



ELEVATOR TECHNOLOGY MARKET

ENGAGING
EMPLOYEES IN
PROMOTING AND
SUPPORT SALES

Developing the
future.



ThyssenKrupp

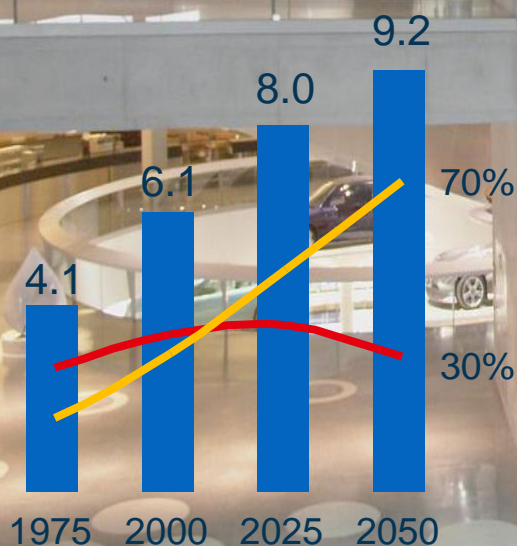
THE RISE OF
AN INGENIOUS IDEA
1854



Today more than

12 million elevators

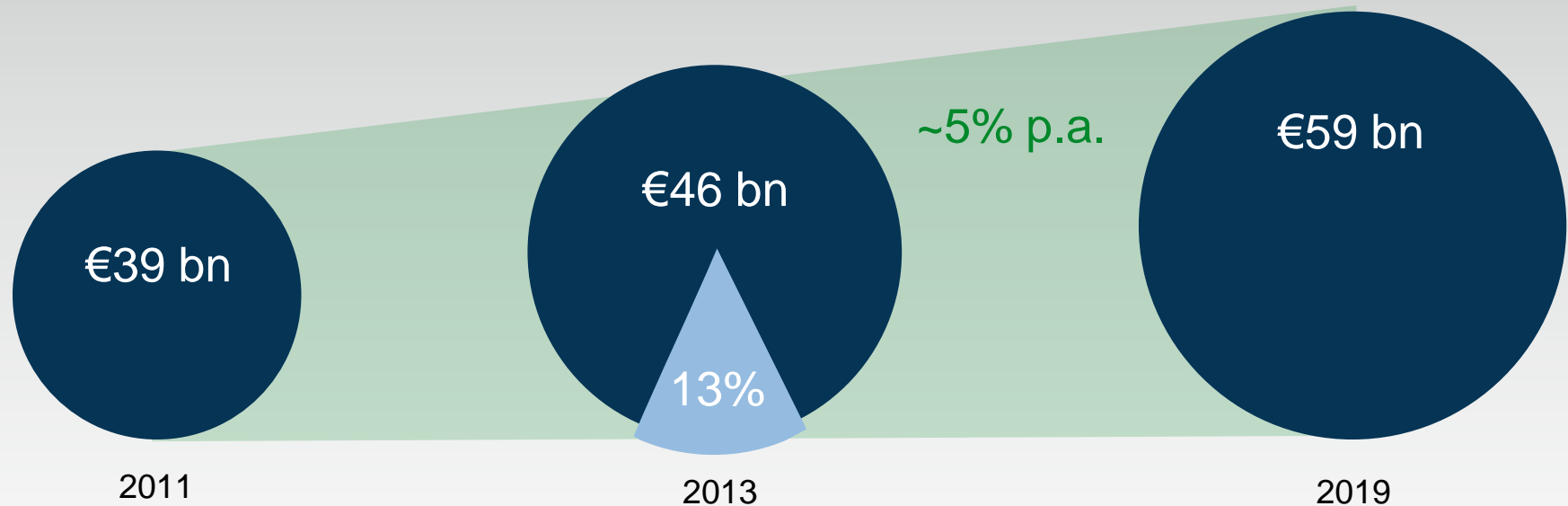
move more than 1 billion
people every day worldwide



