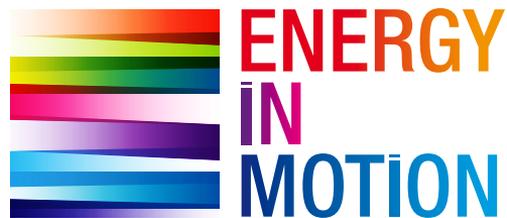


# REXEL, BUILDING THE FUTURE TOGETHER

Introducing Rexel's ambition and company plan



**Rexel**

ELECTRICAL SUPPLIES

# ENERGY IN MOTION, OUR ROADMAP TO 2015

---

“The world around us is changing at a fast pace, bringing new challenges and opportunities. Our business is evolving in an unprecedented way with the development of energy-efficient products, international projects, maintenance contracts with major industrial companies; in short, a whole spectrum of new business models and requirements. This leads us to set a new course of action in pursuing the Rexel success story, a win-win adventure with all our stakeholders.”

**Rudy Provoost,**

Chairman of the Management Board and Chief Executive Officer

**Rexel's mission is to support customers around the globe, wherever they are, to create value and run their business better, by providing a broad range of sustainable and innovative products and services for automation, technical supply and energy management.**

To achieve this mission successfully, which places customers at its center, Rexel has updated its strategy and outlined an ambitious company plan, entitled ***Energy in Motion***.

*Energy in Motion* captures:

- > the essence of our core business and the dynamic world we operate in,
- > the commitment of our people to live up to the mission,
- > and the passion to join forces with our suppliers and customers.

# 4 STRATEGIC PRIORITIES TO IGNITE OUR ENERGY AND ACCELERATE CHANGE

*Energy in Motion* is based on four strategic priorities, which support the Group's future ambitions and capitalize on its current assets:



## PROFITABLE GROWTH

**Profitably grow both organically and through acquisitions:** On the one hand, by focusing on developing organic growth on high potential market segments (oil & gas, mining, utilities, and others), teaming up with leading global customers, and investing in new business categories such as automation and energy efficiency. On the other hand, by continuing to expand in fast growing markets, in particular through a dynamic program of acquisitions.



## ACTIVE RESOURCES MANAGEMENT

**Actively manage our resources for increasing returns** to continually create more value. This means unleashing the potential and the power of our people, driving asset productivity, capitalizing on our brand equity, and turning customer knowledge and insights into the best service offers.



## CULTURE OF COOPERATION

**Closely cooperate for mutual success with our stakeholders** by stimulating teamwork, developing value-added customer relationships, driving strategic partnerships with key suppliers, and living up to our commitments to shareholders.



## EXCELLENCE IN OPERATIONS

**Effectively execute with operational excellence** by enhancing service levels and cost productivity, reinforcing supply chain performance and commercial effectiveness, and investing in e-commerce and customer support.

# OUR COMMITMENTS TO OUR STAKEHOLDERS

---

Rexel has defined six core values that set fundamental principles for the way we operate and interact with our stakeholders. Rexel is committed to:

## **DELIVER THE BEST CUSTOMER EXPERIENCE**

We draw inspiration from our customers by understanding their requirements and are always looking for creative paths to help them to create more value.

## **JOIN FORCES FOR SUCCESS**

We team up with our stakeholders for mutually rewarding partnerships.

## **ENCOURAGE TO INNOVATE**

We develop new business models and inventive ways to increase value creation.

## **ENGAGE PEOPLE TO DEVELOP THEIR TALENTS**

We develop the talent of our teams providing our stakeholders with the most experienced, knowledgeable and skilled Rexel partners.

## **TRUST EACH OTHER**

We hold each other accountable for promises and responsibilities.

## **ENJOY MAKING A DIFFERENCE**

We act as champions and ambassadors to make Rexel the partner of choice.

