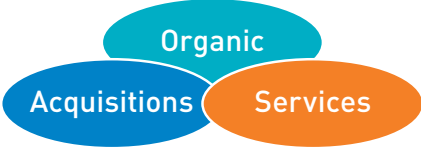


The Win Strategy™

Our Vision: Engineering Your Success

Goals

Engaged People	Premier Customer Experience	Profitable Growth	Financial Performance
STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
<ul style="list-style-type: none"> • Environmental, Health & Safety • Entrepreneurial • High Performance Teams & Leaders 	<ul style="list-style-type: none"> • Quality Solutions On Time • eBusiness Leadership • Ease of Doing Business 	 <ul style="list-style-type: none"> • Market-Driven Innovation • System Solutions • Strong Distribution • Grow Share • Engineering Expertise 	<ul style="list-style-type: none"> • Simplification • Lean Enterprise • Strategic Supply Chain • Value Pricing

Parker Culture



#1 Motion & Control Company

Goals

Engaged People

MEASURES

- Zero Accidents
- Speed Within Win Strategy
- Ownership: 80%+ in High Performance Teams
- Inclusive Environment
- Engagement Survey > 74%


Premier Customer Experience

MEASURES

- 98%+ On-Time Delivery
- Six Sigma Quality
- Increase eBusiness Conversion Rate
- Best-in-Class Lead Times & Quote Speed
- Likelihood to Recommend > 30
- Customer Dashboards

Profitable Growth

MEASURES

- Organic Growth 150 bps > Market
 - 20%+ Market Share
 - #1, #2 Position Each Group
 - Grow Distribution & Services
- 50% DIST  50% OEM
- Increasing New Product & System Sales

Financial Performance

MEASURES

- Top Quartile Diversified Industrial
- Year-over-Year Growth in:
 - EPS
 - EBIT
 - Cash Flow
 - Division Net Earnings
- 17% Operating Income
- 21.4% RONA
- 17% ROIC

Our Values

Winning Culture • Passionate People • Valued Customers • Engaged Leadership