



P.7
IN FOCUS

ALL OUR CEOs COME TOGETHER TO THINK ASCENDUM

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IN FOCUS

BERKAY KARABAS SHARES HIS "BEST SALES STORY"

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Cover:
CEOs meeting in the U.S.

Editorial

OUR SMALL WORLD

I would like to begin by acknowledging all our Turkish family for their determination in facing down the multiple situations that have had an impact on their country and their region. I am confident that the youth, strength, dynamism and pride that our family in Turkey has, who we consider as one of our own, shall prove capable of ensuring that the values of a millennia-old civilization prevail.

I cannot but praise the happiness and satisfaction gained from seeing due international recognition of the performance of all of our assistance technical staff for the brilliant performance they have attained. On this occasion, the Ascendum champions are: Peter Dullnig, Marcel Vierthaler, Roman Angerer, Klaus Bergmann, Daniel Umbelino, Joaquim Pedro, Ricardo Santos, António José Santos, İbrahim Çabuk, Semih Göksel, Yasin Türkmen, Atila Akkurt, Ferhat Sülukoğlu, Gökhan Toprak, Utku Tamyerli, David Turner, Colt Lax, Jesse Minick, Jimmy Dorton, Vasile Gruber, Panuczka Tibor and Marian Veregut. Today, these are the names in focus but there are many more in the pipeline of excellence in Ascendum services.

Our technical competence combined with our sacrifices and the harsh working conditions that we are so commonly confronted with ensure that our professionals are all genuine Ascendum "ambassadors". It is on them that our ability to successfully defend the Ascendum name depends and the guarantee of the products we distribute.

Our greatest challenge for the future encapsulates discovering how to empower, modernize, find new solutions and create better working conditions so that Ascendum's After Sales Services become an increasingly important segment of the sales of our Group, and reaching out to new segments of the labor market, in order to duplicate the production of services Ascendum has at present. This is going to take some time but we are certain that the future of Ascendum will necessarily head down this route. The Ascendum Board has been working with a great deal of determination to ensure that all of this becomes reality.

The Ascendum Executive Commission decided for the first time, and without the presence of the Group Directors, that every CEO should get together. To this end, Brad Stimmel, Mahir Hocaoglu, Thomas Schmitz, José Luis Mendes, Juan Zurera and Marco Liz gathered in the United States.

This seeks to nurture a space for reflection and debate of ideas able to further enrich our Group. It



RICARDO MIEIRO
President of the Executive Committee

makes no sense, in a global world, that our CEOs are not the first to know about everything that we have and who we are. This initiative seeks to be the true benchmark for best practices and bringing geographies and cultures together. This new work group, with support and advice from Pedro Arêde and Nuno Colaço, strives to establish a formula for success to strengthen Ascendum across the board and allowing for the Group's continued growth, to make it still more united, richer in humanity, more global, less compartmentalized and more modern. We hope that the results obtained shall enable us to embrace and continue to promote this type of initiative. I end by thanking you all for the effort and work put in over the first half of this year in the belief that the objectives that we set for 2016 may be attained because Ascendum deserves them.

P.S. – As I've already reported in my Executive Blog post, Ascendum is a true team of champions. Ana Vieira, wife of our Founder, Ernesto Rodrigues Vieira, our grandmother and Matriarch to five generations, on July 7th, celebrated her 103rd birthday. Happy Birthday, champion. This time Portugal too: "The Mother of our Group" prevailed. I don't know if the best team won, but humility, coherence, the spirit of sacrifice and the work and effort of the entire team did prevail. There are a lot of these values in Ascendum.

Glory to the winner and honor to the losers.
LONG LIVE ASCENDUM.

TURKEY WINS COMPETITION AT MY ASCENDUM

BERKAY KARABAS WRITES THE "BEST SALES STORY"



Some members of staff at Yüce Marble, the starring client in the "Best Sales Story"

Winning a client over from the competition, selling various machines all in one go and gaining the loyalty of a client are just some of the many examples that make Ascendum proud and that have just been gathered by the most recent "Best Sales Story" competition launched on My Ascendum.

Targeting exclusively commercial managers and sales team members, the challenge attracted 37 stories. The author of the most voted entrant came from our Turkish colleague Berkay Karabas, the winner with 159 likes by the closing date of the competition. Berkay Karabas wins a weekend holiday for two and gets his winning story published here. We shall add summaries of the stories receiving the most votes in each of our other geographies.

BERKAY KARABAS AND THE SECRETS OF A LONG RELATIONSHIP WITH YÜCE MARBLE

"Yüce Marble has been one of the leading companies in the marble sector for the last three decades and, over the course of this time, became a key client. Its business turnover, its reputation as a global

brand and its innovative approach to the Turkish marble market positioned the company as an important player in the global marble market.

Our first contacts date back some twelve years. At that time, they were planning the operational launch of a marble quarry, which led to the need to acquire a new machine. That's how they entered the machine equipment market, by buying their first Volvo, a L180EM.

Our long relationship with Yüce Marble began in 2004 just with this machine and, up until 2007, they used the models L1220EM, 360BLC and L180EM in this quarry. In this latter year, when we thought that our relationship was strong and healthy, Yüce Marble however decided to close its quarry and begin operations in Antalya in conjunction with another company, which was a loyal Hitachi client.

Berkay Karabas, Ascendum Turkey salesperson in the southern region



In Focus



Yüce Marble members of staff

The preference of this partner shaped its acquisition policy and Hitachi joined its fleet of machinery suppliers. These pieces of equipment remained in operation for three years.

This was the moment when our story of success really gets going. In 2010, the Yüce Marble project in Antalya was not going well and the company decided to end the partnership and return to Bursa. Our relationship built up over the course of frequent and effective visits must of course have influenced the preferences of Yüce Marble in the purchase of its new fleet of machinery. And in a fleet purchase of this scale, every variable needs to be taken into consideration to ensure that the sale actually takes place.

In 2010, when the great “emperor” of marble was gearing up to launch its operations in a large quar-

ry, the company called for proposals from all the main heavy equipment sellers, including Ascendum. By presenting different payment options, rapid and skilled after sales services, equipment with new advantages (such as low fuel consumption and data on their high levels of productivity) and, above all, a strong and trusting relationship, we managed to position ourselves one step ahead of our competitors and close a contract with Yüce Marble for 10 new machines (two EC 360BLCs, two EC 460 BLCs, five L 220FMs and one L 180FM) in addition to also selling them four used articulated dumper trucks.

This sale had an enormous impact on the Turkish marble market and, simultaneously, Yüce Marble became a loyal client, going on to buy nine Volvo machines in 2012 and another seven in 2013.

Last year, they leased five L220H loading shovels, two Chicago Pneumatic drills and an MB grinding bucket. The most recent sale, a Massey Ferguson tractor for on-site usage demonstrates the level of trust placed in Ascendum Turkey.

Additionally, they are very satisfied at having a single company respond to their various needs, supplying them with tractors, hydraulic drills, construction equipment and every kind of after sales service. That is what makes the client feel safe and secure!

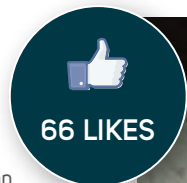
The fact that we became a global solutions provider to Yüce Marble ended bringing benefits to both companies in this region and sector. Yüce Marble has become one of our most important benchmark clients in Turkey.

As the largest and most prestigious marble company in the region, Yüce Marble currently has 38 Volvo machines, which may increase to 52 taking into account the progress in negotiations over the leasing of 14 new pieces of equipment.

And none of this would have been possible without my Sales Manager, Oktay Akbaba, who I would like to take this opportunity to thank. It was he who sold the first machine to this company many years ago and has accompanied the relationship over the course of time and always supported me in every type of process.

If you were to ask me what is my next objective for this client? “That’s selling the only type of machinery that has not yet been sold to them: Sandvik...”

