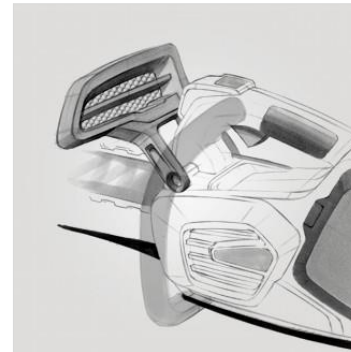


**With a passion for precision**



At Husqvarna Group, we've been going beyond the expected and creating ground-breaking engineering since our start, back in 1689



**With a passion for precision**



Over the years, our passion has led to innovative solutions in very different areas – from weapons and sewing machines to motorcycles and much more



**With a passion for precision**



As we see it, it's all about constantly setting new standards in technology and usability

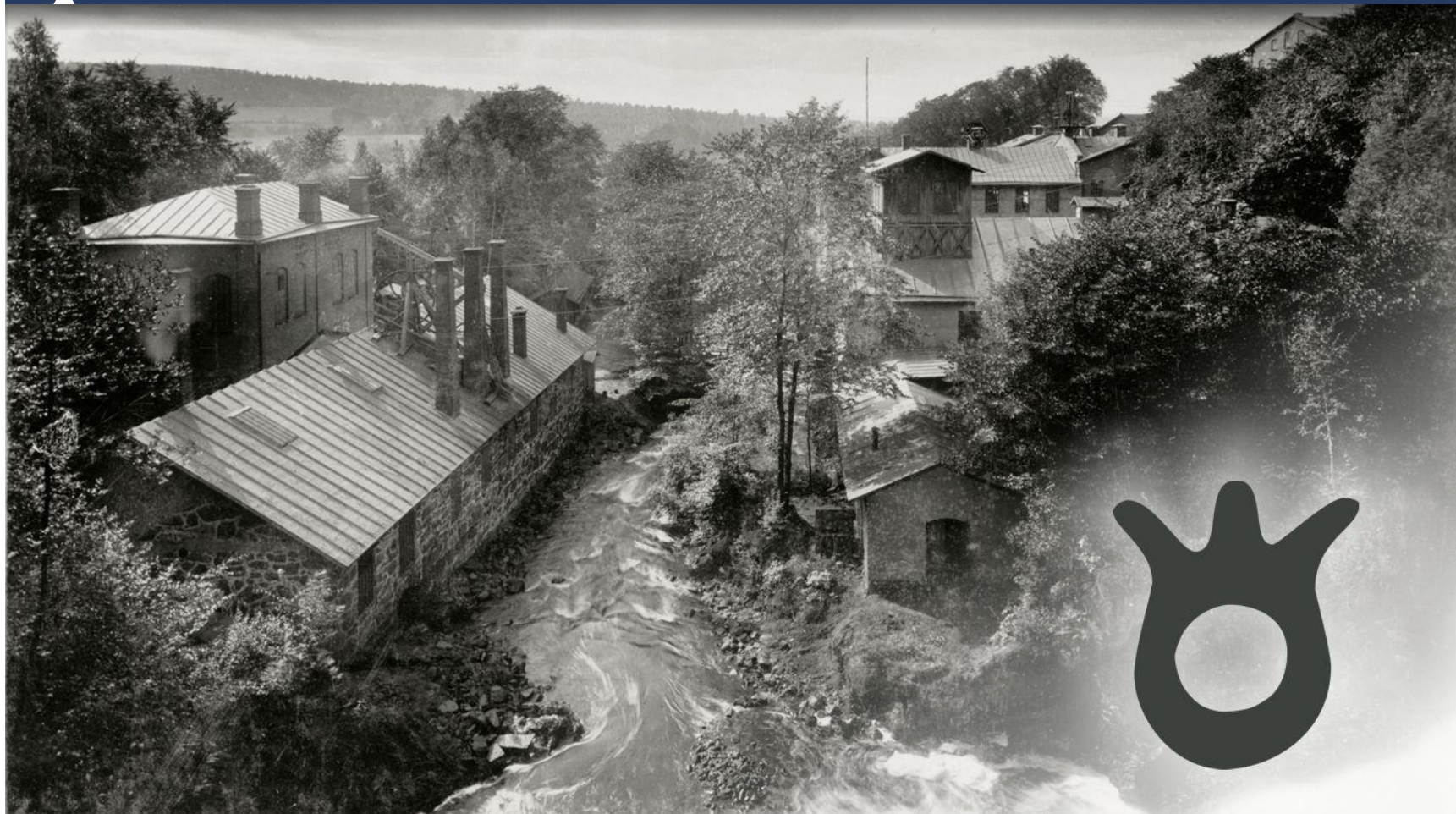


**With a passion for precision**



# The waterfalls – powering the rifle factory

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# The waterfalls – powering the rifle factory

