

EUROPART'S future



- The History
- The Present
- The Why
- The Values
- The Character
- The Day after Tomorrow
- The Future Picture
- The Tomorrow



THE LIMITS TO OUR
THOUGHTS ARE
ALSO THE LIMITS
TO OUR WORLD.

Dear Colleagues,

If you don't have big goals and a clear picture of the future, the probability of attaining these goals in the future is dramatically lower.

During this process, a picture for the future of our company – EUROPART – was developed. It is based on what has made the company successful up to now. On this basis, the contours, values and work of the future company were described, ultimately being brought together to create a passionate picture of the future.

It all flows into our picture for the future, the picture of EUROPART in 2026.





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THE PATH



The future picture process has three steps:

- 1 Yesterday and today:**
No future without considering the origins. Or without considering what matters today or tomorrow and the day after tomorrow.
- 2 Day after tomorrow**
Everything contained for the future in yesterday and today flows into a picture of the day after tomorrow: The picture of our company on 25.11.2026.
- 3 Tomorrow**
How do things proceed tomorrow? With the picture for the future, the next steps are now in sight. At the same time, as of now every day is an indicator for the future picture.

THE HISTORY

What has brought
EUROPART to the
place where we are
today?

What made the company strong? What did we learn and what did we choose in the past? What important milestones have there been in EUROPART's history?

We take the good things from yesterday with us into the days ahead.

Team spirit

Creative freedom

From person to person

Passion

Internationality

Trust



BAK T
ENBO

BAK T
ENBO

Growth

Own brand

Competence

Courage

Short paths

THE BELIEFS

When looking into the future, beliefs often stand in the way as obstacles that block the view of what is possible.

However, the decisive obstacles are not outside of us – they are inside us. Every person – and every company – has a set of beliefs. These are assumptions about how things have to be or how they cannot be. If it is true that the only limits in the world are the limits of our minds, then it is worthwhile to take a look at the limits of our own thoughts – and to expand or overcome them.



Our beliefs for the future:

- Increasing the value of the company requires a change in thinking.
- We can think long-term.
We can show our own initiative.
- We see the positive.
- We are just as good as the competition – if not better.
- We may have been here before – but this time it's going to work out.
- We also have the financial possibilities to create something.
- I can make a difference.
- The sale of the company won't stop us from achieving our vision of the future.

