

Overview of 2015

Fundamental features
of the Group

Internal control system

DEUTZ AG**DEUTZ Compact Engines**

- Liquid-cooled engines of up to 8 litres cubic capacity

DEUTZ Customised Solutions

- Air-cooled engines
- Liquid-cooled engines of more than 8 litres cubic capacity

MARKET AND COMPETITIVE ENVIRONMENT

DEUTZ manufactures diesel engines for professional applications used in countries with stringent emissions standards, in particular Stages III and IV. These technically sophisticated applications include construction equipment, agricultural machinery, lifting and material handling equipment, pumps, gensets, medium and heavy-duty trucks and buses. The market for DEUTZ engines is therefore separate from the market segments for diesel engines used in passenger cars and small commercial vehicles up to a permissible gross weight of around 3.5 tonnes. Diesel engines that rely on outdated technology and that are intended for use in applications in countries or application segments with only very low requirements in terms of product quality, emissions and fuel consumption also do not feature in our target market.

The market for technically sophisticated diesel engines can be divided into the captive segment and the non-captive segment. The captive segment comprises equipment manufacturers who produce their own engines; some of these manufacturers are also active as engine suppliers in the market. The non-captive segment is made up of equipment manufacturers who for the most part do not produce their own engines and who, therefore, buy in engines from other suppliers. It is in this non-captive market that DEUTZ sells its high-value engines with outputs between 25kW and 520kW around the globe.

In recent years, we have attained an outstanding position as one of the biggest suppliers in the non-captive market. We face competition from other engine suppliers in western Europe, North America and Asia, but none of these competitors can offer an identical product range to DEUTZ in terms of the power outputs and application segments that they cover.

Main competitors

Application segments	Applications	Main competitors (in alphabetical order)
Mobile Machinery	Construction equipment	Cummins, USA Kubota, Japan Perkins, UK Yanmar, Japan
	Ground support equipment	
	Material handling equipment	
	Mining equipment	
Agricultural Machinery	Tractors	Deere, USA Kubota, Japan Perkins, UK Yanmar, Japan
	Harvesters	
Stationary Equipment	Gensets	Deere, USA Kubota, Japan Perkins, UK Yanmar, Japan
	Compressors	
	Pumps	
Automotive	Special vehicles	Cummins, USA Fiat Powertrain, Italy MAN, Germany Mercedes, Germany
	Rolling stock	
	Trucks	
	Buses	

INTERNAL CONTROL SYSTEM**RESPONSIBLE CORPORATE MANAGEMENT
BASED ON TRANSPARENT PERFORMANCE
INDICATORS**

The DEUTZ Group defines its budget targets and medium-term corporate targets using selected key performance indicators (KPIs). In order to increase profitability and achieve sustained growth, we manage the Group using the following financial performance indicators:

		2015	2014
Revenue growth	(%)	-18.5	5.3
EBIT margin before one-off items	(%)	0.4	2.1
Working capital ratio ¹⁾ (average)	(%)	17.6	13.3
ROCE before one-off items ²⁾	(%)	0.6	3.9
R&D ratio	(%)	3.3	3.5
Free cash flow ³⁾	(€ million)	35.0	52.0

¹⁾ Working capital ratio (average): ratio of working capital (inventories plus trade receivables less trade payables), as an average of the four quarters, to revenue for the preceding twelve months.

²⁾ Return on capital employed (ROCE): ratio of EBIT to average capital employed. Capital employed: total assets less cash and cash equivalents, trade payables and other current and non-current liabilities, based on average values from two balance sheet dates.

³⁾ Free cash flow: cash flow from operating and investing activities less net interest expense.

Our internal control system focuses, on the one hand, on revenue growth and the EBIT margin before one-off items, while on the other hand, we manage tied-up capital via the average working capital ratio. In conjunction with working capital and EBIT optimisation, this in turn determines the return on capital employed.

