

WEGDAY2019



**LONG TERM
STRATEGY AND
DIGITAL
BUSINESS**

Harry Schmelzer Jr.

Our journey to date

1961 – 1990: Domain of technology

1990 – 2000: Be the world's largest low voltage industrial electric motor manufacturer

2000 – 2008: To be a global reference in electric machines, with wide product line, providing efficient and complete solutions

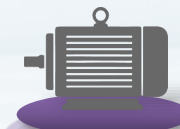
2008 – 2013: Global solution in electric machines and automation for industry and power systems

2013 – 2019: Global solution in electric machines and automation for industry, infrastructure and power systems

Internationalization



1990-2000



1961-1990



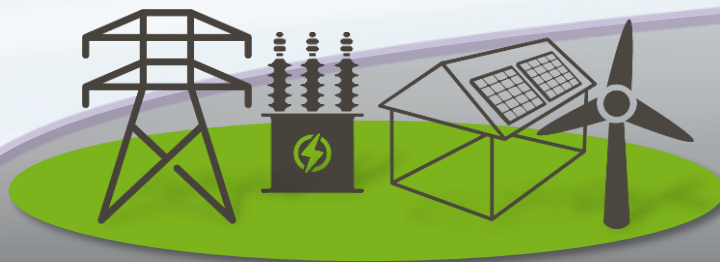
2000-2008



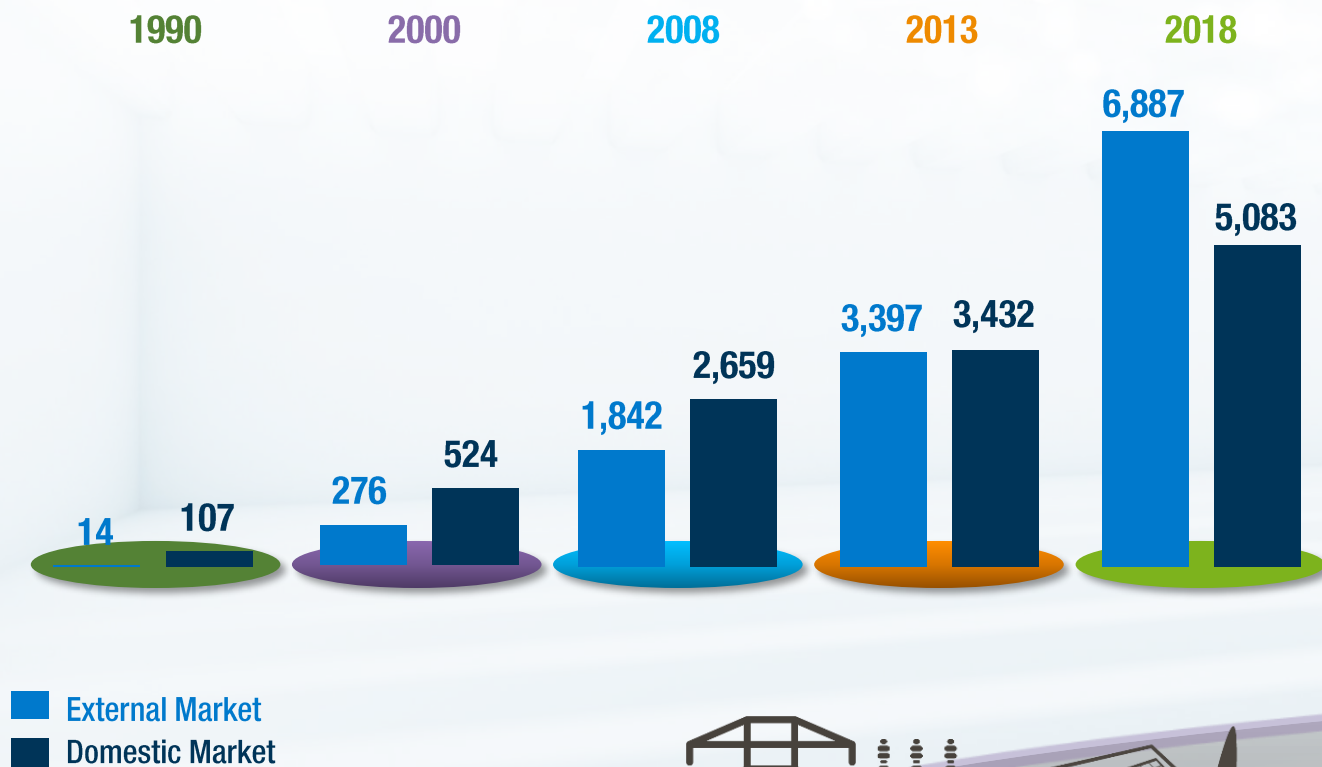
2008-2013



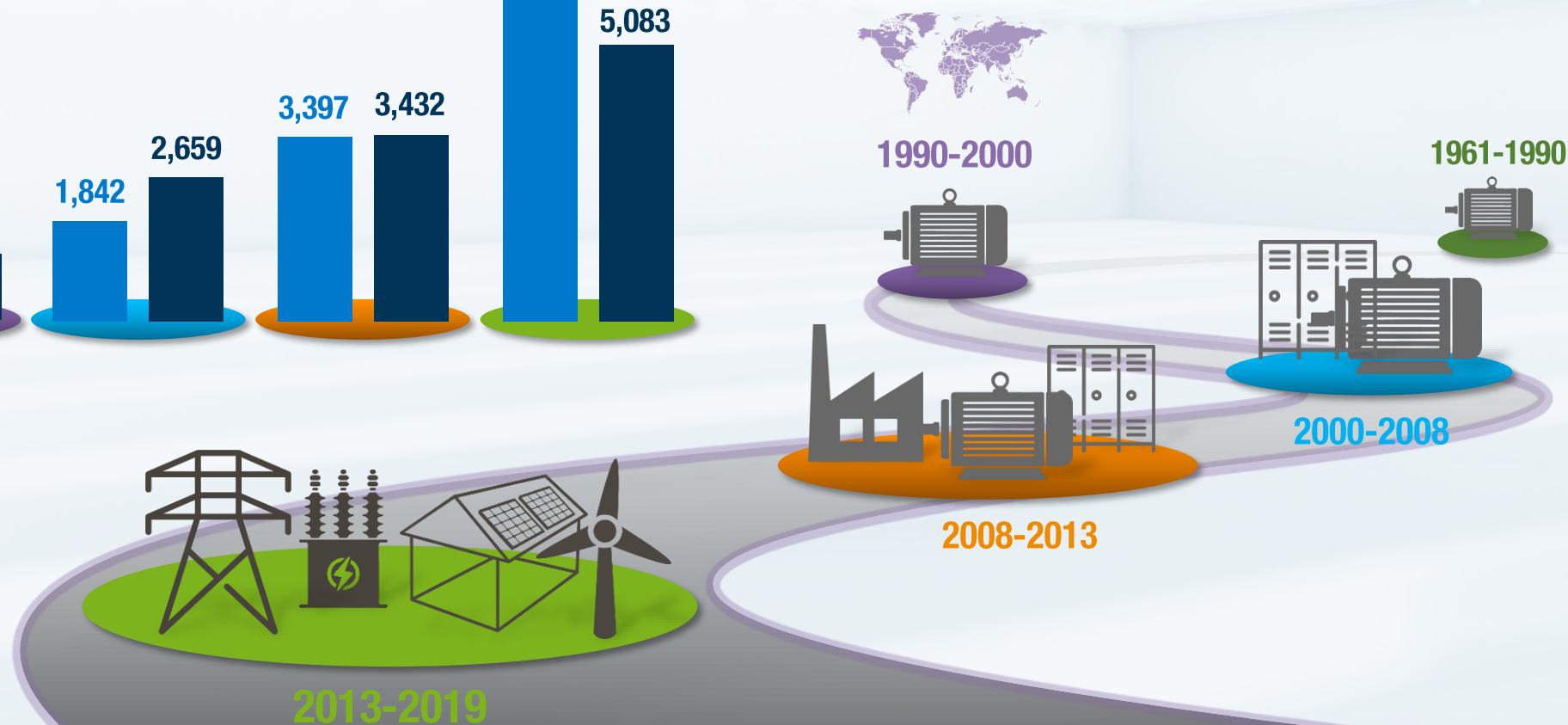
2013-2019



Internationalization Evolution – Net Revenue (R\$ million)



