

# The Win Strategy™

## Our Vision: Engineering Your Success

### Goals

#### Engaged People

##### STRATEGIES

- Environmental, Health & Safety
- Entrepreneurial
- High Performance Teams & Leaders

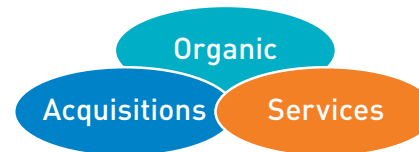
#### Premier Customer Experience

##### STRATEGIES

- Quality Solutions On Time
- eBusiness Leadership
- Ease of Doing Business

#### Profitable Growth

##### STRATEGIES



- Market-Driven Innovation
- System Solutions
- Strong Distribution
- Grow Share
- Engineering Expertise

#### Financial Performance

##### STRATEGIES

- Simplification
- Lean Enterprise
- Strategic Supply Chain
- Value Pricing

### Parker Culture



# #1 Motion & Control Company

## Goals

### Engaged People

#### MEASURES

- Zero Accidents
- Speed Within Win Strategy
- Ownership: 80%+ in High Performance Teams
- Inclusive Environment
- Engagement Survey > 74%


### Premier Customer Experience

#### MEASURES

- 98%+ On-Time Delivery
- Six Sigma Quality
- Increase eBusiness Conversion Rate
- Best-in-Class Lead Times & Quote Speed
- Likelihood to Recommend > 30
- Customer Dashboards

### Profitable Growth

#### MEASURES

- Organic Growth 150 bps > Market
  - 20%+ Market Share
  - #1, #2 Position Each Group
  - Grow Distribution & Services
- 50% DIST  50% OEM
- Increasing New Product & System Sales

### Financial Performance

#### MEASURES

- Top Quartile Diversified Industrial
- Year-over-Year Growth in:
  - EPS
  - EBIT
  - Cash Flow
  - Division Net Earnings
- 17% Operating Income
- 21.4% RONA
- 17% ROIC

## Our Values

Winning Culture • Passionate People • Valued Customers • Engaged Leadership