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

The drillingwork at the waterfalls in Huskvarna, Sweden, is our first large plant





# The waterfalls – powering the rifle factory

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

At the beginning of the 18th century this state-owned rifle factory had some 1,000 employees



# The waterfalls – powering the rifle factory

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





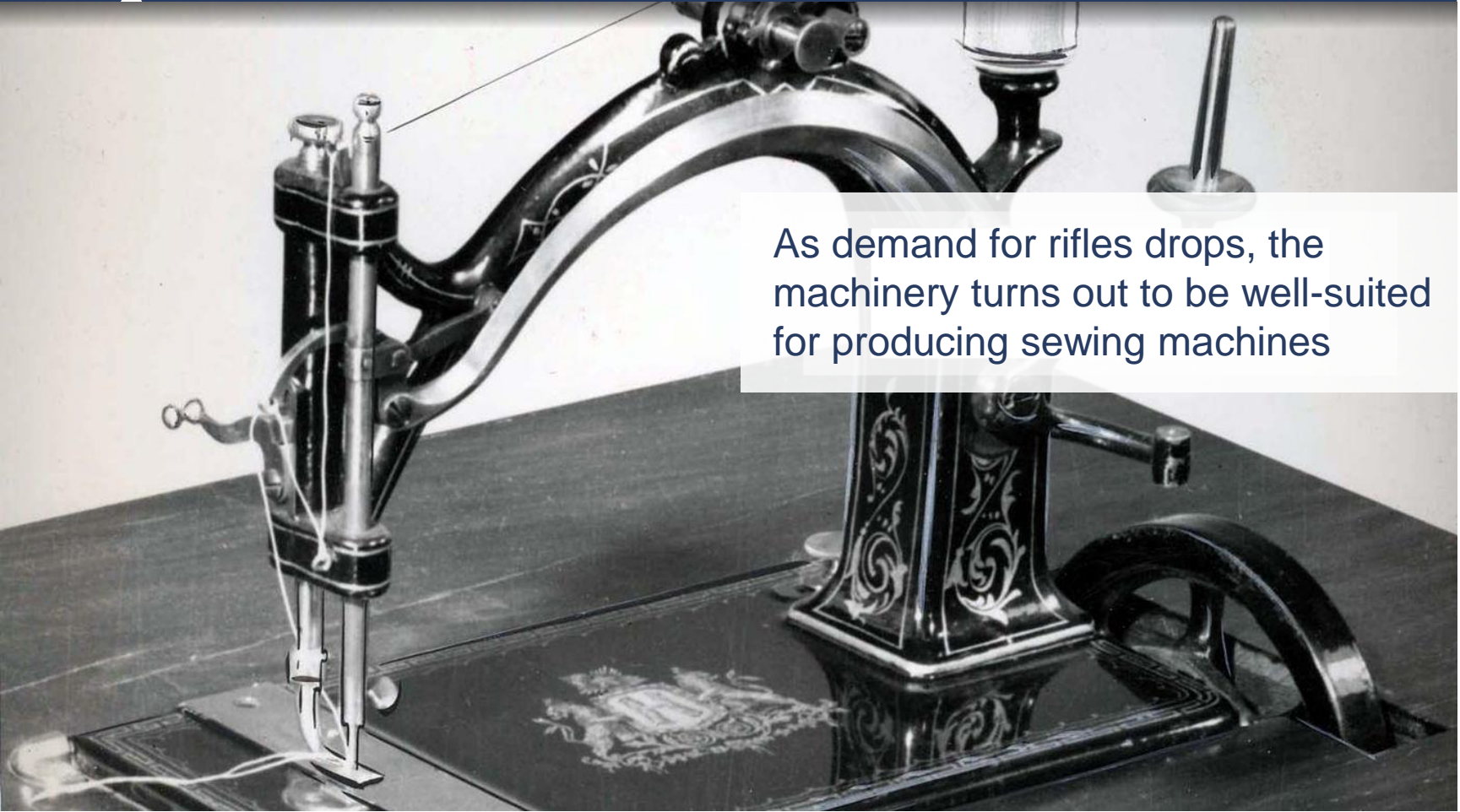
# Sewing machines exported to 5 continents

1689 **1872** 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Sewing machines exported to 5 continents