In managing its liquidity, DEUTZ focuses on free cash flow as a key performance indicator. Also, as a technology-oriented company, we consider the R&D ratio, which represents the ratio of research and development expenditure (less reimbursements) to revenue, to be a key management variable as part of our internal performance indicator system. On the basis of these KPIs, the Group's financial flexibility is subject to constant analysis in the form of a comparison between budget and actual so that we can take swift, appropriate action in the event of significant variances. One-off items are defined as material income and expenses that are exceptional and unlikely to recur.

In order to enable us to be proactive and respond promptly, DEUTZ has set up an early warning system based on the performance indicators. A monthly/quarterly reporting process enables the Board of Management to track changes in the performance indicators. This approach ensures that we can respond immediately to the latest business developments. At the same time, we operate a sound system of causal analysis to ensure that we minimise risks and make the most of opportunities. Three times a year we produce an annual forecast for all key performance indicators. In this way, we ensure optimum transparency in our business performance, benefiting both the Group and all stakeholders.

In addition to the financial performance indicators which form part of the management system described above, we also employ a range of other parameters to measure our economic performance. These include, but are not limited to, new orders received, revenue and unit sales on the income side, the working capital as at the reporting date with regard to tied-up capital, and earnings before interest, taxes, depreciation and amortisation (EBITDA). Moreover, the Group net income and the DEUTZ AG statutory income in accordance with the German Commercial Code are significant factors for us as regards dividend payments.

CONTINUOUS OPTIMISATION OF THE CONTROL SYSTEM

Regardless of fluctuations in the economic cycle, one of the DEUTZ Group's overriding aims is the continuous optimisation of its management systems. This essentially involves the annual planning of all specified performance indicators. This planning is based on both internal estimates of future business and benchmark figures from competitors. Each organisational unit prepares detailed plans for its area of responsibility, which are then coordinated with the management strategy. Both the specific unit sales and revenue targets and the customer and product-related targets (EBIT margins) are aligned with the operating units each year, taking groupwide objectives into consideration. This means that they are available at the relevant hierarchical level for use by the operational management.

We specify working capital targets for the individual companies in the DEUTZ Group in order to optimise the capital tied up in the business. These overall figures are then broken down and specific targets for inventories, trade receivables and trade payables are allocated to the relevant individual employees.

We are pursuing long-term growth objectives. In order to secure the financial basis for this, we have made the management of capital expenditure a central element in the management of tied-up capital: clearly specified budget figures set out the framework for the level of capital expenditure and development expenditure; actual requirements are derived from the medium-term planning of unit sales and the resulting requirements in terms of capacity and technologies. Annual budget meetings are held to coordinate individual projects, development expenditure and planned capital expenditure with the group-wide financial planning process and to record the outcomes. An additional detailed review is carried out before projects are actually approved. To this end, we use standard investment appraisal methods (internal rate of return, amortisation period, net present value, the impact on the income statement and cost comparisons). A project with an appropriate budget is only approved if there is a clear positive outcome from this investment appraisal.

BUSINESS PERFORMANCE IN THE DEUTZ GROUP

ECONOMIC ENVIRONMENT

Global economic growth remained weak in 2015 As in previous years, the economy did not live up to expectations in 2015. Forecasts were successively lowered as the year progressed. The reporting year was shaped by various factors, including geopolitical crises, weak growth in emerging markets, lower prices for commodities, oil, gas and agricultural goods, quantitative easing (particularly by the European Central Bank [ECB]), the first interest rate hike carried out by the US Federal Reserve at the end of the year, strong exchange rate movements and waves of migration to Europe. These factors resulted in palpable uncertainty and a reluctance to invest, although European exports received a small boost from the weak euro exchange rate.

The International Monetary Fund (IMF)¹⁾ is expecting worldwide growth of 3.1 per cent for 2015 as a whole, which is below the 2014 level of 3.4 per cent. The eurozone economy expanded by 1.5 per cent in 2015, which is considerably stronger than the 2014 rate of 0.9 per cent. The German economy's growth was on a par with 2014 at 1.5 per cent. Spain's economic performance was very encouraging – despite the country only having emerged from recession in the previous year – with growth of

¹⁾ IMF World Economic Outlook, January 2016.