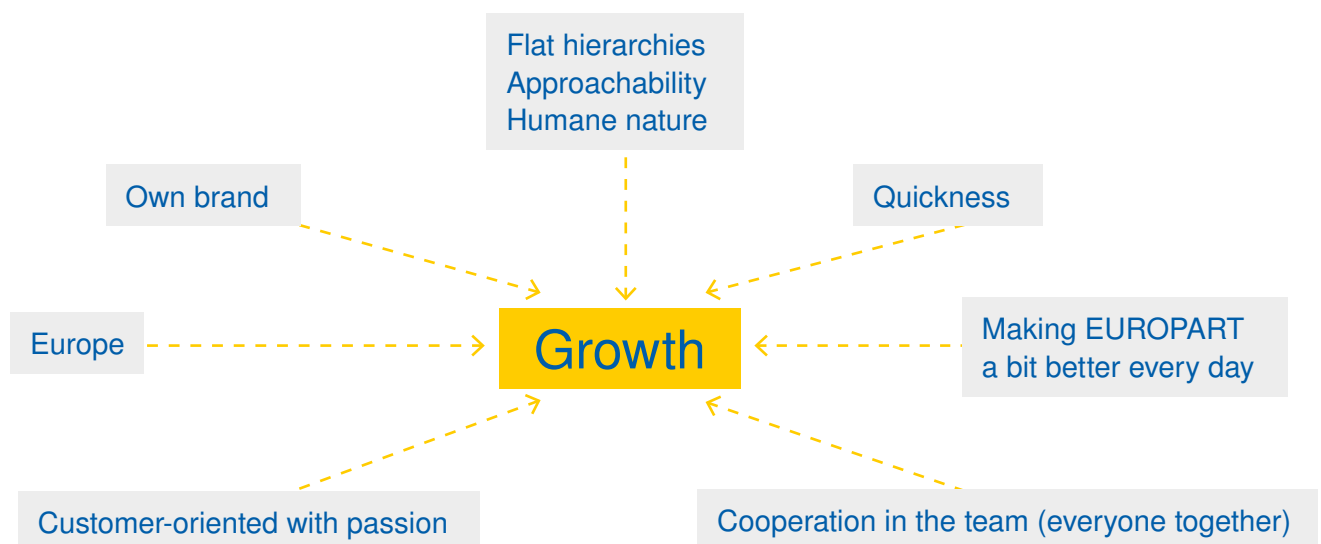


THE NOW

Taking the best from today for the future

We are already doing very well at a lot of things today! And we can build on it. In this way, we want to take the best from today into the future. Everything that distinguishes us today will ensure future growth.

We are proud of:



THE WHY

The WHY is crucial

Every company and organisation knows WHAT it does and offers: Products or services. Many also know HOW they render their services compared to the competitors. However, what connects people to a brand or company is the WHY. When it comes to the question of WHY, it is a question of creating meaning, purpose, and the underlying drive.

**»People don't buy *what* you do;
they buy *why* you do it«**

Simon Sinek

Successful companies put their focus on the answer to the question WHY.

What

All-round services for commercial vehicle replacement parts

For all brands

Business with commercial vehicle replacement parts

How

We have commercial transaction logistics

We make it easy.

We are proud of our own brand.

We work with passion.

We think and act with solutions.

We are positioned across Europe.

Why

We keep the economy running.

EUROPART

We value fair prices.

We can do it:
The right part in the right place at the right time.

We authentically speak the language of truckers and mechanics.

We are experts at what we do.

We have expertise on-site thanks to a branch network.

We value personal contact.

THE VALUES

Another key element of the future picture is company values – and the people who (will) work with them.

Values are revealed through attitude and conduct. They are the foundation for collaboration and daily interaction.

Values are important to us. That is why they also play an important role in the future picture.

Sustainability

Future viability

Perspective

Courage

Passion

Effectiveness

Efficiency

Service orientation

Competence

Customer orientation

Quality

Equality

Fairness

Openness

Trust

Honesty

Transparency

Consistency

Commitment

Discipline

Pragmatism

Closeness

Belonging/family

Teamwork concept

LEIDENSCHAFT VERBINDET

THE CHARACTER

How do we want to be perceived as EUROPART in the future?

When you imagine the company as a person: What kind of »person« is it? What are her characteristics? What do I experience when I work with her? What awaits me when I encounter her? This describes the character. It is inextricably linked to what EUROPART is and what it would like to be. And the effect that the company would like to have. In this sense, it is both a promise and an aspiration – and a part of the future picture that we are striving towards.

happy

impressive

stylish

informal

passionate

limitless

reliable

future-oriented

EURO
PART 

THE DAY AFTER TOMORROW



»Begin with the end in mind«

This means that for any journey it is crucial to describe the goal. And this goal must be described in such a way that everyone can imagine the desired future as specifically, emotionally and visually as possible. In this sense a future picture is neither the description of a mission or a vision, nor the strategy or even the marketing plan. It is the basis for all of that.

OUR FUTURE PICTURE

It is
25 November 2026

An uncharacteristic day in November – the sun smiles over Hagen and the traffic is moving on the streets. Amongst the traffic are the numerous trucks that deliver goods for all our daily needs. A lot has changed over the last few years – but trucks are always on-the-go. Today, almost every truck has a EUROPART rear apron and many vehicles even have EUROPART tarp advertising with the new »Premium Parts« advertising. It looks fantastic! And what's even better: there is a very satisfied customer behind each tarp advertisement. We have been working intensively on it for a very long time. Our customers can feel the passion and excitement and as a result, the measured customer satisfaction has increased dramatically over the last few years. An impressive team achievement!

Yes, everything is moving in a positive direction for us. This even applies to budget planning:

The budget for 2027 was adopted last week. It is merely a formality. Everything went smoothly. Things are rolling at EUROPART.

Speaking of »rolling«. The first employees drive onto the company premises and pass the new company vehicles. EUROPART has meanwhile been choosing alternative motor technologies, not only for individual parts provision on the after-market, but also for its own company fleet.

