



ABB Group, November 2009

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

RO	<ul style="list-style-type: none">▪ Products▪ Robot Automation▪ Systems▪ Service	Discrete Automation and Motion (DM) <i>Ulrich Spiesshofer</i>
AP	<ul style="list-style-type: none">▪ LV Drives▪ Power Electronics and MV Drives▪ LV Motors▪ Machines▪ Control Products*▪ Breakers and Switches▪ Enclosures and DIN-rails▪ Wiring Accessories▪ LV Systems▪ Instrumentation	Low Voltage Products (LP) <i>Tom Sjökvist</i>
PA	<ul style="list-style-type: none">▪ Marine and Cranes▪ Metals and Minerals▪ Oil, Gas and Petrochemicals▪ Pulp and Paper▪ Process Industry Products▪ APS Service▪ Turbocharging	Process Automation (PA) <i>Veli-Matti Reinikkala</i>

Alignment of automation businesses

By technology, channel to market, and service model

OEM = original equipment manufacturer

	Technologies	Channel	Service model
Discrete Automation and Motion (DM)	Electrical circuits and control software Electromechanical and motion	Mainly system integrators, OEMs	Customers require a higher volume of tailored services
Low Voltage Products (LP)	Switching and contacting	Mainly wholesalers, OEMs	Moderate service volume, standardized
Process Automation (PA)	Distributed control systems and automation	Mainly end-users	Customers require a higher volume of tailored service

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



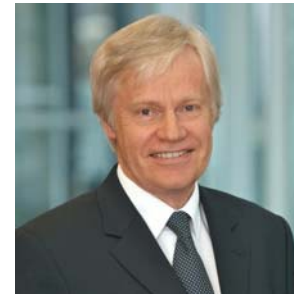
Bernhard Jucker
Power
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Peter Leupp
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Low Voltage
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