FERNANDO TOMÉ, PORTUGAL



We’re back in 1996 and the sand extraction company Agostinho Lopes Rocha needed robust equipment able to work 16 hours per day, with higher productivity and lower levels of consumption.

With various brands attempting to win the business – in addition to Ascendum with Volvo, there was also Cat and Liebherr –, Fernando ended up closing the deal over lunch at the home of Agostinho Lopes Rocha and thanks to his wife’s new washing machine.

However, whilst Fernando had already explained various times just how the APSII systems installed in the Volvo loading shovels worked and the advantages of their four operational modes, the client only really grasped this when Fernando asked his wife if she liked her new washing machine. She responded positively as she said its four washing programs meant she could save a lot of water and energy. And it was with this out-of-the-box example that enabled Fernando Tomé to persuade the businessman to go with Ascendum.



Model L120, machine sold by Fernando Tomé two decades ago

Years later, Agostinho Lopes Rocha would still jokingly say that the person who had convinced him to buy his first Volvo L 120 Loading Shovel had been

his own wife because the machine had the same buttons as her new washing machine.




43 LIKES

MANUEL ÁVILA BAENA, SPAIN

When he learned of the important investment that Impala, a large mining firm, was going to make in the port of Huelva, Ascendum Spain was not about to miss out on this opportunity. Just as soon as the first phase of the project got underway, the team was ready and had all the information on the needs of Impala's industrial activities... They had concluded that, due to the proximity of the sea, the humidity would compact the different extracted minerals and that the company therefore needed a mobile

crusher, capable of releasing and separating these minerals.

They knew that they were right but they had to prove it! And the best way of doing this would be with a demonstration, which was not easy as there was no equipment at Ascendum to do this. However, the team found a way around the situation: they got hold of a Sandvik QE341 and the test went so surprisingly well that the negotiations could only but go ahead!

However, there was still another problem to solve! Impala had contracted Berge to handle the machines and their operators had only limited knowledge about operating this machinery.

In any case, this did not prove insurmountable: Ascendum Spain presented Impala with a new firm with all the necessary capabilities and they swiftly reached an agreement: the machine did get sold and is now in the service of exploiting copper concentrate in the port of Huelva.

PATRICK STELLMACH, CENTRAL EUROPE


38 LIKES

Patrick's story started out in Bauma in 2013 when he sold a Volvo L120G to a longstanding client, Poschacher Natursteinwerke, before ending in Bauma in 2016 with the sale of two EC300ELs to this same client. In the middle, there are a lot of other business deals with the same company: the sale of a EC380EL at the end of 2013 and followed up by the leasing of a EC300DNL in 2015, another EC300DNL on lease and, in this same year, the sale of a used Volvo A40D.

This success essentially stemmed from the teamwork that Patrick engaged in with the used machinery manager, Martin Hubmayer, immediately after his first sales. Together, they undertook an exhaustive survey of all the equipment deployed in the service of Poschacher. With detailed information on each machine, ranging from its hours of operation to its level of fuel consumption, the presenting of tailored and personalized solutions became easier alongside detailing their respective advantages to Poschacher.



Patrick Stellmach (on the left) with his clients: CEO Anton Hellbich - Poschacher and Manager Stefan Auböck

This all happened once again in Bauma in 2016: the Poschacher CEO had considered buying in just one more machine but, given the costs of repair and the high consumption of another machine in his service, he decided to acquire two.

Patrick, with the support of Martin and the sales team, is proud of having sold 7 of the 15 pieces of equipment in the service of this company and enabling it to modernize its machine fleet and achieve major savings.

In Focus

MARTIN LEIJA, MEXICO

In 2014, GTC was exploring a new rock extraction process that deployed a vibrating ripper excavator. Traditionally, this work was done with a bulldozer and a fixed mechanical ripper or with an excavator and a hydraulic drill.

Following good analytical work of the rippers that GTC then had in operation and good knowledge of the Volvo excavators, Ascendum Mexico presented the company with a machinery proposal that strengthened both the efficiency and the cost savings of the operation.

That led to the closing of the sale for an EC480DL excavator and an EC330BLC for the two rippers the client already operated. With the new solutions, and in comparison with the hydraulic drill, operational productivity was immediately boosted by 60%. Hence, another EC380DL excavator has already been sold with negotiations ongoing on two additional machines.

The secret to gaining the trust of this client emerges from the knowledge the Mexican team had on the Volvo equipment and the service provided by the After Sales Department as well as projections of the benefits presented to GTC, which were all met and, in some cases, exceeded.

 34 LIKES




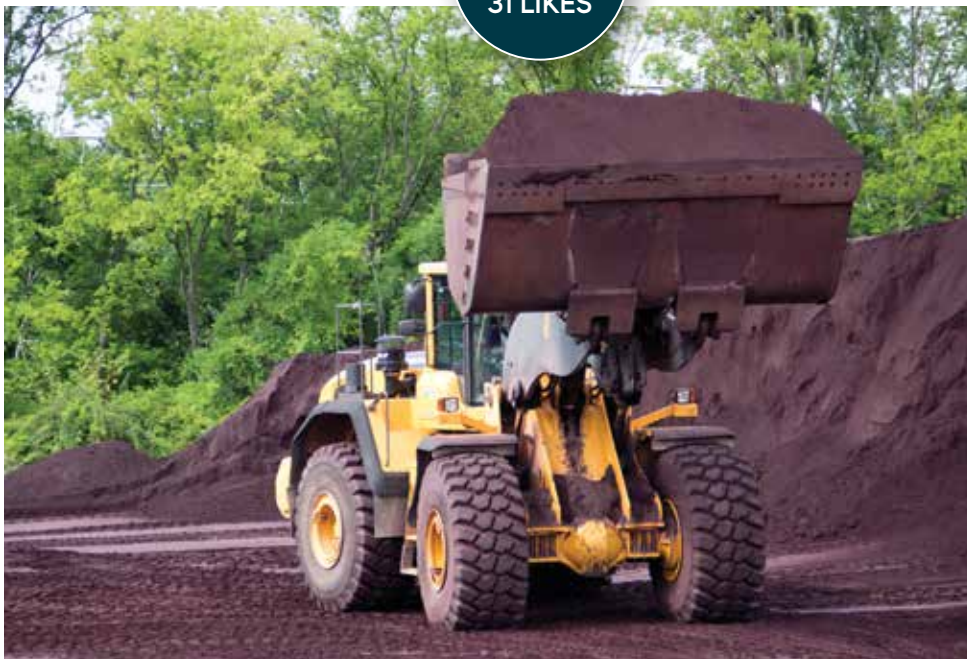
DAVE PARKER, USA

More than a century on from the closure of a copper mine in Copperhill, Tennessee, tons of black dust resulting from the smelting of this metal remained forgotten on the abandoned mine site.

Around six years ago, the recycling company run by Buddy Haynes purchased the mine with the goal of selling whatever remained of its

structures and buildings for scrap. However, of greatest value was this black dust that proved to contain around 67% of iron!

 31 LIKES



Chinese, German and American companies negotiated its purchase and this led to a huge extraction operation with the loading and transporting of such complexity that there were as many as 330 daily truck movements, which required the contracting of Lance Grading and Construction, the company owned by Orvin Lance.

Buddy Haynes is the owner of a EC340D, a EC300D and a L120G while Orvin Lance has various Volvo machines in his service, including two EC340s and two L250Gs. However, these firms represented only the first half of the work... the second began when the trucks got unloaded in Chattanooga, either by Riverside Industries, owned by Bill Ramsey, or by Serodino, owned by Pete Serodino. The former has a L250G, a L220F and a EC330B while the latter contracted Fryar Trucking which, in turn, operates a L180E and a EC330C.

