

Nilfisk-Advance 2011



Nilfisk-Advance

– at a glance

Nilfisk-Advance is one of the world's leading manufacturers of professional cleaning equipment

Headquarters: Denmark

Manufacturing facilities: Asia, Europe and Americas

Sales entities: 43 countries

Number of employees: 4,900

Total net sales 2010: 771 mEUR

Products and brands

Main product lines:

- Professional scrubber dryers
- Professional sweepers
- Vacuum cleaners
- High pressure washers

Main brands:

- Advance
- Clarke
- Clarke American Sanders
- HydraMaster
- Nilfisk
- Nilfisk-ALTO
- Nilfisk-CFM
- Nilfisk-Egholm
- U.S. Products
- Viper

Devoted to our customers - committed to 100% quality

Product development is supported by approximately 3% of total turnover.

30+ new products launches each year.

Number of engineers:
250+

Number of field service employees:
700+

Nilfisk-Advance has developed and manufactured professional cleaning equipment for more than 100 years.

Our growth targets are ambitious, and we aim for an organic growth rate averaging 6% per year over the business cycle. During the past years we have made significant acquisitions to support our growth and expand our market reach. We intend to continue being active in the ongoing consolidation of the professional cleaning equipment industry.

Nilfisk-Advance is part of the NKT Group, listed on the NASDAQ OMX, Copenhagen Stock Exchange.

Customers' Preferred Choice



*Group Management: Christian Cornelius-Knudsen, Lars Gjødsbøl,
President & CEO Jørgen Jensen, Morten Johansen and Anders Terkildsen*

'Customers' Preferred Choice' is the headline of our new customer-oriented strategy. The strategy will involve our customers in the development of our company. This is how we make sure that both our products and all our other offerings meet our customers' requirements.

The new strategy has five main objectives:

To create optimum customer satisfaction by knowing what our customers want and making sure we can give it to them. A number of initiatives have therefore been taken to ensure our customers high quality products and we are committed to providing our customers with products of the best performance and quality in the market.

To reduce business complexity making our offering, our products and the way we do business easy for our customers and for ourselves.

To develop a strong culture and good leadership ability in staff, making sure that our customers get a good professional treatment no matter when and where they get in contact with us.

To meet customer expectations for right-time delivery, strengthening our supply chain even further.

To establish leadership in key emerging markets, making sure that potential customers all over the world have access to our products and our service. We want to be represented in all significant markets globally. It is the aim, over a number of years, to increase the number of sales units from 43 at present to around 50.

Growth ambitions

We remain committed to establishing a solid portfolio of potential acquisitions to secure our offerings worldwide and to boost our product portfolio. Growth ambitions in years ahead are therefore expected to be supported by acquisitions of both local dealers and large and small product companies.

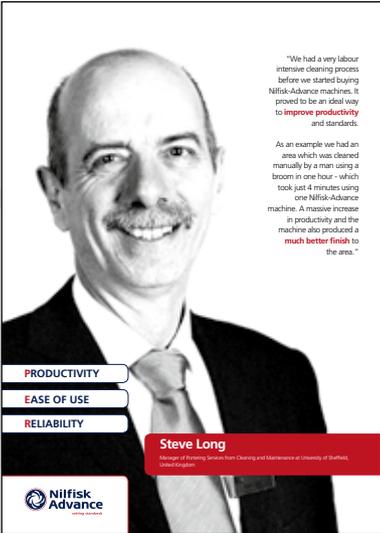
Following our strategy 'Customers' Preferred Choice' means continuing to develop our offering; our products, our services and our people. We believe that a strong Nilfisk-Advance is the best guarantee for ensuring that our customers and partners also perform well.

Jørgen Jensen
President & CEO

Listening to our Customers

We know very well what our customers want because we have made a big effort in asking them. Our customers want what we in our daily lives at Nilfisk-Advance refer to as PER: Productivity, Ease of use and Reliability

All our offices around the world have portraits of customers and their wishes on their walls



"We had a very labour intensive cleaning process before we started buying Nilfisk-Advance machines. It proved to be an ideal way to improve productivity and standards.

As an example we had an area which was cleaned manually by a man using a broom in one hour - which took just 4 minutes using one Nilfisk-Advance machine. A massive increase in productivity and the machine also produced a much better finish to the area."

