

Grundfos – company pitch

DIBS2020 Danish Instruments for Big Science

28 January 2020

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Grundfos in brief

#1

Pump manufacturer in the world

75

Years old (founded in 1945)

85

Companies across the world

(1)



17

Million units produced every year

19,600

Employees worldwide

26,7

Turnover (billion DKK) 2018



Product range



Global sales & service organization

AMERICAS

WEREG

EEWAA

CHINA

APREG



Number of companies
65 Grundfos sales companies
14 Grundfos production companies
2 other brands
4 management companies
A total of 85 companies in 56 countries

THE ONE-MINUTE PITCH | Grundfos Strategy 2025

2 MAJOR TRANSFORMATIONS FOR OUR BUSINESS

WATER SOLUTIONS | While strengthening our core business, we establish water solutions as a new growth platform – accelerating our water business and impact



DIGITAL SOLUTIONS | We are a true digital solution and service provider – winning end-users with system-focus and digital offerings



1 PURPOSE

We pioneer solutions to the world's water and climate challenges and improve quality of life for people

3 FUNDAMENTALS IN HOW WE DO BUSINESS



MARKET LEADERSHIP | Through clear focus and prioritisation, we want to become #1 or #2 in the business areas we compete in



INNOVATE TO DIFFERENTIATE | Differentiation is our main source of competitiveness



OPERATIONAL EXCELLENCE | We consistently strive to do everything in better, faster and simpler ways

Customer satisfaction

Employee motivation & satisfaction

Sales growth

Return on sales (EBIT)

Cash conversion

Sustainability index