1689 **1872** 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



As demand for rifles drops, the machinery turns out to be well-suited for producing sewing machines



# Sewing machines exported to 5 continents

1689 **1872** 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Largest foundry in Scandinavia

1689 1872 **1874** 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





# Largest foundry in Scandinavia

1689 1872 **1874** 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Largest foundry in Scandinavia

1689 1872 **1874** 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





# Sweden's first large bicycle factory

1689 1872 1874 **1896** 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Sweden's first large bicycle factory

1689 1872 1874 **1896** 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

Husqvarna-branded bicycles are popular due to their high quality





# Sweden's first large bicycle factory

1689 1872 1874 **1896** 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

A large number of patents are registered



# Sweden's first large bicycle factory

1689 1872 1874 **1896** 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

The last bicycle is produced in  
1962






# Earning a world-wide reputation

1689 1872 1874 1896 **1903** 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Earning a world-wide reputation

1689 1872 1874 1896 **1903** 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

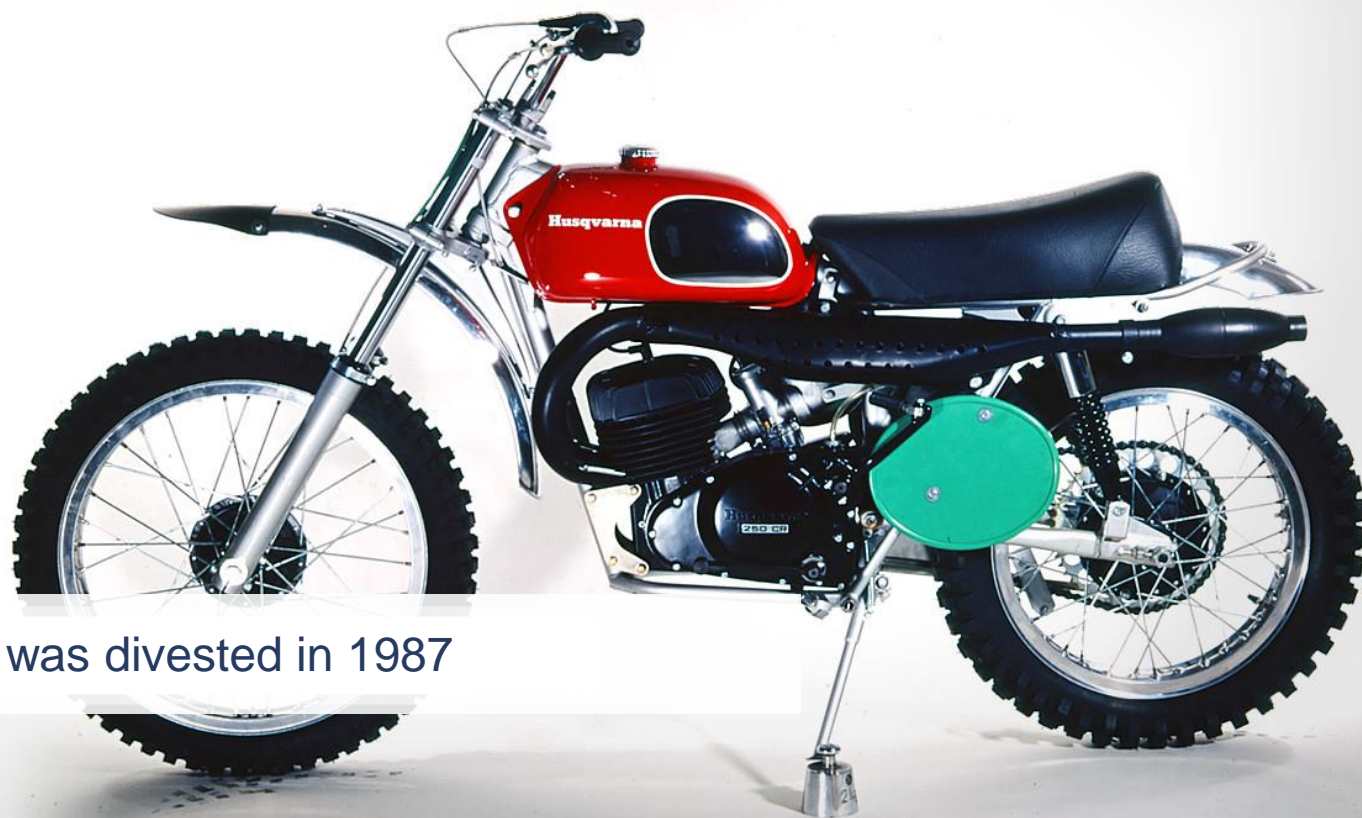


The lightweight yet powerful engines helped make some of the most successful track racing and motocross bikes in history