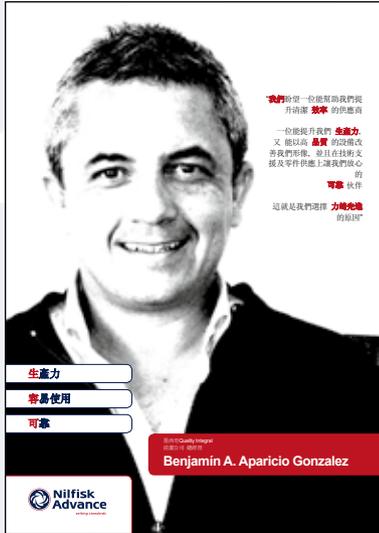
PRODUCTIVITY

EASE OF USE

RELIABILITY

Steve Long
Member of Finance & Accounts, Cleaning and Maintenance at University of Bradford, United Kingdom

Nilfisk Advance



我們期望一位能幫助我們提升清潔效率的供應商。一位能提升我們生產力，又能以高品質的設備改善我們的清潔。並且在我們父親及零件供應商上讓我們放心的可靠選擇。這就是我們選擇力唯地達的原因。

生產力

容易使用

可靠

Benjamin A. Aparicio Gonzalez
Benjamin A. Aparicio Gonzalez

Nilfisk Advance

P

The sole reason for using cleaning machines as opposed to mere manual labor is to increase the productivity. Get as many m² efficiently cleaned each hour spent.

E

Cleaning machines should be intuitively and easy to use. The less time spend on learning how to use the machine, the more time for cleaning. "Ease of use" is also built into our business processes. We want to be easy to do business with.

R

We all know how frustrating it is when an important machine stops working. Our machines are designed to be highly reliable, and we have an army of service technicians whose only job is to keep the machines running.

Spotlight

Contract Cleaners

One of our most important customer groups

The industry of contract cleaners is rapidly growing as still more companies around the globe outsource the cleaning job to professional contract cleaners.

In Nilfisk-Advance we have been working with professional cleaning companies for decades. Our machines are their primary work tool and they cannot fulfill their obligations to their customers without good machines. Therefore a solid partnership is beneficial for all.

Price is of course also important to this customer group, but the cost of the machine during its lifetime compared to productivity and reliability is more important. This is why our machines are used by so many contract cleaners.

The most important aspect of a cleaning machine when it comes to contract cleaners is that the machines work and that they keep on working. Machines that are out of order

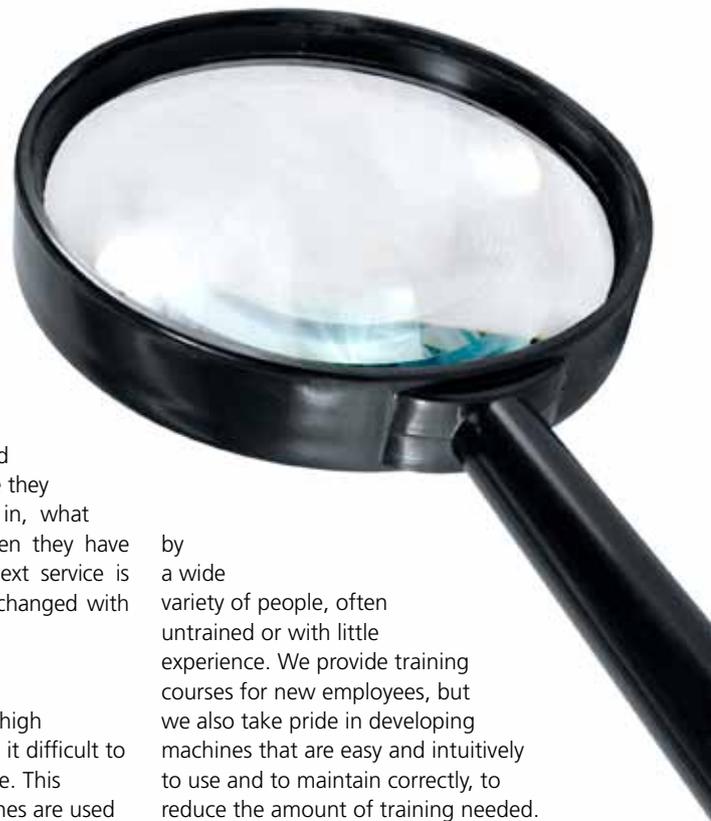
cost money and strains the relationship with their clients.

In Nilfisk-Advance we take this aspect very seriously. Our service engineers have a very quick response time, but we also have systems to spot machines before they break down. Our databases can keep track of their entire machine park and the number of machines, where they are, what condition they are in, what technical setup they have, when they have had their last service, when next service is needed, when they are to be changed with new machines etc.

Training

Contract cleaners often have a high turnover of employees and find it difficult to retain employees for a long time. This means that the cleaning machines are used

by a wide variety of people, often untrained or with little experience. We provide training courses for new employees, but we also take pride in developing machines that are easy and intuitively to use and to maintain correctly, to reduce the amount of training needed.