Global population

Urbanization drives consistent growth

THE GLOBAL ELEVATOR MARKET



THYSSENKRUPP ELEVATOR

FY 13/14	€6.4 bn	Sales
	€751 m	EBIT adj.
	>50,00	Employees
	~150	Countries

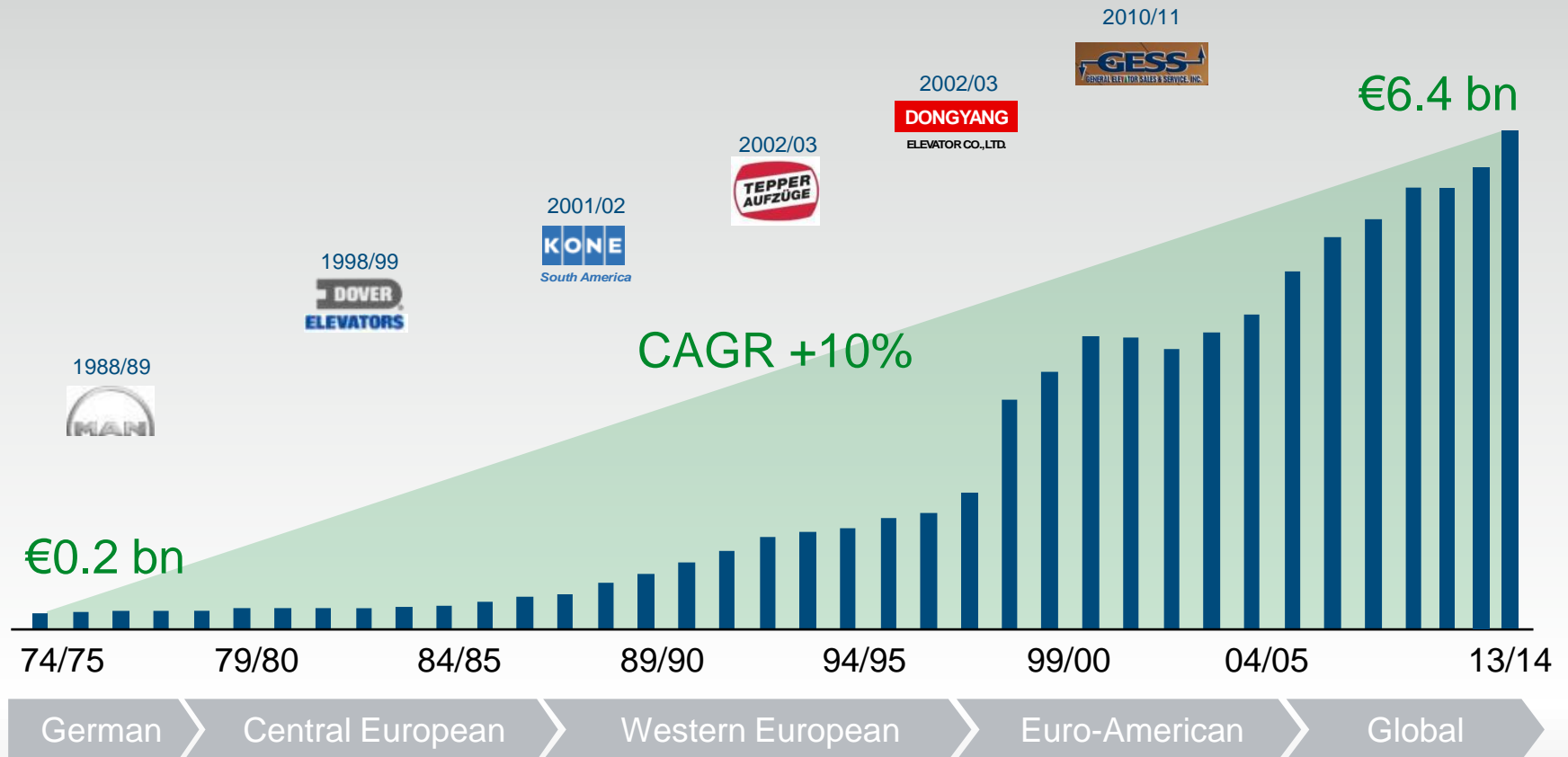
Developing the future.



ThyssenKrupp

ThyssenKrupp Elevator still a young company

BUILT FROM SCRATCH IN ONLY 40 YEAR



Developing the future.