# Earning a world-wide reputation

1689 1872 1874 1896 **1903** 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



The operation was divested in 1987

# Expanding into lawn mowers

1689 1872 1874 1896 1903 **1918** 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





# Expanding into lawn mowers

1689 1872 1874 1896 1903 **1918** 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

When acquiring Norrahammars bruk, the product range also includes lawn mowers



# Expanding into lawn mowers

1689 1872 1874 1896 1903 **1918** 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014

The first test with a lawn mower powered by an engine is done in 1947





# Expertise in engines used in chainsaws

1689 1872 1874 1896 1903 1918 **1959** 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Expertise in engines used in chainsaws

1689 1872 1874 1896 1903 1918 **1959** 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





# Expertise in engines used in chainsaws

1689 1872 1874 1896 1903 1918 **1959** 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



The expertise in engines is utilized in new product areas

# Expertise in engines used in chainsaws

1689 1872 1874 1896 1903 1918 **1959** 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014





# A pioneer in ergonomics

1689 1872 1874 1896 1903 1918 **1959** 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



# Sweden's first female board member





# Sweden's first female board member

1689 1872 1874 1896 1903 1918 1959 **1970** 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 2014



When Lil Wettergren is elected to the Husqvarna Board of Directors, she becomes the first female board member of a Swedish listed company

# Expansions in outdoor power products

1689 1872 1874 1896 1903 1918 1959 1 **1978-1979** s 1995 2002 2006 2007 2008 2009 2012 2014





# Expansions in outdoor power products

1689 1872 1874 1896 1903 1918 1959 1 **1978-1979** s 1995 2002 2006 2007 2008 2009 2012 2014

Electrolux acquires Husqvarna





# Expansions in outdoor power products

1689 1872 1874 1896 1903 1918 1959 1 **1978-1979** s 1995 2002 2006 2007 2008 2009 2012 2014

Organic growth and acquisitions, such as AB Partner and Jonsereds AB



# Strengthened positions in the U.S.





# Strengthened positions in the U.S.

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 **1980'S** 1995 2002 2006 2007 2008 2009 2012 2014

Strengthened positions in the U.S.



# Strengthened positions in the U.S.

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 **1980'S** 1995 2002 2006 2007 2008 2009 2012 2014

Acquisitions of Poulan/Weed Eater and Roper Corp, make the U.S. the largest market for garden equipment





# Pioneers in robotic lawn mowers



# Pioneers in robotic lawn mowers

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's **1995** 2002 2006 2007 2008 2009 2012 2014

