

## Strategic Drivers

Powerful Brands, Innovative Products, Exceptional People and Operational Excellence are the core strengths of TTI. They enable us in achieving our strategic goals, accelerating our cordless leadership position and fueling growth.

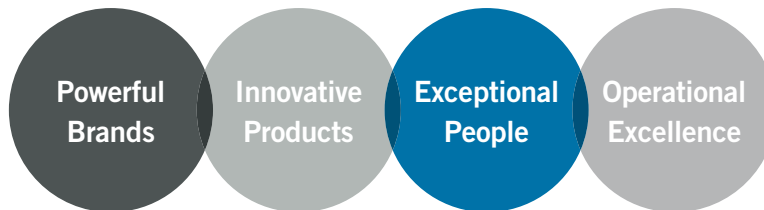
**Powerful Brands:** TTI strategically invests in its leading brands in order to build trusted customer loyalty, raise profitability and expand distribution. TTI is totally committed to strengthening its portfolio of brands, which are our core equities. Brand loyalty is a cornerstone for perpetuating growth and increased profitability. We highly regard and respect our brands and all of the end-users who invest their confidence in them. Our powerful brands are the foundation for future growth and serve as the stage for all of our activities.

**Innovative Products:** We have a global network of "Innovation Centers" teeming with talented engineers, product designers, software programmers, researchers and product managers who are focused on new product and technology development. Cordless innovation is the key to expanding market size, entering new markets and accelerating growth. We fuel our brands with a continuous

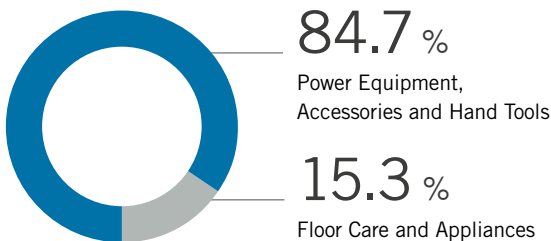
stream of innovative, value-added, demonstrably better new products. We believe in continually challenging accepted standards, exploiting, adapting and improving new technologies to create better products for higher-value brands.

**Exceptional People:** The foundation of an organization is its people. At TTI, we invest heavily in developing current and future leaders. Filling the growing TTI management needs is the Leadership Development Program through aggressive university recruitment, training and promotion ladder for high-potential talent. A deeply embedded entrepreneurial culture flows through-out the organization and the world-class management team. Strong, effective leadership keeps our company strategically focused on facing the often unpredictable market forces.

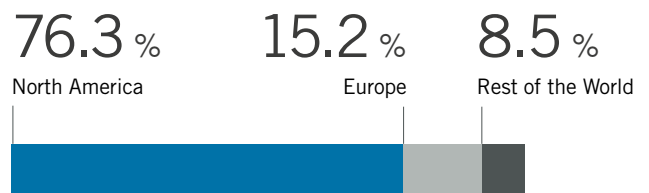
**Operational Excellence:** Execution is the other side of the innovation coin. Without it, ideas remain ideas. At TTI, we are passionate about being the very best in every aspect of our operation. We have linked our new product development with operations. We closely examine every detail from design engineering to supply chain logistics in order to eliminate waste and improve productivity. Our operational teams have driven scalability utilizing our resources at a global level and are prepared for the future.



## Sales by Business



## Sales by Location



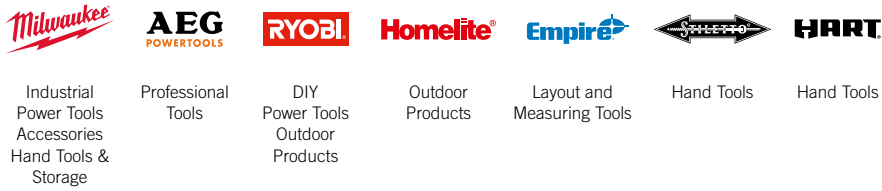
## 41 Operations locations around the world

Manufacturing, research and development, sales and marketing, and administrative duties are all conducted in our Asia, Europe and United States locations.