The rapid technical development of previous years as well as digitisation in automotive engineering, alternative motors and social themes, such as CO₂ reduction and noise control, have long since landed in the EUROPART Group, the different countries and at the headquarters. We have really mastered the relevant changes with regard to maintenance and service – nobody else caters to all needs like we do!

The »Future Maker« of EUROPART

The work atmosphere at the headquarters and in our branches is very pleasant – because everyone is following the same goal and knows exactly what inspires the company. Even the route to work fills many employees with pride and great satisfaction because they know exactly what each individual and the team has to achieve to enable EUROPART to do outstanding work. *We keep the economy running.*

This high level of identification is also reflected through our team's clothing. Every delivery driver and employee happily wears the high quality, attractive EUROPART clothing items. By combining our strengths at our company over the past few years, we have managed not only to wear the EUROPART logo on our chest, but also in our hearts.

In the meantime, it is almost nine. On the way to the plenum, one employee says to another:

»What I really like here: We all work with more confidence than before, we take on responsibility, make decisions, we are team players. By harmonising the processes and introducing the new ERP-system, the things that we do are transparent and everyone understands them. I think it's fantastic – it has made a lot of things better. I am really happy that I get to work at EUROPART.«

A few minutes later, the employees meet at the headquarters in plenary in order to participate in the quarterly video conference together with all EUROPART employees and the management. The collaboration has continued to improve – the headquarters, countries and branches work hand in hand. Applause fills the room as the ten best examples of customer-oriented conduct in the past three months are presented and awarded by the Management. The extra vacation day will surely benefit one or the other employees at the end of the year. At the end of the dynamically presented event, a thank you letter from a major client is read out loud:

»We were able to increase the efficiency of our fleet far beyond the scheduled target thanks to the employees at EUROPART and their »doer-mentality«.

This – in addition to the attitude towards quality and service – is what won us over completely. And so we are excited to tell you that we have selected EUROPART to be our exclusive wholesale dealer with immediate effect. Thank you for the great work and we look forward to a continued outstanding collaboration!«

Applause, a positive atmosphere, congratulations – we celebrate our successes together. It is a part of our

company culture that has been developed continuously and has finally been extensively integrated – and is being lived! The managerial staff exemplify this conduct through and through.

Following the motto »Courage feels good – Attitude creates Confidence«.

This takes apart old behavioural patterns. New, fresh ways of thinking and solution approaches are desired and welcome. Each individual knows how important his work and commitment are, because when we cooperate we are unbeatable.

We love what we do – our customers love us for it!

Customer orientation has remained one of our real strengths – and we have expanded it even further! The breakdown of individual company processes in the customer's value-creation chain has dramatically changed EUROPART's orientation.

Because of this, it has been possible to really put the focus on the customer in all areas of the company. A group of employees is sitting in the new multi-media lounge, evaluating measures taken in the past, which a colleague is presenting in the round:

■ »When it comes to customers with sales losses compared to the previous year, we use the CRM-system and the last customer satisfaction survey in order to find the reasons for the sales loss.

■ The invitation of our »TOP 3« suppliers and customers is a great success: We have been doing it for about a year and so a »think-tank« has developed where discussion takes place free of any agenda about how we can improve along the value creation chain.

■ Since we centralised large parts of telephone sales, customers have been able to reach us a lot easier.

■ This week, we implemented the 300th fully-automated interface in our customer ERP-system. Manual order processing is a thing of the past – for us as well as the customer. All article data and conditions are shared via transparent data transfer. The result is lightning fast availability, 100% data security and no manual intervention when processing orders or checking invoices.

■ Currently in planning: We want to enter our customers' technical inquiries and the solutions into a KI-tool, so that repeat issues can be automatically solved – we are currently in a promising test phase.«

The group responds with approval and recognition. A trainee asks: »In your opinion, what determines success? What is the determining factor?« The colleague thinks about it for a moment and then answers:

»Through the emotional dedication of our colleagues to this topic, we have succeeded in making customer focus a practise that we have internalised – it's not just an empty phrase. In so doing, our brand strategy and proximity to customers are the guarantee for success. With customer proximity that we actually practise as well as the passion we display day in and day out, we have been able to lift customer relationships to a new level. That is what makes EUROPART so unique and authentic and unforgettable from the customer's point of view.«

The work continues, intensely and excitedly – after all, customer orientation is a topic that you can always improve.