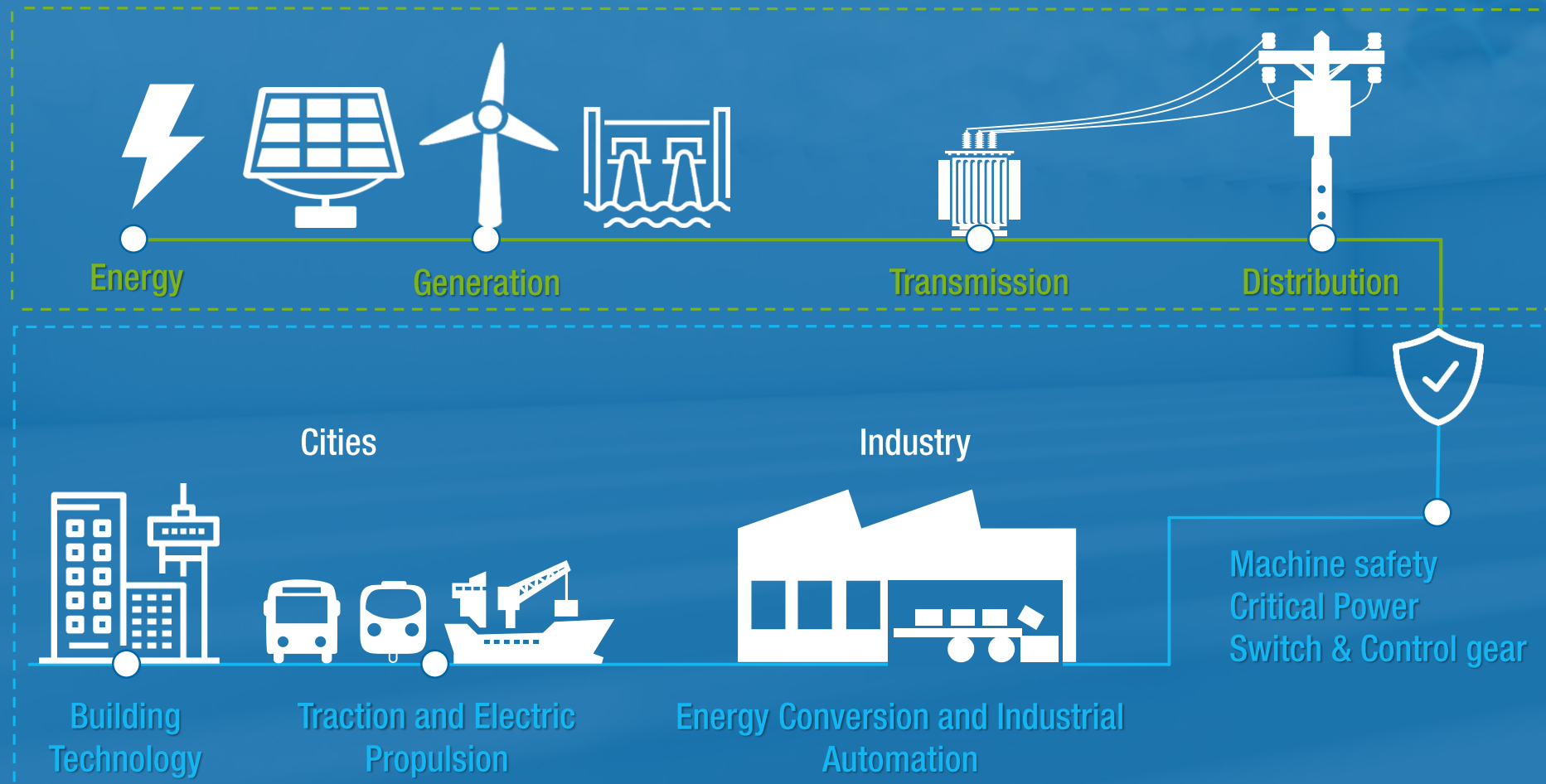
Internationalization



“End to End” of the wire

Global solution in electric machines and automation for industry, infrastructure and power systems