## Innovation Center and Global New Product Development Center completed

Our recently completed Innovation Center in South Carolina and Global New Product Development Center at the Milwaukee headquarters enhance our R&D capabilities coupled with world-class project execution that bring a remarkable range of breakthrough products to market.

## Power Equipment, Accessories and Hand Tools



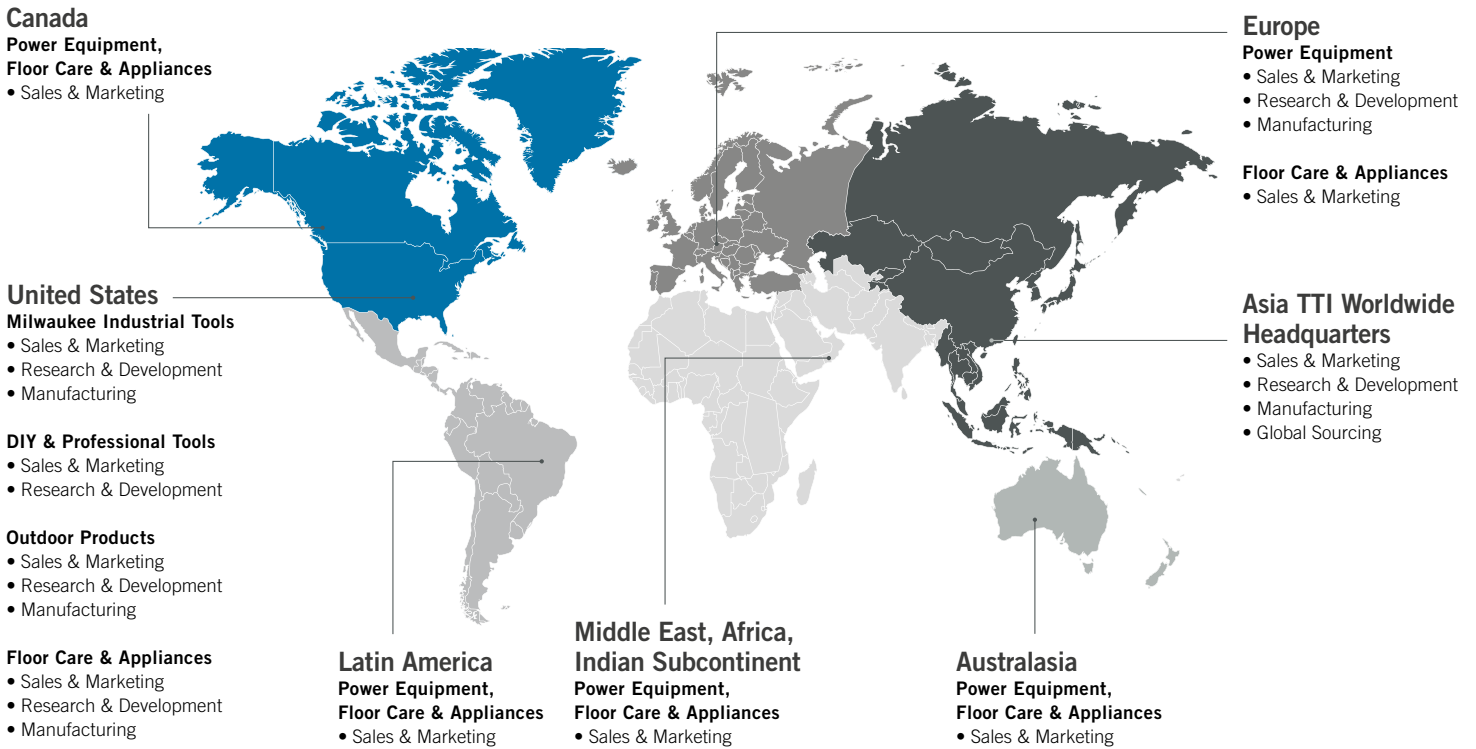
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## Floor Care and Appliances



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## Global Operations



## Human Resources

Over 22,000 staff worldwide

67% Male 33% Female

## Leadership Development Program (LDP) Campus Hire

Over the past decade, we have hired over 2,300 LDPs with many becoming leaders within the organization and a number serving in international positions.

522 new hires