Successful and attractive

It is almost lunchtime. Wellness food is more than an empty promise at all EUROPART locations – the food is good for you and it tastes good too. After the meal there is an option to do sports together for 30 minutes, because: »He who rests, rusts!«

EUROPART encourages and supports company sports in order to promote health – the FC EUROPART and the run meet are two examples. On the weekends, our CEO and many others from the branches, Werl and headquarters, participate in the Tough Mudder. It is a lot of fun and there are lots of great photos!

Suddenly, two young people dash around the corner – they are in a hurry to get to the apprentice training program also attended by trainees from other countries. Our CEO is in the round today as a guest and always enjoys listening to the younger generation, considering which

suggestions can be transferred into daily »doing«. Today is all about our social media channels. Since the next generation started assisting us, we have become a young, digital, innovative and sexy employer. And we are proud that we have achieved this in an authentic manner.

EUROPART has cultivated its profile and rough edges – precisely the things that make us unique on the market. This is constantly reflected back to us by applicants. Our working methods are honest, effective and characterised by strong cross-departmental cooperation.

Everyone senses this work atmosphere, the solidarity in the peer group and the respectful cooperation that takes place in daily business. Everyone feels at ease here, because performance and market-based payment as well as development and career opportunities are very important. This wage mix of free time, further training measures and money is fitting for the times, and addresses

individual needs. So it is no wonder that we are literally overrun by experts from the industry and trade who also want to be a part of the EUROPART family. The word has long since gotten out that we work hard without compromising the fun. EUROPART has worked on its strengths and has become braver when it comes to making decisions.

Our colleagues still work with format, in an authentic, honest, courageous and open-minded way. This attitude is also noticeable in our customers, suppliers and new employees. Simply put: We are a cool crew.

On a path of growth with our own brand

The hustle and bustle never seems to end. A camera team has just walked through the front door – they will be setting the scene for our own brand. The EUROPART own brand has established itself as an equivalent alternative for OE on the market. The times when customers were still unsure with regard to quality and safety are now history, thanks to consistent development and corresponding communication. Today, the customer chooses our brand based exclusively on their personal preference.

We are very proud of the development of our EUROPART brand and the associated trainings and events that are distributed with special advertising campaigns across all channels. There are always many reasons to celebrate since we are making excellent progress. Overall, EUROPART has become much more visible. Our brand recognition rate has increased rapidly in the last few years. As the first choice for procuring replacement parts in Europe, this comes as no surprise. We provide new pioneering assortments and services.

We are currently showing a teaser of our newest episode of the EUROPART grease monkey series »Volblut« on our website, which will be broadcast on DMAX. The episode titled »Otherwise the fridge would be empty tomorrow«, is about a large food wholesaler that repairs its delivery vehicles under intense pressure using our parts. More proof that we are visibly keeping the economy running.

The afternoon is coming to a close. The bustle in the hallways is dying down. There is still a light on in one of the meeting rooms. The international »GROWTH« steering committee is meeting there. Today, they are talking about closing the last »White Spots« in Europe. The standardised procedure that all participants are familiar with helps establish quick decision-making. We have expanded our strengths further in this regard: flat hierarchies, quick decision-making, employee expertise and more.

Thus we consistently utilise the advantages of an international company in all countries. The collaboration really is a lot of fun.

The second point up for discussion is the topic of »Digitisation«. EUROPART's garage online system (EWOS) is operating fantastically. It adjusts price offers automatically in such a way that less orders are lost and the highest possible sales price is attained.

EWOS is available as an open e-commerce shop for each market participant. This decision is worth its weight in gold, because the degree of brand recognition for EUROPART has increased significantly and we ourselves have developed into an open market platform.

Furthermore, our supplies are now connected to data technology so that the complete assortment of our main suppliers is automatically recorded in our ERP. Thanks to system-supported dynamic pricing, our customers can rely 100 % on their conditions. The time and energy consuming wastage of resources that goes along with price comparisons falls away.

