ABB Group, November 2009

Realigned automation structure
Improving focus on growth opportunities

Power and productivity
for a better world™

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

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The new automation divisions at a glance

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

RO

- Products
- Robot Automation
- Systems
- Service

AP

- LV Drives
- Power Electronics and MV Drives
- LV Motors
- Machines
- Control Products*
- Breakers and Switches
- Enclosures and DIN-rails
- Wiring Accessories
- LV Systems
- Instrumentation

PA

- Marine and Cranes
- Metals
- Minerals
- Oil, Gas and Petrochemicals
- Pulp and Paper
- Process Industry Products
- APS Service
- Turbocharging

Discrete Automation and Motion (DM)

Ulrich Spiesshofer

Low Voltage Products (LP)

Tom Sjökvist

Process Automation (PA)

Veli-Matti Reinikkala

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

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The Executive Committee as of 2010

Joe Hogan
CEO

Michel Demaré
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Gary Steel
Human Resources

Diane de Saint Victor
General Counsel

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Process Automation

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