All this machinery has received support from the Ascendum subsidiary in Chattanooga ever since their delivery and with all their owners expressing great satisfaction both with their Volvos and with their respective support services.

FIRST ASCENDUM CEO WORKSHOP HELD IN THE USA

The first CEO Ascendum workshop took place in the United States and proved highly productive with all participants deeming the event a success. The sessions were held in Charlotte and Asheville, at the Group's premises in North Carolina with Pedro Arêde serving as mediator. The topics spanned all critical

aspects of the business for current and future Group activities, with each CEO contributing with the wealth of their respective experiences and best practices.

This was the first time that the Group's CEOs had met to share objectives and exchange ideas about progress

and efficiency with Brad Stimmel, CEO of Ascendum USA and event host, telling us how it was at this meeting *"where we ended up discovering that we have objectives in common even while not all the processes or opportunities prove equal across all the different geographies"*.



From left to right: Thomas Schmitz, Central Europe CEO; Nuno Colaço, US CFO; Marco Liz, Mexico CEO; Pedro Arêde, Group Financial Director; Juan Zurera, Spain CEO; José Luís Mendes, Executive Manager of Ascendum Machinery; Brad Stimmel, US CEO; and Mahir Hocaoglu, Turkey CEO



THREE DAYS OF INTENSE SHARING

On the first day, the group met in Charlotte, North Carolina, at the headquarters of Ascendum USA and, following a seven-hour session in a meeting room, got into a large truck fitted out with video display equipment. They continued their meeting on their journey to Asheville, making use of the truck's screen to continue with further presentations. The trip to Asheville took around two hours and, on arrival, they dined as the sun set over the Blue Ridge Mountains of the Eastern United States. That brought an end to the first day, following nine hours of important debate.

It was an 8am start the following morning at the Asheville branch where all the CEOs got the opportunity to see how our premises in the United States functioned. They worked through to 5pm on these premises before continuing with their work as they made the way back to Charlotte. The time spent on the highway proved the occasion for two additional presentations, by Thomas Schmitz and José Luís Mendes.

En route, there was a stop to appreciate the experience of a genuine American style barbecue in one of the best restaurants of this type in the country. Both the chicken and pork were heartily enjoyed and in large quantity and everybody got involved in trying

the banana pudding, a traditional specialty of North Carolina. They then returned to the highway bound for Charlotte and in profound silence.

The third day also started at 8am, but at the Charlotte headquarters and with the morning spent reviewing the recommendations and planning reports for the Executive Commission. In the afternoon, the participants either began their long journeys home or continued with meetings in the United States.

The balance was very positive. All those present considered the meeting as a new and important initiative for Ascendum: a genuine success.

In Focus



From left to right: Thomas Schmitz, Reinhard Schachl, Paulo Mieiro, Ricardo Mieiro, Angela Vieira, Rui Miranda, Gordana Bozicek, Zlatan Obarčanin, Mahir Hocaoglu, Mirza Jurić



Ricardo Mieiro, Group President, with Croatia team members



Gordana Bozicek, CFO of Ascendum in Croatia and Hungary

ASCENDUM CENTRAL EUROPE BOARD MEETS FOR THE FIRST TIME IN CROATIA

The Board of Ascendum Central Europe met for the first time in Zagreb to the pride of the Croat team. The meeting brought together the CEG board (Paulo Mieiro, Angela Vieira, Mahir Hocaoglu, Rui Miranda and Thomas Schmitz (CEG CEO) and on this occasion counted on the presence of the Group Executive Commission President, Ricardo Mieiro.

PROUD OF BEING ASCENDUM

According to Gordana Bozicek, CFO of Croatia and Hungary, this visit represents another landmark in the history of this small but great team with just eight members, who are proud to be a part of Ascendum. As the financial specialist explained, the operation was founded in 2003, under the

auspices of Volvo Central Europe and, after a period of continuous growth, experienced a difficult period between 2009 and 2013 before recovering when already integrated into Ascendum: *"After our best year in 2008, when we sold 70 machines and turned in our best results, we were then faced with a fall of 85% in 2009. Even then, and at the cost of our operational liquidity, we continued to contribute towards the dividends of Volvo without getting into debt"*.

The perception that 2010 would not be any better forced the need for some difficult measures with reductions in salaries, firstly of the management team and then of the remaining professionals that accepted this move, as a means of saving the operation. This scenario repeated itself in the following year

without colleagues losing hope of being able to save the company.

These efforts paid off and *"since we integrated into the Ascendum family in 2013, we have received another new boost"*, Gordana said before explaining that *"the better capacity to negotiate prices, increased sales and after sales support services for equipment, organizational changes and team motivation enabled us to return to profit in 2014 and register sharper growth in 2015 in a since ongoing trend"*.

The same feelings are shared by Commercial Director Zlatan Obarcanin, who revealed *"how the team feels honored by this visit and proud of being a member of this great family"*.

DISTINCTIONS IN A WIDE RANGE OF FIELDS AND GEOGRAPHIES

AN EXAMPLE AMONG THE VERY BEST

In recent times, Ascendum has been distinguished, recognized and awarded across a host of fields and geographies. Besides gaining recognition for the dedication of the work undertaken, confirming that the various companies have adopted the right path, each new instance of praise and nomination contributes towards boosting the visibility and strength of the Group in the marketplace, positioning it as a benchmark reference to all those entering into contact with the Group.

We take this opportunity to recall some of the main awards we've received and to also add some new ones, which help foster Ascendum pride and make the Group a force to be reckoned with.



TURKISH SITE: A DOUBLE AWARD WINNER

The Turkey website has recently been awarded two international prizes.

At the Interactive Media Awards, a North American initiative that recognizes excellence in web-based solutions, the website was selected as the best in the Business to Business category (Best in Class - B2B), a prize awarded by a demanding jury panel that considered the Turkish site as exemplary in terms of planning and execution.

The second distinction came in the Horizon Interactive Awards in the "Responsive Mobile Design" category, awarding the Turkish site the "silver medal". The competition brought together over a thousand applications from 21 different countries, evaluating criteria such as creativity and graphic design, the navigation experience, the efficiency of communicating messages and the technical solutions used.

GOOD EXAMPLES SHOULD BE FOLLOWED

Even before winning these awards, the Ascendum Turkey site had already been ranked as "Best Practice" by Holding, which decided to export its model to all the Group's geographies.

We would mention that this site was designed and structured by the Ascendum Turkey Marketing Department around two years ago and, with the necessary adaptation to the realities prevailing in each geography, has since been the model adopted by Portugal, Austria and Romania. The remaining operations – the countries of Central Europe, the United States, Spain and Mexico – will complete its implementation by the end of this year.

VISIT THE SITES AT:

www.ascendum.com.tr
www.ascendumportugal.pt
www.ascendum.at
www.ascendum.ro

Awards and Recognition

PORTUGAL STANDS OUT IN THE TRUCK SEGMENT



From left to right: Pedro Oliveira, Auto-Sueco; Ricardo Ferreira, Parts Manager; Carlos Pratas, Service Consultant; Júlio Rodrigues, NORS; João Ascenso, Executive Director of the Truck Segment; and Luís Pinto, Head of Service

The **Volvo 2015 Performance Awards** highlighted Ascendum in Coimbra as Dealer of the Year for trucks with Viseu and Albergaria also achieving excellent classifications, and with Viseu picking up second place overall, earning it the title of Premium Dealer. These awards are yet another source of motivation for Ascendum as they mean we stand out among those concessionaires best able to convey to clients the added value of Volvo throughout the various activities making up our after sales service chain of value.

Ascendum in Viseu also stood out as the Portuguese concessionaire with the best **Travel Assistance Service** provided to Volvo trucks and buses, picking up the Volvo Action Service (VAS) award. The team responsible for this Travel Assistance Service is composed of the technical experts Luís Rebelo, Hugo Batista and Artur Figueiredo, who were in Belgium to meet with the best teams from various different European countries at an event where Volvo honored the winning teams.



