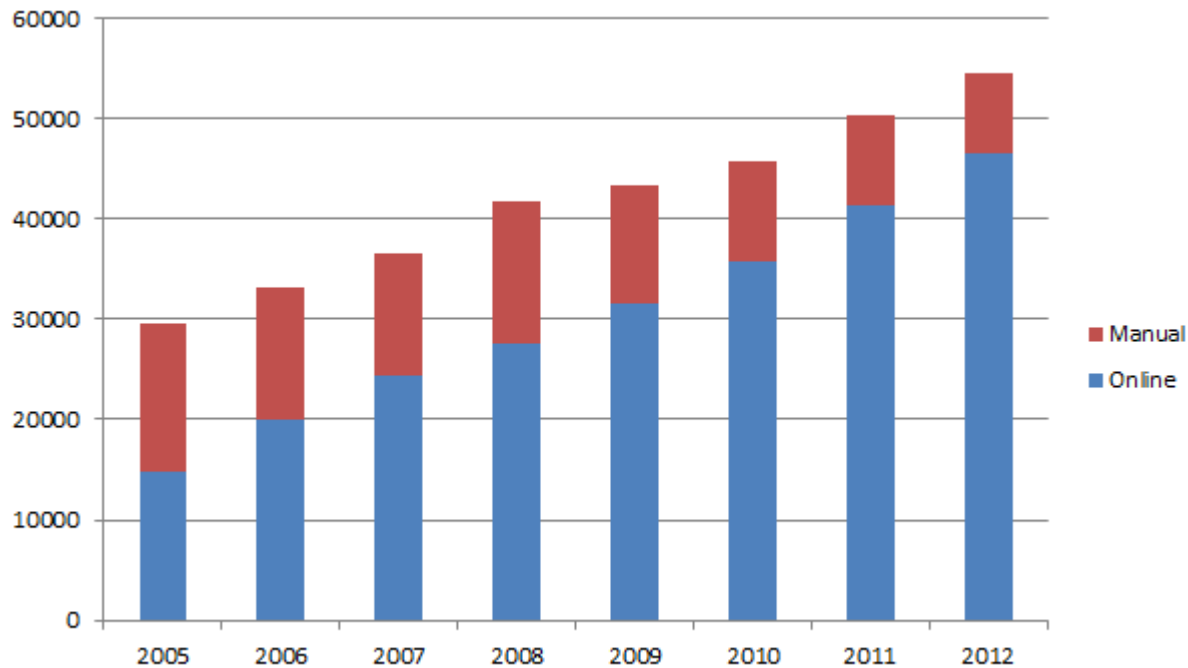
Webshop figures per day

Searches	170.000
Logins	34.000
Ordering Customers	5.600
Orders	10.000
Order Lines	50.000
Languages	11
Availability	24/7



STRATEGY OF KRAMP/GRENE

Growth via E-Business



STRATEGY OF KRAMP/GRENE

Operational Excellence



- Invest in IT and automation/mechanization of our warehouses

STRATEGY OF KRAMP/GRENE

Development of people and organisation

- People make the difference, they make Kramp



Entrepreneur

Together

Engaged

Customer
First!

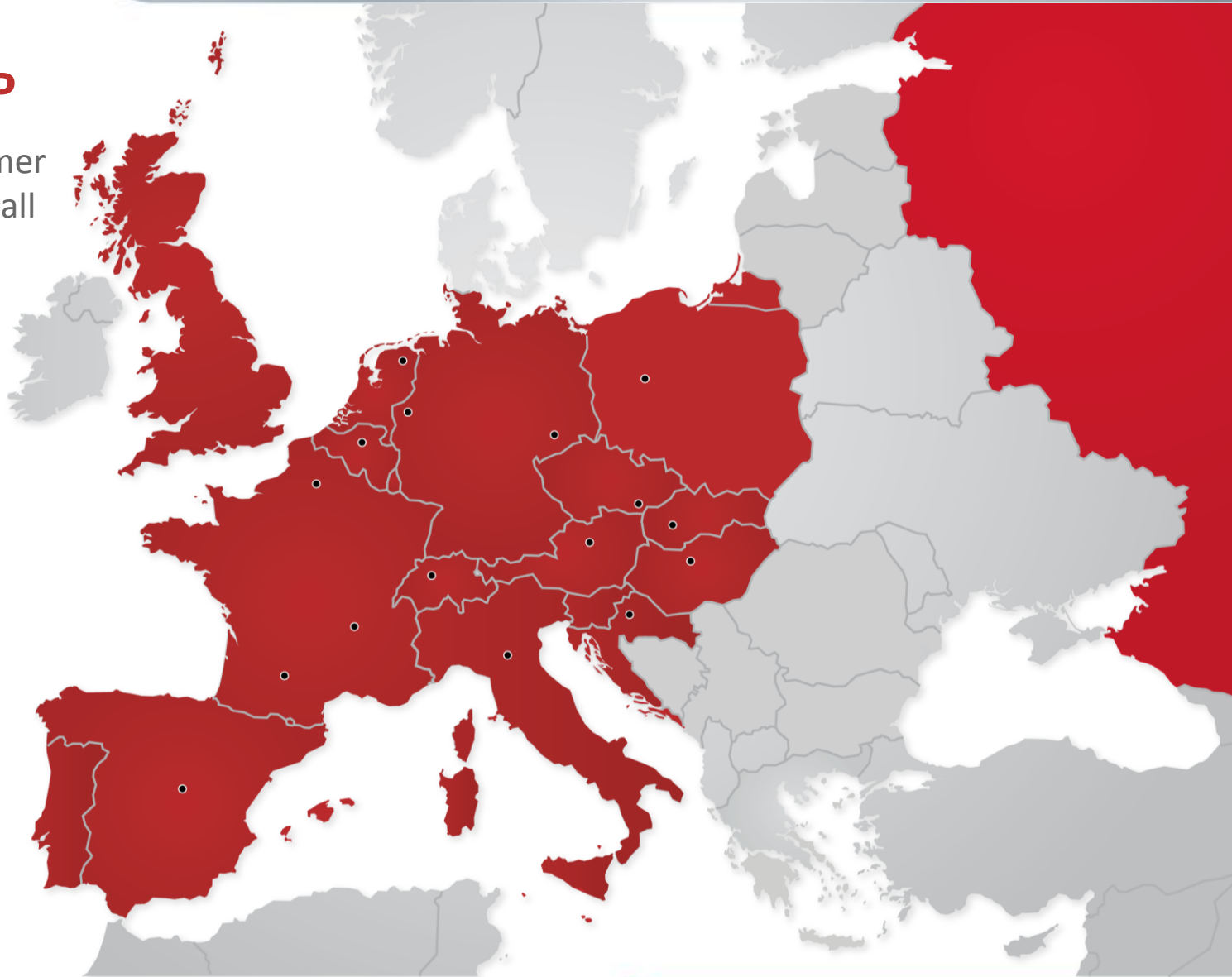
DEALERS IS OUR PARTNER

Your success is our success!



PARTNERSHIP

Close to the customer
with salesteams in all
countries



PARTNERSHIP

Retail

Shop concept

- Multibrand and multichannel
 - Mypartspartner
 - Agricenter (SDF)
 - Agcoshop
 - More then 400 shops in Europe



PARTNERSHIP

E-Tail



A man with short brown hair, smiling broadly, is shown from the chest up. He is wearing a dark jacket over a red shirt. He is holding a red Kramp box in his hands. The background is a workshop with many red pipes hanging vertically. The overall lighting is warm and red-toned.

IT'S THAT EASY

KRAMP. IT'S THAT EASY.