EUROPART's digitisation strategy is now bearing fruit and it feels absolutely fantastic.

So much has become easier, and the manual effort has been reduced greatly. Many areas are even operating fully automatically. We have reached the next evolutionary step not only in technology, but also in communication and service behaviour. All central departments are recognised as important service providers and they support our colleagues in branches across Europe.

The result: Our availability is unbeatable!

We are in the champions league

It is now evening. The last team meeting of the day is coming to a close. Working on conference culture has proven its worth. It is now standard for us to communicate about the topics of the day, evaluate and support the attainment of our personal operational objectives – always keeping our vision in mind. The last colleagues to leave are having an after-work chat at our bar. There is a »We are EUROPART« sign above the bar. You can feel the WE-feeling more than ever: You can actually feel the pride amongst the team of being a part of this family. Every day, EUROPART employees go home with the feeling that their work made customers happy and that they made an important contribution to the economy and the greater good.

EUROPART has reached the champions league and is known for its scoring prowess. EUROPART has emerged as a unified team.



We have turned customers into real fans. EUROPART has won its fans over with service, emotion and quality. Our fans love us for our authentic and inspiring way of playing. And our employees have developed into true fan advisers over the last few years. This is how we want to work and create a sense of purpose – for our customers and for society.

Without us, something is missing in the world, because:

»WE KEEP
THE ECONOMY
RUNNING! «



CO₂-REDUCTION

ALTERNATIVE DRIVE TECHNOLOGIES

NOISE PROTECTION

CENTRALISED

DIGITISATION IN VEHICLE CONSTRUCTION

DIGITISATION

FULLY AUTOMATED

GOOD ATMOSPHERE

WE ARE EUROPART

EURO PART

COURAGE FEELS GOOD
ATTITUDE CREATES
CONFIDENCE

HAGEN IS ROLLING...

HARMONISING THE PROCESSES
REPLACEMENT PART PROVISION

EBITDA
VALUE
ENHANCEMENT

BUS FLEET

EUROPART TARP ADVERTISING

PRACTISED CLOSENESS TO CUSTOMERS

STRONG CROSS-DEPARTMENTAL COOPERATION

ED TELEPHONE SALES



OUR AVAILABILITY IS UNBEATABLE



FULLY AUTOMATED CUSTOMER INTERFACES



EUROPART IN OUR HEARTS



VOLLBLUT



THINK TANK

WITH TOP 3 SUPPLIERS

APPRENTICE TRAINING PROGRAMME



IMPROVING THE VALUE CREATION CHAIN



APPLAUSE



APPLAUSE GOOD ATMOSPHERE



1. CHOICE

BEST FLEET SERVICE PROVIDERS

ERP-SYSTEM



WE KEEP THE ECONOMY RUNNING



CHAMPIONS LEAGUE

RUN MEET-UP COMPANY SPORTS



VIDEO CONFERENCES



CUSTOMERS ARE FANS

DOER-MENTALITY





THE TOMORROW

What does it come down to? And what can you start on tomorrow?

After the description in the future picture of the day after tomorrow, work continues the following day.

What must be done so that the future picture becomes a reality?

Get excited about your future picture and engage with it:

EUROPART is different from many other companies – now also by creating a specific vision for the future. In this way, all employees have a common vision of the company's future and the direction in which it is going. That is something to be proud of! And the more you engage with it, the quicker you will experience it.

Occupy yourself with the future picture as often as possible: Read into it, visualise it. Ideally at regular intervals – in team meetings but also for yourself alone. Imagine what it feels like when it becomes reality.

Focusing with the future picture in mind. Focus on the future picture no matter what you encounter and what has to be done: Does it contribute to EUROPART's goals?

The future picture provides indications for the specific steps to be taken next. If all of this is to be achieved by 2026, what can you start with today? This does not mean starting everything at once, but it also doesn't mean putting it off.

As a general rule: You can decide your future. There is no reason why you shouldn't achieve it! It is in your hands.

**Don't give up!
You will reach the goal.**



»WE KEEP THE
ECONOMY
RUNNING!«

EUROPART

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