INVESTMENTS IN INTEGRATIVE TECHNOLOGIES PUT ASCENDUM ON TELEVISION

Ascendum was the lead feature on the Portuguese news channel, SIC Notícias, with the investment in technology that interconnects its Group, the reason for the television station's interest. The report recognized the benefits generated by Microsoft Office 365 and its various options, highlighting, among other aspects, Yammer, My Ascendum and Skype for Business, as

well as its simultaneous implementation in various different countries. The report, which focused on the international presence and the large number of Group employees, included comments from Director Angela Vieira and IT Director Rui Galamba, who emphasized the gains obtained by the sharing of information and fluidity in communication.

"A salesperson in Turkey shares some tips on the comparison of our products with those of the competition that enabled us to win over new clients in the United States", Rui Galamba explained in this report along with conveying to the audience how the benefits generated by this technological leap extend directly to the business.



From left to right: Carlos Pratas, Service Consultant; Luís Reis, Mechanical Technician; Miguel Neto Alves, Mechanical Technician; and Jorge Humberto, Commercial Consultant

Our congratulations also go to the team at Ascendum Coimbra for having reached one of the semi-finals in the **VISTA - Volvo International Service Training Award**.

Luís Reis, Jorge Humberto, Miguel Neto and Carlos Pratas were one of the 150 teams from the EMEA (Europe, the Middle East and Africa) region that were in Gothenburg in April to compete in the intense rounds of a competition dedicated to after sales service professionals from the global Volvo truck and buses services.

"We had already participated in other years, but this was the first time that we'd managed to get to

a semi-final, which was an unforgettable experience in our professional and personal lives", they declared and adding that they had every intention to be back next year. They said that professionals from the company are well prepared for these type of challenges as the training plans in effect at Ascendum and Volvo ensure the technological developments in the product are accompanied both through on-the-job training or through the Volvo Truck Academy website.

We would add that VISTA is an international competition that puts the skills and capacities to find solutions that make the difference to client satisfaction to the test, resulting in an important opportunity for both training and the sharing of acquired knowledge.

ALSO IN 2015 ...

- Ascendum is elected by the public as "national winner" of the European Business Awards and receives an honorable mention from the jury.
- Ascendum Austria joins the ranking of the 100 leading companies in the sector.
- Austrian colleague Othmar Pletzer earns 17th place in the Volvo Masters edition among the 14,000 Volvo Drivers Trucks members.
- Ascendum is the only dealer invited to participate in the "Volvo CE Leadership Summit".
- Ascendum USA wins seven prizes at the Volvo Dealer Awards 2015, including global sales leader.

AND ALREADY IN 2016:

- Ascendum Group wins the "Internationalization Prize" awarded by Novo Banco and Jornal de Negócios in Portugal.
- Ascendum Austria receives the "Best Construction Machine of the Year" award for the Volvo EC220E from specialist magazine Baulatt Österreich.
- Turkish site honored with two international prizes: Interactive Media Awards and Horizon Interactive Awards.
- Ascendum Coimbra elected Dealer of the Year 2016 by Volvo Trucks.
- Ascendum Viseu wins the Volvo Action Service award for its travel assistance services.
- Ascendum Portugal reaches the EMEA final of VISTA - Volvo International Service Training Award.
- Teams from Portugal, Turkey, Romania and Austria reached the EMEA final of the Volvo CE Masters. Austria wins third place. Ascendum United States comes in second in the North American Regional Final.



Awards and Recognition



ASCENDUM TEAMS SHINE AT THE VOLVO CE MASTERS

Four Ascendum teams guaranteed places in the regional EMEA – Europe, the Middle East and Africa – final of the Volvo CE Masters, a competition for service and parts technicians with challenges testing their capacity at problem solving, their knowledge about the machines and their parts as well as the application of safety rules and attention to environmental issues.

The competition began in 2015 with local eliminatory rounds that attracted the participation of over 1,100 registered teams, continuing in 2016 with the various rounds leading up to the regional finals.

The Ascendum Portugal team “Os Pioneiros” was the winner of the EMEA West event with the Ascendum Austria and Romania teams also qualifying. In turn, the Ascendum Turkey “Westar” team won the EMEA South competition. The results achieved by these four teams guaranteed their place in the EMEA Regional Final that was held in Germany in June, with Ascendum Austria picking up third place.

Across the Atlantic, a team from Ascendum USA also managed to pick up second place in the North America regional final held in Cincinnati.

We would recall that the Volvo CE Masters began in 1990 as an individual competition held in Sweden

and only in 1998 did it become a team competition. At the turn of the century, the event began including a team of service and parts technical experts and thus gaining its current configuration with regional finals held in the Americas, EMEA, China and APAC (Asia Pacific) that provide qualification for the global grand final.

This year, the world final takes place in September and, while no Ascendum team made it through qualification (as only the first two teams from the EMEA Regional Final and the first place in the North America Regional Final qualify), their performances nevertheless confirmed them as among the best in Europe, the Middle East, Africa and North America and an example of client service quality alongside the capacity to anticipate and solve problems, fundamental competences to earning the trust and preference of clients.



ASCENDUM HOSTED THE EMEA WEST EVENT IN PORTUGAL

The EMEA West event of the Volvo CE Masters was not only a challenge for the teams participating, but also for Ascendum Machinery in Portugal, the host of the competition that took place at its facilities in Oporto in April. Our congratulations to the team that supported the organization of this event and contributed towards ensuring that everything more than met expectations and ensuring that the almost 75 competitors and organization members felt “at home”. We would note that this was the first time that an event in this competition was held outside of the Volvo CE installations.

AUSTRIA MAKES THE PODIUM IN THE REGIONAL EMEA FINAL OF THE VOLVO CE MASTERS



From left to right: Peter Dullnig, Assistance Technician; Marcel Vierthaler, Parts Specialist; Roman Angerer, Parts Specialist; and Klaus Bergmann, Assistance Technician, alongside representatives from Volvo

Following qualification for EMEA West in Portugal where they were up against 13 other teams, Austria made it onto the podium at the regional final in Konz.

This was a long journey that involved four tests of their theoretical knowledge, four tests of their practical skills, and a test of their construction machine driving competences.

Good performances by Peter Dullnig, Marcel Vierthaler, Roman Angerer and Klaus Bergmann earned the Austrian team a place on the podium with a very honorable third place, recalling how this competition was an enormous success where all teams were able to share their experiences within the universe of the company.

THE PORTUGUESE WIN VOLVO CE MASTERS EMEA WEST EVENT

The team "Os Pioneiros" is composed of Daniel Umbelino, Joaquim Pedro, Ricardo Santos and its leader, António José Santos. They all work at the Leiria Business Unit and this is not their first time in the competition: "In 2013/14, with the same team, we also got to the EMEA final in Poland, and, in 2009/2010 and 2005/2006, some of us participated with other colleagues", António José Santos detailed before explaining that there had also been five individual participation in the 1990s. He was indeed our colleague who achieved the best ever result with his second place at the Volvo CE Masters in 1992, as well as first place in the loading shovels class. "At the time, I received praise from Carlos Vieira and Dr. João Mieirol, which gave me a great deal of pride".



Daniel Umbelino, Parts Sales Technician; Joaquim Pedro, Technical Inspector; Ricardo Santos, Assistant Technician; António José Santos, Technical Instructor along with representatives of Volvo

"TO US, AS A TEAM, THIS RESULT GIVES US HUGE PERSONAL SATISFACTION AND FILLS US WITH PRIDE BOTH FOR THE CONTRIBUTION THAT WE MAKE TO THE RECOGNITION OF ASCENDUM INTERNATIONALLY AND TO OUR OWN RECOGNITION IN THE COMPANY. ASCENDUM IS ALREADY RECOGNISED BY VOLVO FOR ITS COMPETENCES IN AFTER SALES SERVICES AND THE PROOF OF THIS RECOGNITION WAS THE INVITATION TO HOLD THIS MASTERS EVENT IN PORTUGAL. THIS RESULT IS GOING TO SPREAD THAT RECOGNITION TO OTHER COUNTRIES", SAID ANTÓNIO JOSÉ SANTOS.

