

Our Strategic Focus

MILWAUKEE MX FUEL 25KG Class 28mm Hex Breaker

This breaker is the most productive, lowest vibration, lightest weight cordless breaker in the industry. It can power 2 tons per charge, and has a runtime of up to 90* minutes with the XC406 REDLITHIUM extended battery. An unbeatable faster, safer and easier way for demolition.

* 35 minutes runtime with the CP203 battery.

Vast Growth Opportunities

TTI believes that the expansion of cordless technology into new categories and businesses is vast. Removing cords, hoses, and gasoline from all job sites appeals to every professional and homeowner because it reduces costs, creates a safer work place, increases productivity and benefits the environment. We have targeted cordless as the future of power tools and equipment. The TTI portfolio of powerful brands are the names on the world's leading cordless platforms and product families. Our new product development is targeting incremental new categories and vertical markets, further expanding our user base and battery network. Bringing the benefits of TTI cordless technology to strategically targeted geographies is adding to our user network around the globe. As the mounting network effect from our leading cordless battery platforms continue to gain traction, we are generating vast growth opportunities.

Platform
Expansion

Category
Expansion

Vertical
Expansion

Geographic
Expansion

Platform Expansion



PORTABLE PRODUCTIVITY TRADE FOCUSED SYSTEM WIDE

The MILWAUKEE M12 Cordless System is the largest sub-compact system on the market, delivering industry-leading durability and power in a size that outperforms the competition in the tightest places. Powered by REDLITHIUM battery technology for unmatched run-time, and coupled with patented technologies, innovative motors, and advanced electronics, M12 changes the game. MILWAUKEE offers more than 100 professional cordless solutions focused on providing tool belt portability, without sacrificing power and speed.



Platform Expansion



PERFORMANCE DRIVEN TRADE FOCUSED SYSTEM WIDE

The MILWAUKEE M18 Cordless System is the fastest-growing 18V cordless tool lineup in the industry and represents the best combination of professional grade power, extreme performance, and superior durability. Powered by REDLITHIUM battery technology for unmatched run-time, and coupled with patented technologies, innovative motors, and advanced electronics, M18 changes the game. Dedicated to improving productivity for the professional trades, MILWAUKEE offers more than 200 performance-driven solutions so users can perform an entire day's work on one battery system.



Vast Growth Opportunities

Platform Expansion



Technology Leaders

RYOBI leads the industry when it comes to innovation. From Consumer Power Tools to Outdoor Power Equipment, we combine state-of-the-art technology with customer-focused value and features. Every year, RYOBI offers more tools with brushless technology, giving our products the edge in power, runtime and life expectancy. Battery improvement is an on-going obsession, as we work toward better performance, smarter features, and wider selections.

ONE+ System

When the 18V ONE+ platform first launched in 1996, RYOBI's ambition was to create a tool family that never goes out of date. Using the same 18V battery pack, RYOBI continues to improve, innovate and update the ONE+ family, all without abandoning the customers who made our tools a household staple over 20 years ago. All tools and batteries from 1996 through today are compatible in the ONE+ system.

Today, RYOBI ONE+ is the most popular Consumer Power Tool brand in the US, and DIY enthusiasts worldwide look to ONE+ to deliver the industry's most advanced, affordable tools. The RYOBI 18V ONE+ family offers an extensive tool and battery selection to meet our consumer's every need – from lawn care to home construction projects and everything in between.



Platform Expansion



ONEPWR Platforms

Leveraging the HOOVER and VAX brand's core strengths and TTI's leadership in battery technology, the ONEPWR platforms offer a differentiating proposition that other brands can't replicate. The ONEPWR system is an innovative family of cord-free, high-performance cleaning products that share the same removable and replaceable lithium-ion battery platform. ONEPWR is the first true

cordless cleaning system, combining advanced lithium-ion battery technology with high performance cordless floorcare products. ONEPWR offers brilliant products for multiple cleaning applications without the added expense of having to purchase a new battery every time you want a new product.