POWER



POWER
CONVERSION AND
AUTOMATION

We have been investing and following the major global trends

Renewable energy and sustainability



e-Mobility



Energy storage

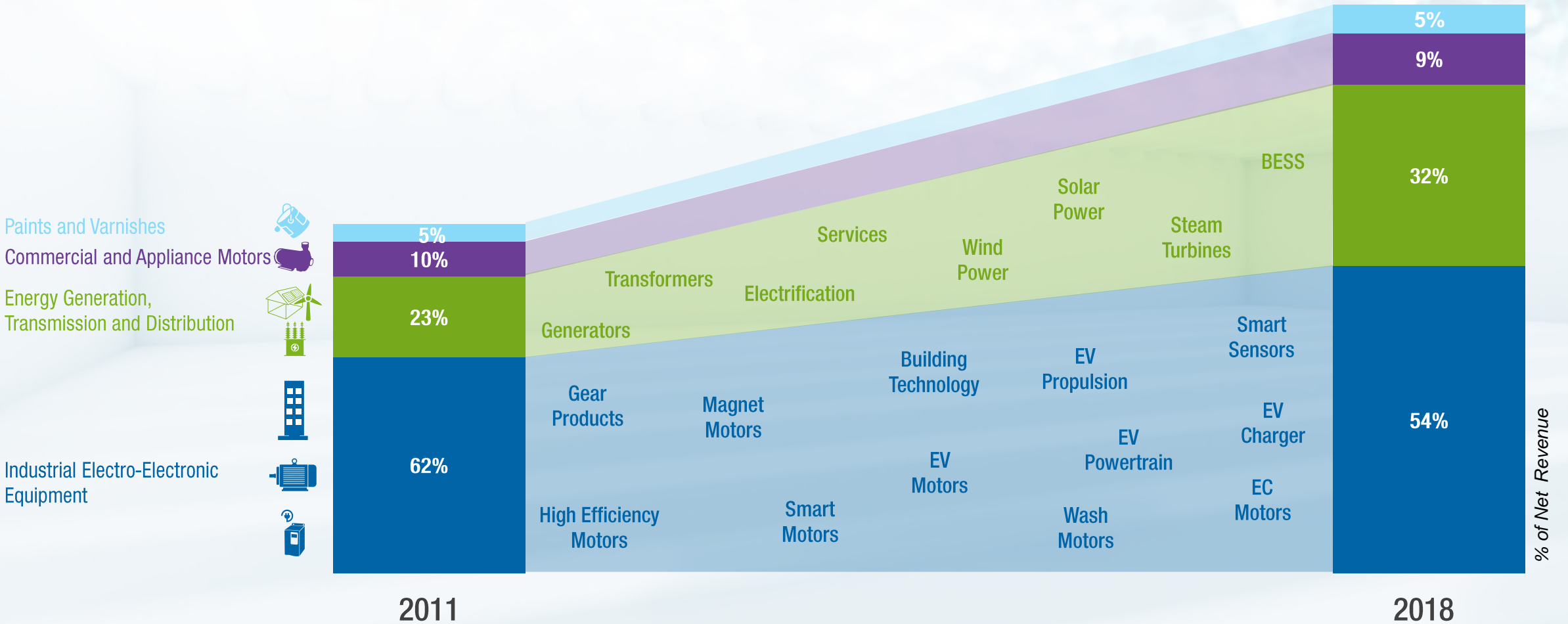


Energy efficiency



Business Portfolio Evolution

Enhanced business and product portfolio drives value creation



New organization in place

TARGET

- Strengthen the Commercial and Appliance Motor Business by splitting the Motor Business Unit, aiming to:
 - Create competitiveness through focused and independent structure
 - Agility and continuous improvement of productivity
 - Closer relationship with customers and potential market
 - Improve value creation to the customer

NEW BUSINESS UNITS

INDUSTRIAL UNITS

MARKET

LV Industrial Motors BU



- Industrial electric motor

Brazil
Mexico
Portugal

Germany
China

Commercial and Appliance Motors BU



- Commercial electric motors
- Single phase electric motors
- Heating, Ventilating and Air Conditioning (HVAC)
- Appliance motors