In the current Masters competition, according to the team leader, the most difficult challenge comes in getting to the final as the internal competition was extremely fierce. The added value of the "Os Pioneiros" taking first place in its group stems from "team working, good knowledge about the machines and preparation for this competition in which the majority of the tests are based on breakdowns that have already happened".

Awards and Recognition

TURKS WIN EMEA SOUTH EVENT

The WeStar team, made up of İlker Seyfi Doğan, team leader, Erol Gökkaya, Orçun Çapacı and İlyas Oskay, features not only plenty of experience but also various other successes, both in professional competitions, having won first prize in the Simulator Station and second in the Customer Support Station, and in social competitions, for example, victory in Go-Kart Racing.

According to İlker Seyfi Doğan, the present result constitutes a valuable contribution to Ascendum's international recognition and "the members of the team are proud of being part of this family. This experience greatly enrich

us, but is also a responsibility: continuing to improve on this success". The secret: "To work every day as a master", with professionalism, competence, value for the client and genuine passion for putting into practice the core values of Ascendum and adopting a team strategy.

When asked what the biggest challenge overcome in the competition was, the team leader said it was the application of the Ascendum values, ranging from safety, strategy and team work, to environmental impacts and of greater importance than actually knowing how to solve a problem. However, he also highlighted how



WESTAR Team: İlker Seyfi Doğan, Erol Gökkaya, Orçun Çapacı and İlyas Oskay

"any slip-up might change our position in the ranking and so we have to be cautious every step of the way and that causes stress and puts pressure on all participants. Controlling this stress and pressure thus becomes the biggest challenge of the competition".

"WE HAVE BEEN WORKING ON THE PROJECT FOR TURKEY'S THIRD AIRPORT, WHICH WILL BE THE LARGEST IN EUROPE AND WHERE THERE ARE 50 VOLVO CE UNITS AND A TOTAL OF 500 MACHINES, INCLUDING TRUCKS. THIS IS THE BEST PREPARATION WE COULD HAVE HAD FOR THE VOLVO MASTERS AND FOR ANY OTHER CHALLENGE".



From left to right: David Turner, Technical Specialist, Trainer and Team Leader; Jimmy Dorton, Parts Technician; Jesse Minick and Colt Lax, both Service Technicians

UNITED STATES SECOND IN THE NORTH AMERICA REGIONAL FINAL

The team that won second place in the North America regional final is made up of four colleagues from Columbia and Charlotte: Jesse Minick, Colt Lax, Jimmy Dorton and David Turner, the team leader. "It was a fiercely fought final and we were just 400 points behind first place, which is not much of a difference when taking into account that you could get 1,600 points per machine and each team had five machines to diagnose and repair".

ROMANIAN TEAM IN THE EMEA WEST COMPETITION

From left to right: Munteanu Teodor, Service Technician; Vasile Gruber, Parts Technician; Panucza Tibor, Service Technician; and Marian Veregut, Team Leader



Radar Portugal

BRAND PORTFOLIO REINFORCED WITH TEREX



After Spain had first reinforced its brand portfolio with Terex still in 2015, Portugal and Turkey have also made the same strategic option, broadening their available range in a particularly key segment: backhoe loaders.

Portugal and Turkey thus now represent seven and six construction equipment, logistics and general industrial brands, respectively: in addition to Terex, Portugal offers Volvo CE, Sennebogen, Sandvik, Ponsse, Yale and Mora, while Turkey has Volvo CE, Sandvik, Sany, SDLG and Massey Ferguson.

ASCENDUM IN PORTUGAL WITH YALE AT THE LOAD LOGISTICS SALON

Ascendum Machines, Load Handling was present at Load Logistics, a professional trade fair dedicated to logistics, maintenance, transport and services. The approach was made through the Yale brand and focused on its new electric machines with the onsite

exhibition of the ERP 20VF-LWB, with its balancing system included in the forks, the MS 16-AC and MP 20X-FBW models. With a team made up of Ascendum staff and complemented by Yale, the feedback from this event was very positive.



From left to right: Luis Coelho, Yale Sales Support Manager; Paulo Pinto, Movements and Load Manager; and Ander Aretxaga, Yale Commercial Manager



Members of Ascendum Machines and Yale. From left to right: Ander Aretxaga, Yale Commercial Manager; Pedro Félix, Sales Rep.; Christine Pena, Yale Director of Marketing; Paulo Pinto, Movements and Load Manager; Andreia Reis, Commercial Assistant; João Rodrigues, Service Contract Technician; and Paulo Oliveira, Commercial Manager from Ravas, an accessory supplier company

Radar Spain

FINANCIAL AND MANAGEMENT TEAM IN CONFERENCE



From left to right: María del Carmen Carral, Galicia Board Director; Jose Antonio Garcia, Galicia Regional Director; Pedro Arède, Ascendum Group Financial Director; Luis Rubio, Spain Financial Director; Germán Santa Bárbara, Cabanillas Board Director; José María Sánchez, Financial Manager; Joan Vila, Catalonia Board Director; Maisa Ots, Valladolid Board Director; Isabel Jiménez, Andalucía Board Director (substituting Nuria Santaella, who is on maternity leave); and Antonio García, Administrative and Legal Manager

The management and financial teams from the various Spanish regions in which Ascendum holds a direct presence gathered for a meeting on April 26th and 27th, called to share the results obtained in 2015, trends in their markets and projects for 2016.

Also under discussion were the key indicators that each territory should take into account in order to ensure the desired level of profitability and with a particularly noteworthy intervention by Antonio García, the Administrative and Legal Manager, concerning the project for the acquisition and sale of used equipment that has already become an example for growth and profitability in Spain.

Besides work, there was also time for a guided tour of the historical center of Santiago de Compostela and its highly impressive Cathedral, where there was the opportunity to “embrace” the apostle James just as pilgrims have done over many centuries when traveling to this place of worship.

The event was also attended by Pedro Arède, Group Financial Director, Luis Rubio, Financial Director for Spain, Antonio García, Administrative and Legal Manager, José María Sánchez, Financial Manager and with the Directors of the Ascendum subsidiaries in Spain: María del Carmen Carral (Galicia), Isabel Jiménez (interim in Andalusia), Joan Vila (Catalo-

nia), Germán Santa Barbara (Cabanillas), and Maisa Ots (Valladolid).



Pedro Arède, Group Financial Director, accepted the invitation to attend this Conference, where he presented the international configuration of Ascendum, its growth trajectory, vision and values

USED: AN EXAMPLE OF PROFITABILITY

The meeting also featured a presentation of the project to purchase used equipment internationally and its subsequent reconditioning and legalization in Spain for later sale. Currently under implementation are the transport processes for the equipment acquired in different European countries, with the financial department undertaking the definition of the procedures required for legalizing the equipment in accordance with the Spanish legal requirements.

ON BOARD THE GOLDEN DUMPER

ASCENDUM REACHES OUT TO AMERICAN INDUSTRIAL STUDENTS

Ascendum welcomed to its facilities in Garner, North Carolina, and Buford, Georgia, two groups of students from Nashville Auto-Diesel College – Lincoln College of Technology – for an orientation session that allowed them not only to get to know the company and the equipment Volvo represents, but also the opportunities for careers in its technical services.