Covering our Customers' needs



Visit the Nilfisk-Advance planet for more information at www.nilfisk-advance.com/WhatWeClean

High quality products for our customers

Product development has always been at the core of our business and we are focused at providing our customers with the best products in our industry offering them value for money second to none. It is a matter of constant investment, which is why for many years, we have maintained a spending level of 3% of our turnover on New Product Development, and we will continue to do so. These investments are backed by some 250 engineers, employed in our development teams around the globe.

We have what you need

We launch more than 30 new products each year. In 2010 we launched 38 new products and product versions, including 10 floor care units, 14 vacuums, 6 high pressure cleaners and 8 specialist products. We are proud to say that, when it comes to professional cleaning equipment, we have a product portfolio that will meet your needs.

Accessories



Burnishers



Carpet Extractors



Central vacuum cleaners



Combination machines



Commercial vacuum cleaners



Consumer high pressure washers



Consumer vacuum cleaners



Detergents



Industrial vacuum cleaners



Low pressure washers



Outdoor restoration



Polishers



Professional high pressure washers



Sanders



Scrubber/dryers



Steamers



Street sweepers



Sweepers



Ultra high pressure washers



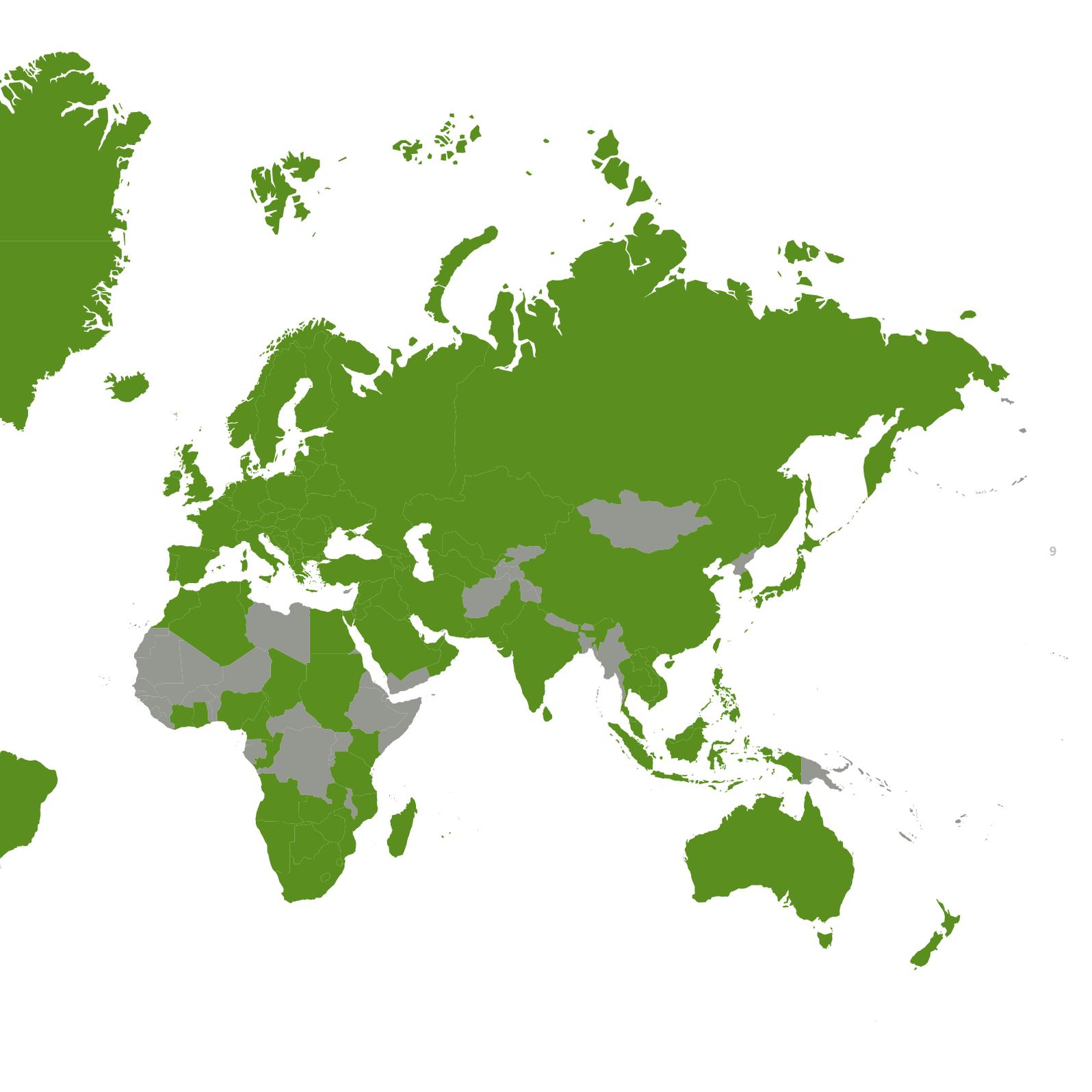
Nilfisk-Advance

around the world

Our machines are sold
through a wide network of
fully owned sales entities and
distributors in almost every
corner of the world.