Brazil
United States
Mexico

China
Argentina

Our journey from 2019 on

1961 – 1990: Domain of technology

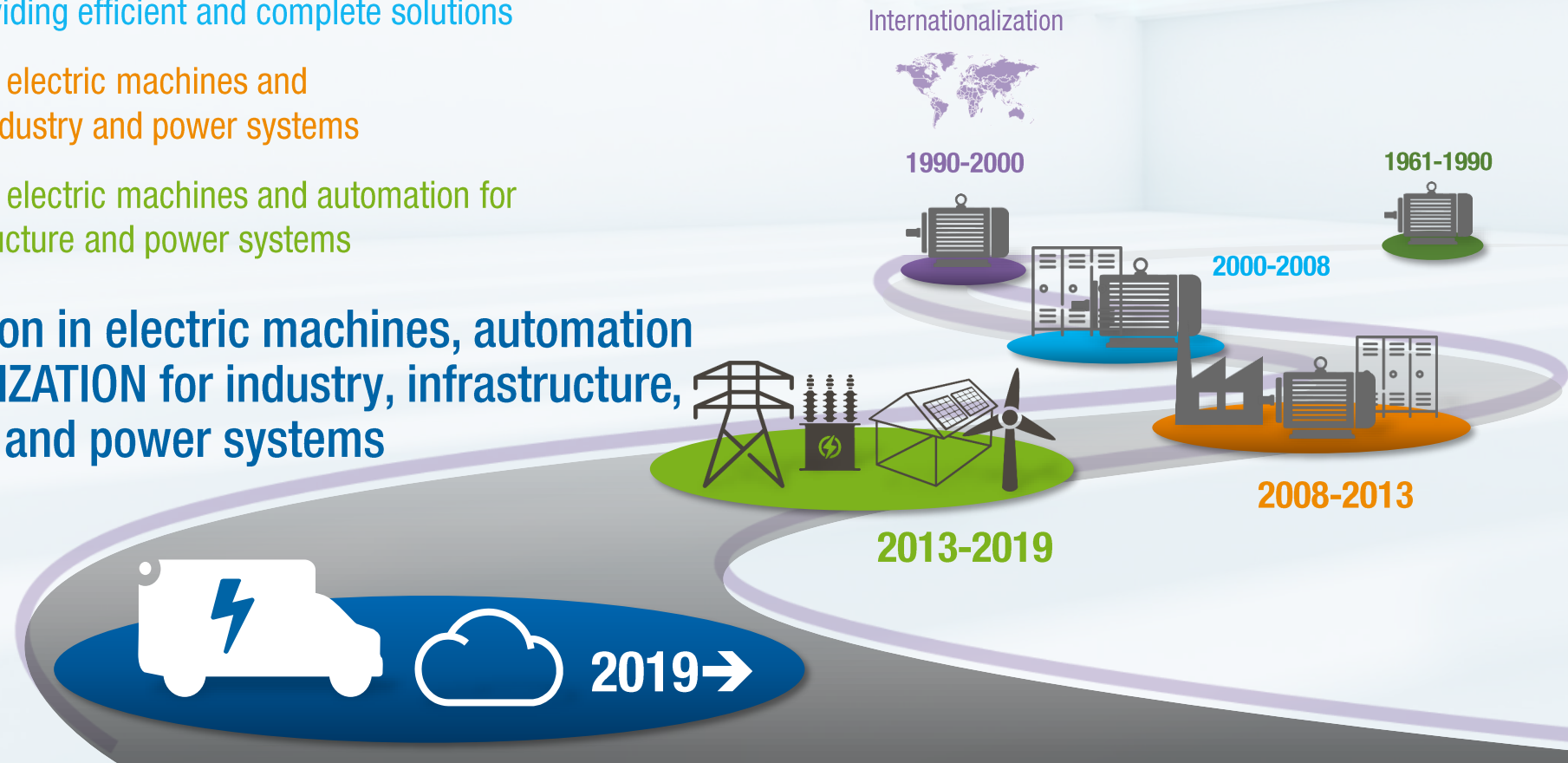
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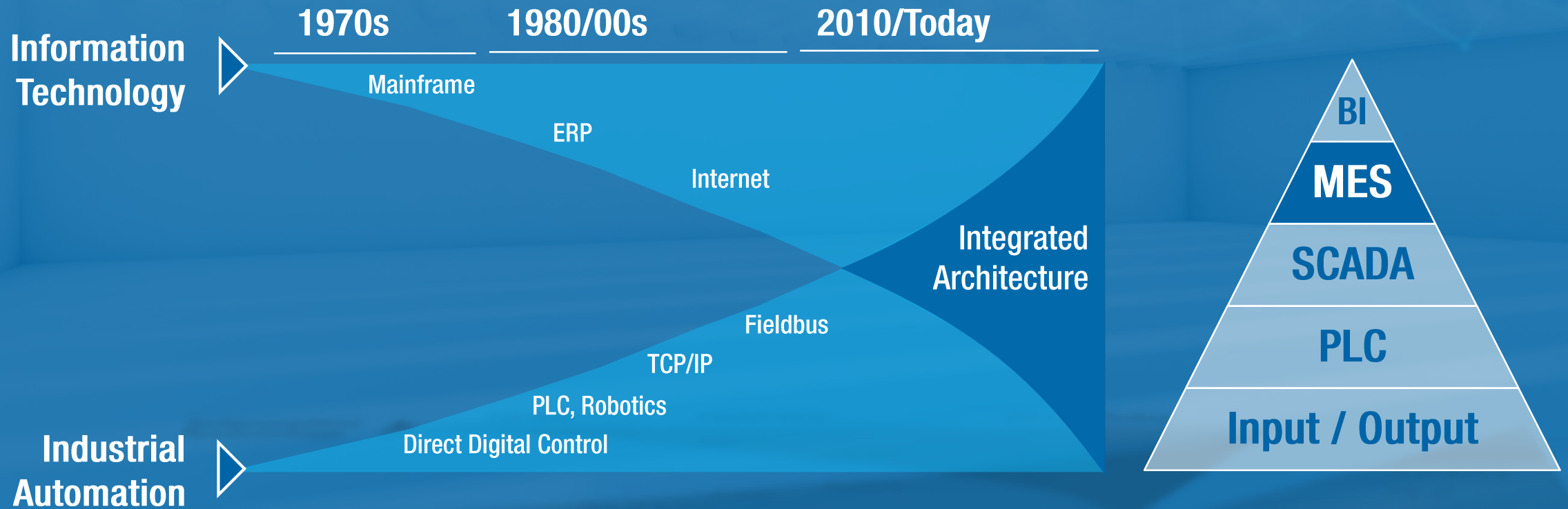
2008 – 2013: Global solution in electric machines and automation for industry and power systems