“Many of these students will take modules on Heavy Equipment and have the desire to become the future mechanics in our industry. By intervening from an early stage in their studies, we can expose them to the Volvo range and to our company. When they finish their studies, we have the hope of attracting the best and most promising students to

join us”, said Bob Gorham, US Human Resources Director.

Gorham further added “Members of the university that helped us out at these events are also helping us to recruit new technicians, which also proves to be highly gratifying. The university is very thankful to us for hosting the students and keen on new partnerships. Following the event, we have already received various questions about job applications from students, which demonstrates how impressed they were by our approach”.

In addition to a word of thanks to his colleagues that ensured the success of these sessions, Bob Gorham

explained that these initiatives are also in keeping with what Volvo USA is doing with its Skills – an institution that brings together students, teachers and industry to ensure the country has the best qualified professionals at its service -, to involve students from technical fields in educational workshops held across the country.

This initiative took place under the auspices of the Golden Dumper roadshow – the machine personalized by the team at Volvo CE in Shippensburg, Pennsylvania, to celebrate the 50th anniversary of the company’s first Articulated Dumper – and has allowed students from across the country (and Canada as well) to get to know various brand dealers and discover the multiple opportunities available in the construction industry.

RECRUITING AND RETAINING TALENT

According to the North American Association of Equipment Distributors, the world’s largest economy is losing around \$2.4 billion every year due to difficulties in recruiting and retaining qualified professionals. Proving able to approach industry-focused students is essential to changing this reality.



ROADSHOW VISITS CLIENTS

Besides these students, around a hundred Ascendum clients also got the opportunity to marvel at the Golden Dumper at events, which contributed towards both deepening ties and debating challenges to the business and the future of the sector. Charlotte, in North Carolina, and Duncan and Charleston, in South Carolina, were the cities visited by the roadshow.



Radar USA

INTERNATIONAL PAPER “WON OVER” BY ASCENDUM AND SENNEBOGEN

International Paper (IP) is one of the world’s largest paper producers, with operations in 24 different countries as well as facilities in North and South Carolina. Following the contacts and talks initiated by salesman Rob Jordan, this company has now signed up to Ascendum services and Sennebogen equipment, a brand which had never been purchased before but has now become the company’s sole choice.

The secret to this conversation, according to Rob Jordan, lay in the proximity and capacity for adaptation both of Ascendum and Sennebogen to the needs of IP. “At the beginning, they were consid-



SIX MACHINES AND SEVEN YEARS OF MAINTENANCE, IN EXCLUSIVITY, ARE THE RESULT OF A PROCESS OF APPROXIMATION THAT BEGAN WITH A SIMPLE COMMERCIAL VISIT AND DEVELOPED WITH THE MEDIATION BETWEEN IP AND SENNEBOGEN, PAVING THE WAY TO A PARTNERSHIP OF GREAT POTENTIAL.

ering various pieces of equipment from different brands but we won the tender in part because we were the only dealer willing to adapt to the IP’s specific needs”, he stated before explaining how the company required machines with cabins fitted with highly resistant materials capable of absorbing high impact, a safety priority for machinery moving 30 foot-long wooden trunks.

The adaptation of the equipment and the competitive pricing, in addition to the location of Sennebogen and Ascendum, which enable swift on-site responses at the IP factories, convinced the paper and pulp decision makers to sign an exclusive contract for the acquisition of six Sennebogen machines and the provision of preventive maintenance services for seven years.

NEW BRAND STEWART-AMOS SWEEPERS



The Stewart-Amos Sweeper range has now joined the Ascendum USA portfolio. This new brand serves to broaden the segments targeted in America through adding a set of cleaning equipment that supports solutions for the construction of highways, infrastructures and pavements. We would recall that Stewart-Amos Sweepers is a brand with its origins in the capital of Pennsylvania, in the US, and manufactures a range of seven sweeper brush truck models and three air regeneration sweepers.



Radar Mexico

MEXICAN MACHINES AND SERVICE IN THE GREAT PORT OF VERACRUZ EXPANSION PROJECT

Ascendum México was the company selected by Caltia Concesiones, part of the Spanish COPASA group, to supply equipment and services in support of the Rompeolas Poniente (Western Breakwaters) project, a major construction work located in Vergara bay and designed to expand the current maritime port of Veracruz.

Caltia Concesiones leads the Rompeolas Poniente project, currently underway, and according to its project manager, Gines Peña Domingos, the choice of Ascendum Mexico stemmed from the experience and trust generated by various projects in Europe: "I've already worked with Volvo and Ascendum, and I chose Ascendum Maquinaria México as the equipment supplier as it is a solid company that assures me the necessary service and team along with all of its flexibility and experience".

The project manager added that in addition to the most modern equipment, Ascendum is able to provide excellent after sales service and provide a rapid and effective response to every request made of it.

Furthermore, according to José Manuel Garcia, Ascendum Mexico Logistics Director and person in charge of the Port of Veracruz deal, the port receives around 70% of national port activities which sup-



ports imports and exports in Mexico and therefore its expansion is a key development project and one of the largest taking place nationwide.

The first phase began in 2014 and involves the construction of the west jetty, 2 miles in length and consisting of 6.67 million tons of sea resistant blocks with work ongoing through to 2018. The plans also incorporate the placing of over 26,000 tons of concrete blocks and the construction of a protective platform, also in concrete, with some 4,979,368 cu.ft in order to contain the waves and avoid flooding. In total, this project should extend through to 2030.

ASCENDUM MEXICO FOR THIS PROJECT SUPPLIED SIX ARTICULATED DUMPERS, THREE OF WHICH A40Fs, TWO A40Ds AND ONE A25; SEVEN HYDRAULIC EXCAVATORS, FIVE OF WHICH WERE EC480s, ONE EC350, AND THE OTHER A EC330; AND TWO WHEEL LOADERS, A L220 AND A L70.

CLOSER TO FUTURE PROFESSIONALS



After having expressed its willingness to support the training of young students to the Faculty of Engineering of the University of Veracruz, Ascendum Mexico gave its first "class" to students in the Civil Engineering degree program. This is yet another example of the experience of Ascendum representing an added value for future professionals in the sector both through approximating class content to the world of work or through the reputation that the company builds up with these important interlocutors.

Nicolas Molina, responsible for the SDLG brand in Mexico, ran the session "Production and cost calculations with Volvo excavators and loaders", which had the objective of introducing students to these concepts and informing them about how they might structure a team in order to draw benefits from this way of working, boosting productivity while minimizing costs and fuel consumption.

ASPHALT IN SEMINAR

Ascendum México was invited by the AMAAC – the Mexican Asphalt Association – to participate in one of its seminars with Logistics Director José Manuel Garcia presenting the best tools for the "Compacting Asphalt Application" to an audience of clients, suppliers and students. This was the first invitation Ascendum has received from the AMAAC, but judging from the interest shown by participants others shall surely follow.

Radar Central Europe



Ascendum Austria team at Bauma



Group of visitors, clients and colleagues from the Czech Republic

THE BIGGEST AND BEST BAUMA EVER: CONTACTS AND DEALS EXCEED EXPECTATIONS

Ascendum Central Europe was a major player at what is considered the largest professional equipment trade fair in the world, Bauma, in Germany, which this year proved even larger than usual, beating all previous visitor records with around 580,000 persons visiting the exhibition venue. The approximately 600 visitors hosted by our colleagues at Ascendum Central Europe contributed to exceeding the very best expectations and resulted in advantageous contacts and deals.

"On the first days of the fair, we were swamped with a crowd of visitors. We did still manage to present them with the new products and technologies and,

after a lot of negotiations, practically every Central European market managed to either close deals or establish contacts which could lead to driving future sales", explained Thomas Schmitz, Ascendum Central Europe CEO.