POWERDASH PET Carpet Cleaner

SMARTWASH Carpet Cleaner

The POWERDASH PET Carpet Cleaner has proven to be one of the best-selling carpet cleaners ever. Convenient, compact and effective, POWERDASH provides an affordable option for many consumers. Additionally, HOOVER's line of pre-treatment and cleaning solutions are formulated to offer a deep clean and leave carpets looking and smelling fresh.

Eliminate the guesswork with SMARTWASH, HOOVER's most powerful and easy-to-use carpet cleaner that makes deep cleaning carpets as easy as vacuuming. Simply push forward to wash, pull back to dry. Seriously simple. Seriously Clean.



PLATINUM POWER MAX Carpet Cleaner

VAX is the UK's number one name in carpet washing. VAX Antimicrobial carpet washers are the more hygienic way to clean your carpets. VAX's Antimicrobial treatment protects your machine's brushes from bacteria and fungi, reducing growth by up to 99%. Our antimicrobial treatment is guaranteed to last the lifetime of the product. Don't rent someone else's dirt and germs. Doing it yourself is easier and more hygienic than ever.

The PLATINUM POWER MAX is the UK's number 1 best-selling carpet washer. The PLATINUM POWER MAX is proven to out clean the UK's leading rental machine and removes 93% bacteria, leaving your carpets looking, feeling and smelling like new. For ease of use, in quick clean mode, carpets are dry in under an hour.

Vast Growth Opportunities

Category Expansion



PACKOUT™ MODULAR STORAGE SYSTEM

In 2019, MILWAUKEE continued to expand its hand tool and storage offering by providing innovative, trade-specific solutions that deliver increased durability and productivity to users. As demonstrated with the new-to-the-world PACKOUT modular storage system delivering the most versatile and durable storage, MILWAUKEE develops its products from the ground up, disrupting stagnant categories in the market.



PERSONAL PROTECTIVE EQUIPMENT

STAY SAFE. STAY PRODUCTIVE. 

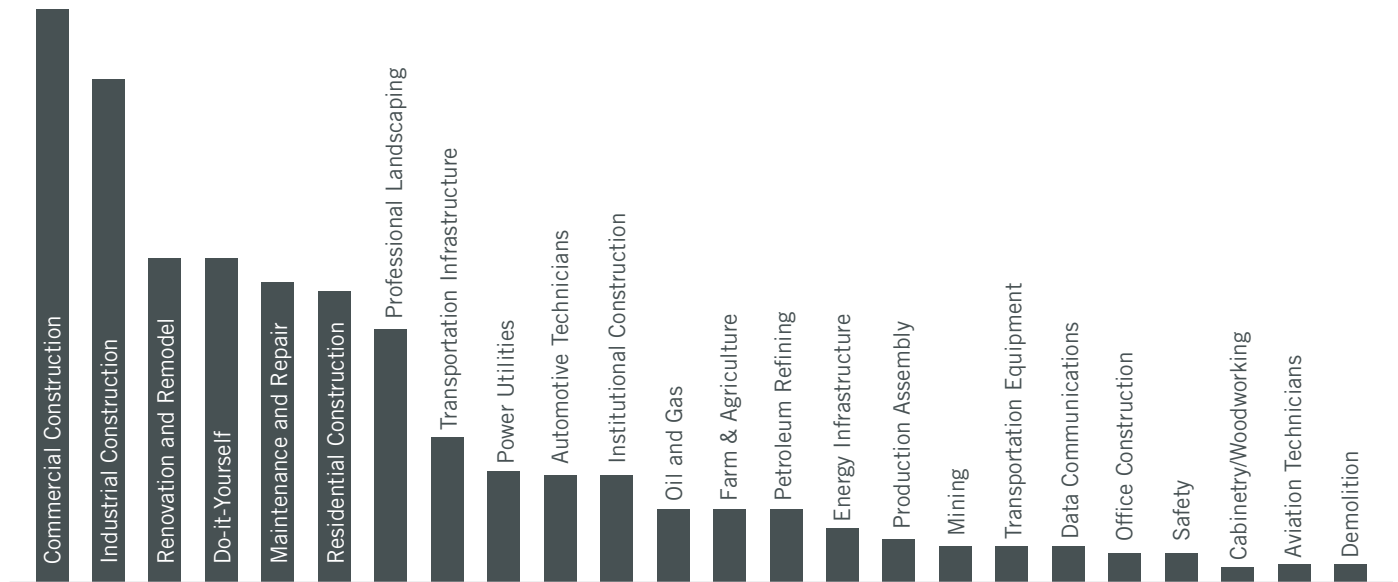
Personal Protective Equipment has seen little innovation over the years, driving users to modify their gear to better meet their needs. MILWAUKEE has developed PPE from the ground up, delivering hard hats that allow users to adapt to each job and safety glasses that can be worn all day with lasting fog-free lenses. MILWAUKEE is focused on creating innovative solutions that won't slow users down, helping them stay safe and stay productive on the jobsite.