The world's first solar  
powered robotic lawn mower





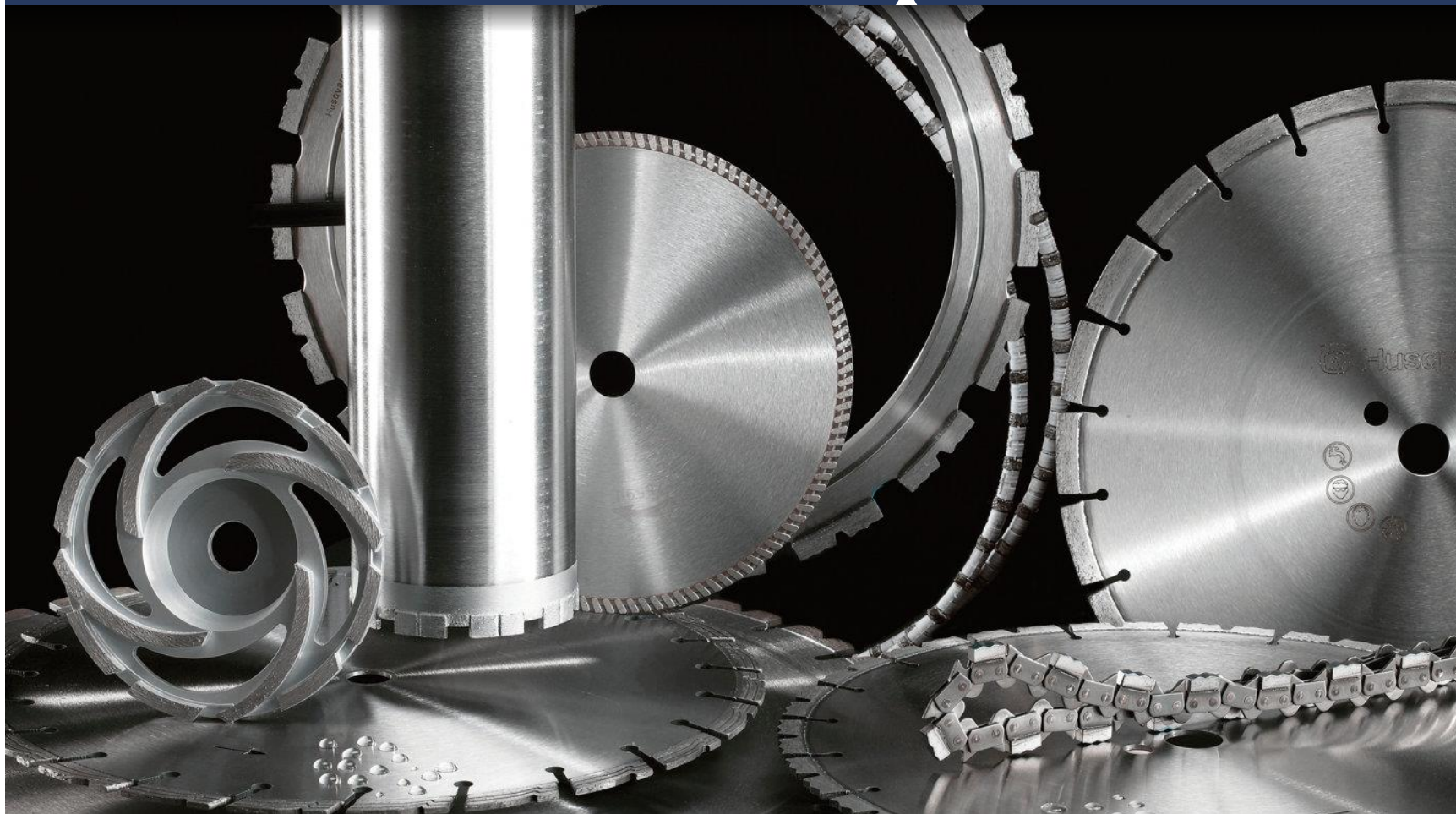
# Pioneers in robotic lawn mowers

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's **1995** 2002 2006 2007 2008 2009 2012 2014



# Power cutters and diamond tools

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 **2002** 2006 2007 2008 2009 2012 2014





# Power cutters and diamond tools


1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 **2002** 2006 2007 2008 2009 2012 2014

The first power cutter was a saw accessory launched in 1958. That is the starting point of what today is the business area Construction



# Power cutters and diamond tools

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 **2002** 2006 2007 2008 2009 2012 2014



When Diamant Boart International was acquired in 2002, the construction business turned into a world leader



# On its own feet



# On its own feet

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 **2006** 2007 2008 2009 2012 2014



Husqvarna becomes  
independent again and is listed  
on NASDAQ OMX Stockholm



# Expansion through acquisitions

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 **2007** 2008 2009 2012 2014





# Expansion through acquisitions

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 **2007** 2008 2009 2012 2014

Gardena makes the Group  
the European leader in  
consumer watering products





# Expansion through acquisitions

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 **2007** 2008 2009 2012 2014

Zenoah and Klippo brings  
complementary products and  
geographic expansion





# Expanded presence in China

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 **2008** 2009 2012 2014





# Expanded presence in China

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 **2008** 2009 2012 2014

The acquisition of Jenn Feng operation and new plant for chainsaws and other handheld products expands presence in China



# State-of-the art robots

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 **2009** 2012 2014





# State-of-the art robots

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 **2009** 2012 2014

The first remote-controlled  
demolition robot



# Battery products for semi-professionals

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 **2012** 2014





# Battery products for semi-professionals

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 **2012** 2014

An entire range of battery products  
with less noise, vibration and  
maintenance and no direct emission



# Husqvarna Group today

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 **2014**





# Husqvarna Group today

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 **2014**

- The world's largest producer of outdoor power products including robotic lawn mowers, garden tractors, chainsaws and trimmers

# Husqvarna Group today

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 **2014**

- European leader in consumer watering products



# Husqvarna Group today

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 **2014**

- One of the world leaders in cutting equipment and diamond tools for the construction and stone industries

# Husqvarna Group today

1689 1872 1874 1896 1903 1918 1959 1970 1978-79 1980's 1995 2002 2006 2007 2008 2009 2012 **2014**

- Listed on '2014 Global 100' as one of the world's 100 most sustainable companies





**Husqvarna  
Group**

[www.husqvarnagroup.com](http://www.husqvarnagroup.com)