The success of Bauma would not have been possible without the total involvement of the colleagues who worked on preparations for this event and the sales and leasing teams who worked tirelessly for 12 hours a day for the seven consecutive days of the Fair, not only ensuring appropriate contacts made with potential clients but also accompanying group visits by both professionals and students.

"This is an event that takes a lot, personally and professionally, which requires all of the abilities and experiences of each one of our team members. I would like to give a very special word of thanks for all of their professionalism and dedication", the CEO emphasized.

The event was equally beneficial for the proximity it fostered with representatives from the main distributed brands - Volvo Construction Equipment, Sennebogen and Atlas Copco – consolidating a set of relations that enable us to face the future with even greater confidence.



BIG BAUMA NUMBERS AND FACTS 2016

- **6,512,166 sq.ft of exhibition area** (the equivalent to around 60 football pitches)
- **3,423 exhibitors** from 58 countries
- **580,000 visitors** from practically all over the world
- **German, Austrian, Swiss, Italian, French, Dutch, British, Swedish, Russian, Polish and Czech** were the leading visitor nationalities.

COMPETITION QUALIFIES OPERATORS FOR THE VOLVO CE MASTERS 2016

Alois Hütter, Manager of the Volvo Operators Club and colleague at Ascendum Austria (with the support of Karl Christman), was responsible for designing the competitive concept that set the operators in attendance at Bauma competing for individual European qualification for the final of the Volvo CE Masters 2016 operators tournament.

Expertise, precision and speed were essential facets in this stage, which Alois accompanied directly on site at Bauma, where the competition took place.

Our Austrian colleague Othmar Pletzer, last year's winner of the Volvo Masters, also participated and turned in the second best time at the Fair (51 seconds) even though his performance does not count towards qualification given that the defending champion also has his/her place guaranteed for the following year.



Alois Hütter designed the eliminatory concept and coordinated the tests in the field

ASCENDUM ROMANIA SIGNS WITH VF VENIERI

On the third day of Bauma, Ascendum Romania closed a distribution contract with VF VENIERI, an Italian brand that produces a wide range of backhoe loaders, one of the most important market segments in Romania.

The first demonstrations to Romanian clients obtained excellent reactions, especially surrounding their levels of performance and flexibility.

Ascendum shall now thus represent the full VF VENIERI range in Romania.

From left to right: Alexandru Badea, Ascendum Romania Sales Director, with Filippo Muncinelli and Giacomina Venieri, both from Venieri; Mattias Auer, Ascendum Central Europe After Sales Director and Romania Regional Director; and Thomas Schmitz, Ascendum Central Europe CEO following the contract signing



Around the World: Ascendum Mexico

VISIT THE FIVE ASCENDUM REGIONS IN MEXICO



Ascendum Mexico team

Marco Liz, CEO, and José Manuel García, Logistics Director, were the two Ascendum pioneers in Mexico in 2012 and responsible for taking the first steps in this gigantic country of such great potential but which Volvo CE had not been able to successfully enter. Four years later, the Mexican family has grown and now has 93 members located across the five regions, which we now take a look at in this Around the World tour, with colleagues as our guides: Mexico City (where it all began), Monterrey, Guadalajara, San Luis Potosi and Veracruz.



In the surroundings, there is Teotihuacán, known as the “City of Gods” a World Heritage classified archaeological site, with its not-to-be-missed Citadel, Square, Sun and Moon Pyramids, and the Palace of Quetzalpapalotl. Valle de Bravo is another must-see, with its picturesque settlements located amidst luxurious vegetation and an imposing lake, ideal for pretty much any kind of nautical activity, from sports fishing to sailing.

Also in this immense territory is the Nevado de Toluca, a natural marvel with its peaks brushed with snow during the winter and trails leading to the beautiful Sol and Lua lakes in the crater of this sleeping volcano.

MEXICO CITY, CAPITAL



Erendira Moreno

Located at a strategic point in the Municipality of Tlaxtilan, Ascendum opened its office in the capital four years ago. In the city, it's worth wandering the length of Paseo de la Reforma, which extends from the center to the city's protected green reserves, Park

Chapultepec, and visiting the Museum of Anthropology with its 23 thematic sections revealing the magic of ancestral cultures ranging from the first tribes of nomads to the better known Mayan and Aztec peoples. The more recent periods – from the 16th century onwards – provide the bulk of the Palace of Fine Arts' collection in an imposing building that suitably displays works from the greatest names in Mexican art, including painters from the 20th century.



Palace of Fine Arts



Valle de Bravo



Museum of Anthropology



Teotihuacán

MONTERREY, STATE OF NUEVO LEÓN



Sanjuanita Ayala

Capital of the Mexican state of Nuevo León, Monterrey is home to an Ascendum office located in La Encarnación. The Group opened there with just a manager and a technical expert, but today has a team of eight professionals. The installations have been improved and are now more

befitting the Ascendum image, and the team is now focusing on recovering Volvo clients that had been left without assistance and providing them with higher quality and more efficient services.

When they are not working, colleagues spend their free time with their families and at the dining table – roast lamb, fried goat and mutton, dried meat and a wide variety of roasted meats are just some of the traditional dishes – or enjoying some of the regional attractions, especially the ecological parks and rivers. A place not to be missed are the Garcia Caves with their stalactite and stalagmite



Garcia Caves

formations; Cola de Caballo, one of the ancestral villages that best combine nature, culture and gastronomy; the Fundidora Park, with 140 hectares dedicated to sport, culture, the performance arts

and to the industry, which put the region on the map. Fireworks, competitions, livestock displays and gastronomy fairs also make up part of this region's festivities.

GUADALAJARA, STATE OF JALISCO



Cesar Vazquez

The state of Jalisco is home to some of the icons that most immediately serve to identify Mexico, such as tequila and the Mariachi and where the state capital, Guadalajara, has been home to an Ascendum subsidiary since 2012. Currently, there are 11 professionals working to bring in new clients as well

as providing them with better service.

The city is an example of modernity and tradition, but the historical center stands as an invitation to travel back in time with its impressive cathedral dating back to the late 16th century; the majestic Palace of Government, the oldest Mexican opera house (Delgado Theatre) and the UNESCO World Heritage Cabanas Cultural Institute.



In the surrounding regions, there are the traditional settlements such as Tlaquepaque and Tonalá, globally recognized for their handicrafts, beaches bathed by the Pacific, snowy mountains, the country's largest freshwater lake, and miles and miles of fields splashed with the bluey-green of the Agave, the essence of the famous Tequila, the drink named after the city.

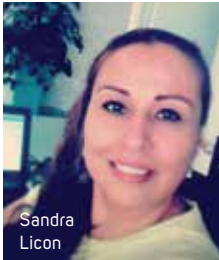
Another must-see is Charrería, the original Mexican "rodeo" from the historical estates that, following the revolution, became a sporting passion and that has long since been associated with authenticity and traditions, as well as with the music and costumes of the Mariachi, a musical style that joined the list of UNESCO intangible world heritage in 2011.



Tlaquepaque

Around the World: Ascendum Mexico

VERACRUZ, CITY AND STATE



Sandra Licon

It was in Veracruz that the conquistador Hernán Cortés established his settlement and thus became the first city founded by Europeans on continental America with its roots dating to the 16th century. This is the state with the longest coastline in the Gulf of Mexico and

Veracruz also gives the name to one of its main cities in which Ascendum chose to open its office.

There is no shortage of memories and legacies from ancient civilizations – the Olmec, Huastec and Totonac peoples – the magnificent beaches with their warm waters and stunning corals that delight divers and an aquarium where you can also discover the many wonders of the marine world.

Downtown Veracruz definitely a place to visit, passing through the Nossa Senhora da Assunção Cathedral, the Municipal Palace, the former Veracruz Port Administration Building and taking the



Historical Centre

coast road as far as the San Juan de Ulúa Fortress, built between the 16th and 18th centuries to protect Veracruz from constant pirate attacks. Also on any must-visit list is the most important local meeting point in Porto Jarocho, La Parroquia, a café that welcomes everyone who is important to the goings on in the city, be it for leisure or business.