Vertical Expansion



Vertical Markets



Our vision for a cordless future is vast. TTI is leading the world's rapid transition to cordless, displacing old technologies, entering new categories and expanding our served industries. For example, Milwaukee Tool is highly focused on providing solutions for trade professionals such as the commercial plumber, linesmen, commercial

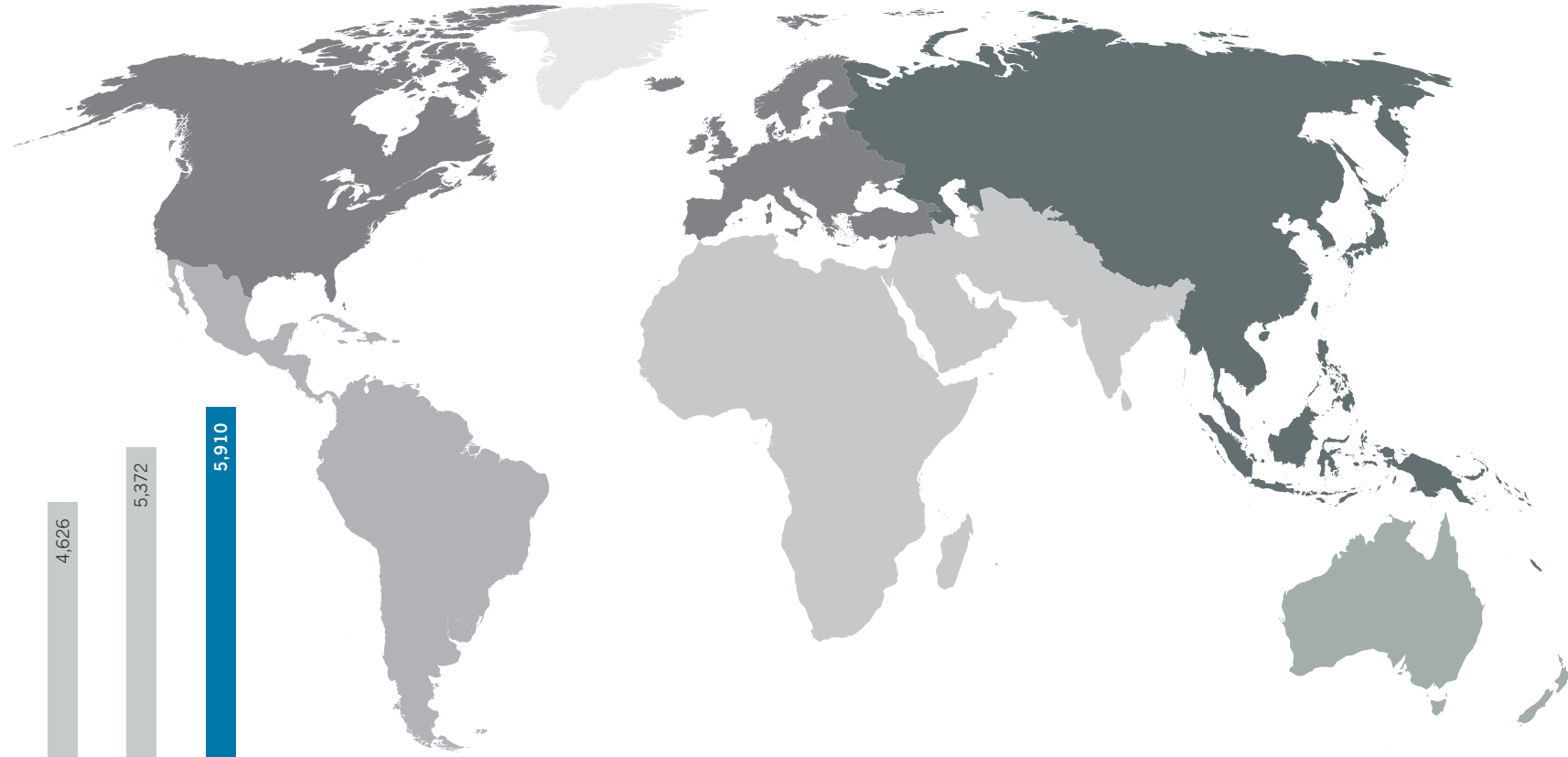
electrician and datacom electrician in vertical industries from industrial construction, maintenance, infrastructure projects, power distribution and well beyond. With a growing product offering and disruptive technology, Milwaukee Tool is creating opportunities in new verticals.



