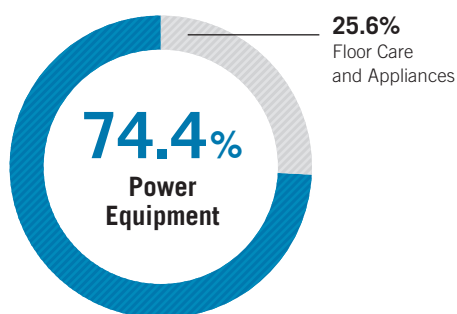


# Power Equipment USD 1.5 billion 74.4% of the total turnover



Brand	Market Segment	Major Market
	Industrial	Global
	Professional	Global
	Consumer ▶ Power Tools & Accessories Garden Enthusiasts ▶ Outdoor Products & Accessories	North America, Europe, Australasia
	Consumer ▶ Outdoor Products & Accessories	Global

## Business Review

### Power Equipment Business Review

The Power Equipment business, comprised of power tools, hand tools, outdoor products and accessories, delivered USD1.5 billion in sales, 7.9% higher than the same period last year. The business accounted for 74.4% of overall Group sales.

### Industrial

MILWAUKEE® had a strong six months, once again achieving double-digit sales growth globally, driven by the introduction of innovative new products, execution of targeted field initiatives, and geographic expansion. The rapid global adoption of MILWAUKEE® FUEL® lithium technology was a key driver of growth in cordless power tools. We rolled out a series of M12® and M18® FUEL® cordless products that have sold beyond our expectations. We also achieved exceptional growth in MILWAUKEE® hand tools and accessories throughout the world. MILWAUKEE® continues to be the fastest growing brand of industrial power tools globally.

### Consumer, Trade and Professional

Our consumer RYOBI® brand had an excellent first half driven by new innovative lithium products. One of the highlights in the first-half was the successful launch of the RYOBI® 18-volt One+ System® AirStrike™ nailer and a new generation of LITHIUM+® batteries. The RYOBI® One+ System® TV campaign in the US proved to be highly successful in driving demand. RYOBI® continues to be the leading Do-It-Yourself brand of tools in the world today.

We saw excellent progress with our AEG® brand in the first half driven by a series of successful new lithium product introductions. We were particularly pleased with the outstanding growth AEG® delivered in the Australia/New Zealand market in the first half.

### Outdoor Products and Accessories

Despite challenging weather conditions in North America, we achieved outstanding growth in our outdoor products business, thanks to our highly successful roll out of new RYOBI® 18-volt One+ System® and 40-volt lithium powered products. We were particularly pleased with the tremendous sales of the RYOBI® One+ System® Hybrid string trimmer which launched in the first half of the year.