In the surroundings, there are some magic settlements, such as Catemaco (and its Monos island) for example, the immense coffee plantations and as well as the waterfalls, lakes and rivers that make up the area known as Costa Esmeralda.



San Juan de Ulúa Fortress



Plaza Acuario

SAN LUIS POTOSI, CITY AND STATE



Gabriela Mendez

Ascendum has run an office located in San Luis Potosi, capital of the eponymous state, since 2013 and draws upon the support of eight professionals that have joined a team striving to improve on response times and client support services as well as increase sales.



The religious festivals form part of the region's heritage and feature highpoints such as the Procession of Silence in Easter Week. There is also the second largest procession in the world during which the "Burning of Judas" takes place.

Among the many points of interest in the surroundings, leading choices include wandering through Las Posas (in Xilitla), a surrealist garden laid out by the British eccentric Edward James, as well as enjoying diving through the stunning and very inviting waterfalls and lakes in Ciudad Valles: Tamul, Micos, Puente de Dios are the names to remember.



Las Posas

Improving working conditions and training constitute additional priorities.

San Luis Potosi is a city with classical architecture, with mansions, Baroque and Neoclassical churches, museums, squares, gardens and handicraft markets adjoined by a modern city with restaurants, leading international brand stores and the widest pedestrianized avenue in all of Latin America.



Puente de Dios

Team in Focus

AFTER SALES AT ASCENDUM TURKEY IN BURSA

DEDICATED TO RAISING CLIENT SATISFACTION
AND VALUING AFTER SALES SERVICES

From left to right: Technician İbrahim Çabuk, Service Engineer Semih Gökse, Technician Yasin Türkmen, Assistant Service Manager Utku Tamyerli and Technicians Atıla Akkurt, Ferhat Sülükoğlu and Gökhan Toprak

They ensure the After Sales Services of Ascendum Turkey, in Bursa, in the Marmara region, and according to Technical Assistant, İbrahim Çabuk, the resourcefulness and speed with which they detect and repair breakdowns is one of the secrets to attaining one of the most important facets of his functions: client satisfaction.

"The sale is an essential moment to the Ascendum business but, just as soon as that is over, that client becomes dependent on our services and we have to be able to ensure high levels of satisfaction", explained Utku Tamyerli, Assistance Service Manager, who stressed the contribution made by this team towards the overall organization: "our greatest feat as a team is the contribution we make to the growth of the company by being able to maintaining high levels of client satisfaction".

However, this satisfaction is equally dependent on client expectations – not always realistic or predictable – hence, in addition to the capacity to determining just what led to the breakdown and being able to repair it in the most efficient manner, it is also essential *"to know how to manage the relationship with these interlocutors and to meet their needs",* stated the Technical Assistant, Yasin Türkmen. *"The clients do not always understand or appropriately value the After Sales Service and it makes sense to emphasize the importance of what we actually do as this recognition makes our work both easier and more efficient",* he stressed.

A WELL-OILED AND HIGHLY SUCCESSFUL TEAM

The fact that they are a group of trained and competent technical experts who have already

worked together for a number of years and are used to mutually sharing experiences and information, helps them be a well-oiled and highly successful team: *"The cooperation within the team, the habit of sharing information and the operational support we provide each other enables us to overcome challenges as a team and enables each one of us to feel professionally more competent when dealing with clients",* highlighted İbrahim Çabuk.

"It's good to know that we always have somebody ready to help out", says the Technical Assistant Atıla Akkurt, who defined this willingness to help as the factor she most appreciates about the team and, according to Utku Tamyerli, is an aspect that improves daily, making them more of a team in every sense of the word.

Mural



ASCENDUM SPONSORS GDD

It proves easy for a successful group such as ASCENDUM to associate with the values and principles of rugby, especially with a winning club with the spirit and "Ambition to Prevail" such as the GDD - a Rugby team founded by a group of Law students.

ASCENDUM and GDD; sharing the same motto "AMBITION TO PREVAIL"!

Not only the will to win, but what it takes for a team or a company to be able to achieve its objectives and be successful!

In rugby and in sport, as at ASCENDUM and in business life, GDD has a vision with very well defined objectives and understood in a very clear and practical fashion by the entire club structure. Commitment, Determination, Humility, Sacrifice, Overcoming, Resilience, Hard Work, Unity, Friendship, team spirit and group cohesion are all critical success factors... in rugby, in business, and even in life...

In any winning team, there is no individualism, it doesn't make any sense as each member has to always give a little more of themselves for the sake of the Group/Team!

We teach our little warriors from the youngest age to Respect Difference, whatever its form (racial, social, physical, political), as, in a team, everybody is needed! We are a Family!

The trophies and the spotlight of success are the rewards for the practice of these fundamental rules, "Glory" only ever appears long after every requirement gets complied with and internally automated within the team.

At GDD, we respect our adversaries, the rules of the game, the referees, we play with Fair Play... just as ASCENDUM engages in ethical business practices with respect for its business partners and its employees and taking a socially responsible role in

society, and is perceived as a national and international benchmark.

All of these values are applied as fundamental rules at GDD as a different way of competing in rugby and in life, and as a doctrine for life.

WE ARE DIFFERENT... WE ARE GDD....
We are together! "AMBITION TO PREVAIL"

United by this slogan, we genuinely believe in the strength and potential of the GDD family having built a 100% amateur Rugby Club now with 64 years of experience, a history of success; we are a club that saw the 2015/2016 season culminate with four triumphs in the four competitions entered by the Club.

The Super Cup, Iberian Cup, Portuguese Rugby Cup, Sevens Championship, Beach Rugby and the National League constituting an unprecedented sport-



ing season and confirming GDD as the best current Portuguese rugby club.

A Club that does not limit its scope to winning the top flight in national rugby, but sets out to build its success from the roots up, thus, in its training schools and also ensuring the integration of all those who, on and off the field, live the day-to-day life of the club.

It is the club with the largest number of registered players in the under 14s category (around 250 little soldiers), the national champion in the categories of under 14s, under 16s, finalists in the Final 4 of the under 18s, national champion and winner of the Under-23 Portuguese Rugby Cup, we believe that the key to this success lies in the the passing down of values from generation to generation, always with the capacity to adapt to new realities and with an enormous ability to set new and ambitious objectives.

Of the victories achieved, we make them the stepping stone for greater challenges. In defeats, we find moments of learning and the times that genuinely testing the level of unity and friendship of this Family. This Family grows from day to day and we would highlight the launching of the Family Tier, especially dedicated to devoted parents who, training session after training session, dedicate part of their time and lives to get their little soldiers to train. What began spontaneously today represents a group of over 40 parents who, every Saturday, from 11am to 12.30pm train and train hard to demonstrate the perseverance and daring that characterizes each GDD member.

Always showing enormous Humility, a capacity for Work, Spirit of Sacrifice, Trust and Friendship, the principles that guide the Club.

At GDD, individual character is always going to come ahead of any technical or tactical capability.

Perhaps for this reason, we have never overlooked the technical and sports training and preparation of our little warriors and have no doubt whatsoever that rather than training great athletes, our concerns are focused on helping the growth of great Humans.

Integral Humans and with Character!

That is GDD...
LONG LIVE GDD!
LONG LIVE
ASCENDUM!



Article by Luis Filipe
Lança de Morais,
GDD Club President

TOGETHER WE'RE STRONGER

A SINGLE BRAND, WORLDWIDE

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- A single brand in every geography
- The Ascendum blue in every brand application
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ONE FOR ALL, ALL FOR ASCENDUM.

EXAMPLES OF COMMUNICATION TEXT APPLICATIONS