To find your local supplier please visit www.nilfisk-advance.com and press "Our products"





105 years in cleaning

– a lot of gained experience



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Putting quality to the test

Our founder P.A. Fisker was also very dedicated to high quality. When the engineers had a new cleaning machine ready he made a simple test. The machine was taken to his office on the 2nd floor and thrown out the window. Then it would be brought back to his office to see whether it would still function to perfection. If any part on the machine failed this test, the engineers were sent back for adjustments.

Removing virus

Some of our filters are so efficient that they can remove virus which is why US postal service after 9/11 bought them in large numbers as security against anthrax bacteria. An ULPA filter is able to catch particles down to 0.12 microns – a micron 1/1000 of a millimeter! Our normal HEPA filter used in almost all our vacuum cleaners are also quite efficient. They remove at least 99.97% of all airborne particles.

Powerful water

Using only water for cleaning can be quite efficient. Still more of our floor cleaning machines have the possibility to use only water when cleaning “not so dirty” floors. But if you want more powerful cleaning with water our range of High Pressure Washers can remove anything from dirt on your garden furniture to paint, graffiti and rust on steel. With our Ultra High Pressure Washers even concrete can be removed.

Imagination is the only limit

Throughout Nilfisk-Advance's more than 100 year history, our cleaning machines have been used in a variety of applications. For example, since our vacuum cleaners can both suck and blow, they have been used to billow skirts in fashion photography, to spray tan legs, to spray paint cars, to suck small change from people's pockets at fund raising events, and even to provide fresh air to excavation workers.

Financial highlights

Amounts in EUR '000

GROUP

Income Statement

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|---------|---------|---------|---------|---------|
| Total netsales | 730,099 | 776,408 | 789,508 | 689,654 | 771,364 |
| EBITA (excl. restructuring and sale of buildings) | 55,199 | 68,531 | 61,929 | 42,790 | 61,645 |
| Result after tax | 40,073 | 37,988 | 26,560 | 8,585 | 25,625 |

Balance Sheet

| | | | | | |
|--------------|---------|---------|---------|---------|---------|
| Total assets | 502,829 | 573,478 | 628,064 | 631,506 | 697,931 |
| Total Equity | 173,580 | 174,932 | 187,245 | 178,470 | 219,750 |

Cash flow

| | | | | | |
|-------------------------------------|--------|--------|--------|--------|--------|
| Cash flow from operating activities | 15,681 | 93,824 | 43,982 | 34,271 | 28,405 |
| Free cash flow | 33,121 | 550 | 16,227 | 39,236 | 5,877 |

Financial ratios:

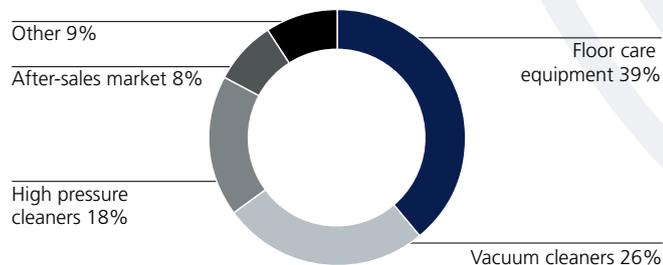
| | | | | | |
|---|------|------|------|------|------|
| EBITA (excl. restructuring and sale of buildings) % | 7.6 | 8.8 | 7.8 | 6.2 | 8.0 |
| Equity % | 34.5 | 30.5 | 29.8 | 28.3 | 31.5 |

Other data

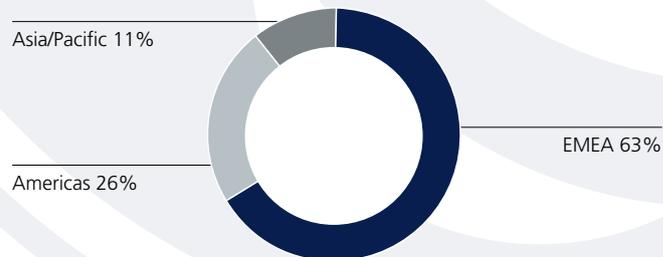
| | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|
| Average number of employees | 3,868 | 4,294 | 5,136 | 4,648 | 4,944 |
|-----------------------------|-------|-------|-------|-------|-------|

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TOTAL NETSALES



SALES BY MARKETS



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