Realigned automation structure
Improving focus on growth opportunities
Clearer focus on growth opportunities
More effective and efficient approach to markets

- Clearer customer segmentation
- Tap the full potential of ABB’s strong channels to market
- Enable faster growth in service
- Strengthen ABB in discrete automation with unique offering
  - Robotics, motion control, PLCs (programmable logic controllers), drives and customized service – all from one supplier
- Simpler structure = easier to integrate acquisitions
- Greater transparency, more aligned with market characteristics
The new automation divisions at a glance

* The PLC business of Control Products will be part of DM

- **Discrete Automation and Motion (DM)**
  - Ulrich Spiesshofer
  - Products
  - Robot Automation
  - Systems
  - Service

- **Low Voltage Products (LP)**
  - Tom Sjökvist
  - LV Drives
  - Power Electronics and MV Drives
  - LV Motors
  - Machines
  - Control Products*
  - Breakers and Switches
  - Enclosures and DIN-rails
  - Wiring Accessories
  - LV Systems
  - Instrumentation

- **Process Automation (PA)**
  - Veli-Matti Reinikkala
  - Marine and Cranes
  - Metals and Minerals
  - Oil, Gas and Petrochemicals
  - Pulp and Paper
  - Process Industry Products
  - APS Service
  - Turbocharging

* The PLC business of Control Products will be part of DM
## Alignment of automation businesses
By technology, channel to market, and service model

<table>
<thead>
<tr>
<th>Technologies</th>
<th>Channel</th>
<th>Service model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrete Automation and Motion (DM)</td>
<td>Mainly system integrators, OEMs</td>
<td>Customers require a higher volume of tailored services</td>
</tr>
<tr>
<td>Electrical circuits and control software</td>
<td></td>
<td></td>
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<tr>
<td>Electromechanical and motion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Voltage Products (LP)</td>
<td>Mainly wholesalers, OEMs</td>
<td>Moderate service volume, standardized</td>
</tr>
<tr>
<td>Switching and contacting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Process Automation (PA)</td>
<td>Mainly end-users</td>
<td>Customers require a higher volume of tailored service</td>
</tr>
<tr>
<td>Distributed control systems and automation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Executive Committee as of 2010

Joe Hogan
CEO

Michel Demaré
CFO and Global Markets

Gary Steel
Human Resources

Diane de Saint Victor
General Counsel

Anders Jonsson
Global Footprint and Cost program

Brice Koch
Marketing and Customer Solutions

Bernhard Jucker
Power Products

Peter Leupp
Power Systems

Ulrich Spiesshofer
Discrete Automation and Motion

Tom Sjökvist
Low Voltage Products

Veli-Matti Reinikkala
Process Automation