ThyssenKrupp

ThyssenKrupp Elevator Positioning

INNOVATION - NO.1 ELEMENT

NEW WAYS
OF DOING
THINGS

FRESH
THINKING

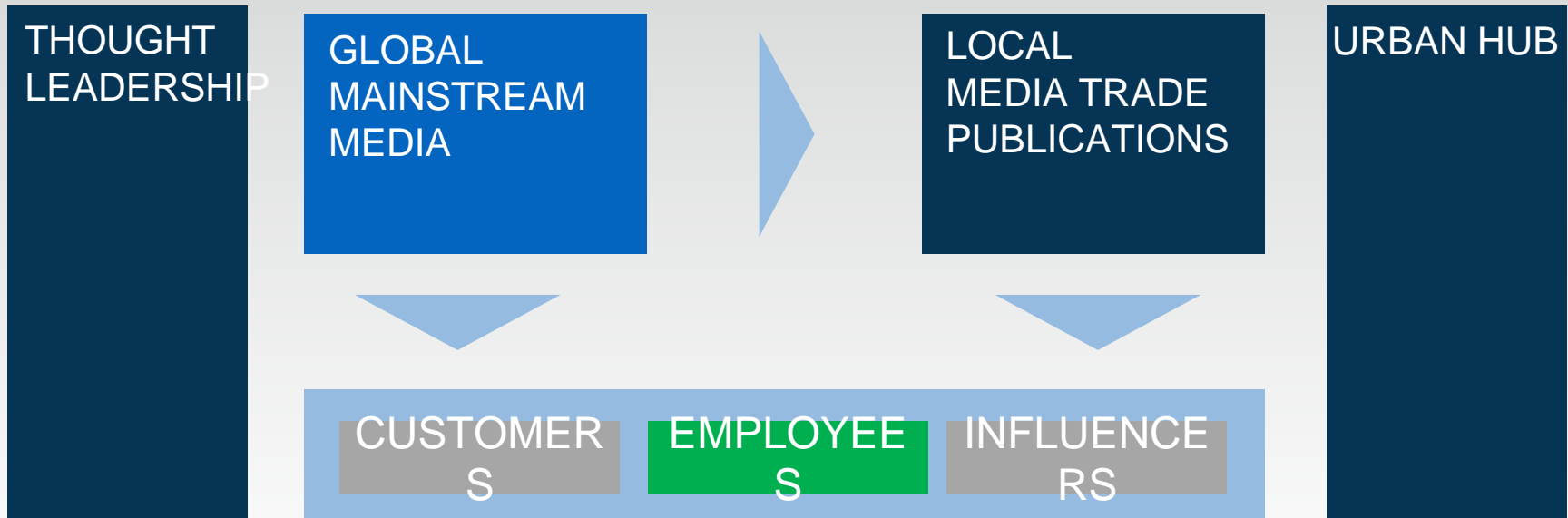
DIFFERENT
IDEAS





INSPIRE PEOPLE, CHANGE THE MARKET

FULL USE OF THE COMMUNICATIONS MIX



THE THYSSENKRUPP ELEVATOR PEOPLE



50'000
Employees

>90
Countries

50%
have daily
contact with
customer

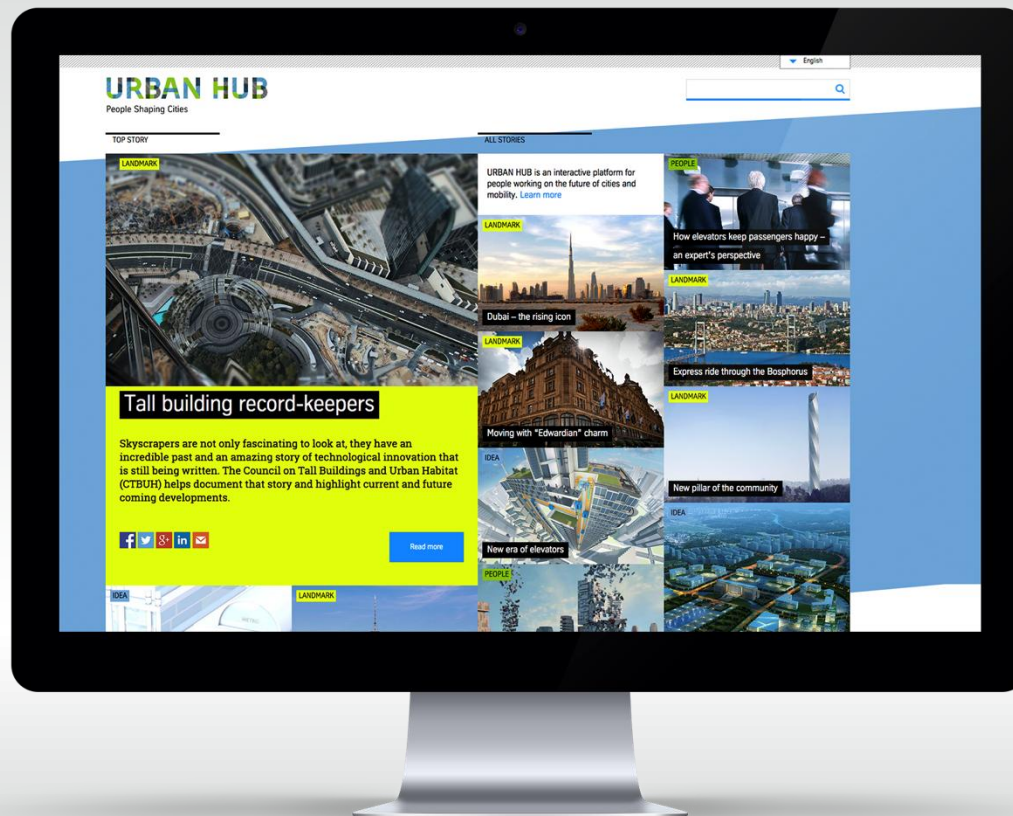
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THE CHALLENGE

- Focus all employees in promoting and support sales
- Develop a key element: design a digital media strategy capable of engaging and calling employees' attention



Disclaimer: ThyssenKrupp Elevator AG reserves the right to implement or not any of the proposals or ideas presented during the World Communications Forum sessions without having to justify or commit to any compensation to the proponents.

Developing the future.

