# The Win Strategy

**Our Vision: Engineering Your Success**

## Goals

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<th>Engaged People</th>
<th>Premier Customer Experience</th>
<th>Profitable Growth</th>
<th>Financial Performance</th>
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<tr>
<td><strong>STRATEGIES</strong></td>
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<td>• Environmental, Health &amp; Safety</td>
<td>• Quality Solutions On Time</td>
<td>• Organic Acquisitions</td>
<td>• Simplification</td>
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<td>• Entrepreneurial</td>
<td>• eBusiness Leadership</td>
<td>• Services</td>
<td>• Lean Enterprise</td>
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<td>• High Performance Teams &amp; Leaders</td>
<td>• Ease of Doing Business</td>
<td>• Acquisitions</td>
<td>• Strategic Supply Chain</td>
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<td>• Market-Driven Innovation</td>
<td>• Value Pricing</td>
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<td>• System Solutions</td>
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<td>• Strong Distribution</td>
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<td>• Grow Share</td>
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<td>• Engineering Expertise</td>
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## Parker Culture

- SEPTEMBER 2015
#1 Motion & Control Company

## Goals

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

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

### Financial Performance
- 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