Geographic Expansion

TTI is successfully building a global presence beyond a strong foundation in the US, expanding into new countries with a very thoughtful, risk managed strategy. We enter a market and go boldly to establish our platforms of cordless tools and equipment. Today we have a network of vibrant marketing companies in key geographies, allowing us to further harvest the benefit of our industry leading cordless platforms.

Our teams in Canada, Australia and New Zealand, and Europe, are delivering significant results. We are building out selective targets in Asia and Latin America, which are gaining momentum and bringing the cordless benefits of safety and productivity to users in these markets.



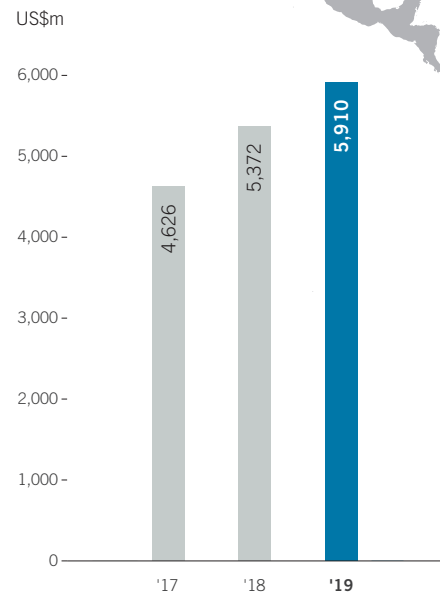
Sales Contribution



North America
+10.0%
us\$5,910 million



+21.3%
Sales Growth in 2019
(in local currency)



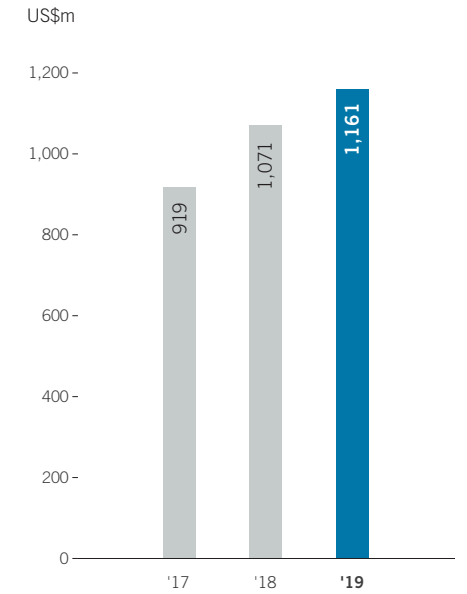
Sales Contribution



Europe
+8.4%
us\$1,161 million



+24.6%
Sales Growth in 2019
(in local currency)



Sales Contribution



Rest of World
+3.1%
us\$596 million



+20.6%
Sales Growth in 2019
(in local currency)