2013 – 2019: Global solution in electric machines and automation for industry, infrastructure and power systems

2019 → Global solution in electric machines, automation and DIGITALIZATION for industry, infrastructure, E-MOBILITY and power systems



Digitalization and system integration for better management and performance



WEG Digital Business will offer its own IoT Platform, open for development of software applications by an ecosystem of partners, customers and WEG's businesses units, complemented by our products and systems

Partners Ecosystem

... PPI Multitask, V2Com, others

Open Platform

...attracting new partnerships

Products Portfolio

...scaling the number of connections and data intake

FEATURES

MODULES



Software and Applications

- **APPs:** Used for industry analysis and control (eg WEG Smart Machine, WEG Smart Energy, Motor Fleet Management);
- **MES:** Manufacturing Execution System - Production control and monitoring system (PPI Multitask).

IoT Platform

- **ANALYTICS:** Data Analysis Algorithm / Artificial Intelligence
- **BIG DATA:** Data storage software in cloud
- **IoT Hub:** Enable bi-directional communication between IoT devices

Connectivity

- **NETWORK LAYER:** HW + SW Communication System (V2Com)
- **EDGE:** HW and SW system for connecting machines to the communication system (network);
- **HMI:** Systems for visualization and control of machine operation
- **EQUIPMENT AND SENSORS:** Inverters, Motor Scan (WEG) and other sensors.

MOTOR BUSINESS

Retirement



Luis Alberto Tiefensee
Motors Business MD

ENERGY BUSINESS

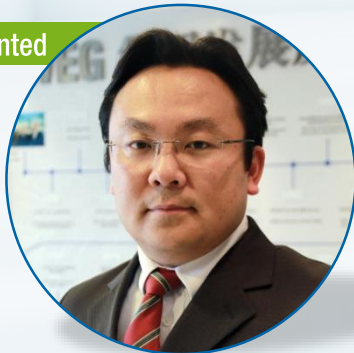
New Assignment



Eduardo de Nobrega
WEG China MD
Former Energy Business MD

AUTOMATION BUSINESS

Appointed



Alberto Y. Kuba
Industrial Motors MD
Former WEG China MD

Appointed



Julio Cesar Ramires
Commercial e Appliance Motors MD
Former International Sales Motors Director

Appointed



João Paulo G. da Silva
Energy Business MD
Former New Energies Director

Appointed



Carlos José Bastos Grillo
Digital Business Director
Former Energy Business Director



Product Portfolio Expansion strategy, incorporating solutions for Electric Mobility and Digital Business

Strengthen our worldwide Motion Drive market positioning

Continue Automation and GTD Business Internationalization

Get closer to Customers

Improve Performance in our industrial units outside Brazil

Corporate Services Optimization

Maintain Lean Organization