

# ASCENDUM

MAGAZINE

No.18  
April 2016



P. 8  
MY ASCENDUM

"BEST PHOTOGRAPHY ON THE JOB SITE" CONTEST

## MACHINE AND NATURE CLASH AS INSPIRATION FOR WINNER PICTURE

## Contents

- P.02 EDITORIAL
- P.03-04 HIGHLIGHT  
VOLVO CE'S PRESIDENT ATTENDS  
SOUNDING BOARD  
INTERNATIONALIZATION AWARD
- P.05-07 ASCENDUM ACADEMY  
TRAINING GOES ON AT CATÓLICA LISBON
- P.08-09 MY ASCENDUM  
"BEST PHOTOGRAPHY ON THE JOB SITE"  
WINNERS
- P.10-11 GOOD PRACTICES  
7 HABITS OF HIGHLY EFFECTIVE PEOPLE
- P.12-13 RADAR - ASCENDUM PORTUGAL  
ASCENDUM LEIRIA RENEWED  
FACILITIES  
EXTRACTIVE INDUSTRY'S NEW CLIENT  
AFTER SALES TEAM TRAINING  
BY PONSSE
- P.14 RADAR - ASCENDUM SPAIN  
METALLIC MINING HALL
- P.15 RADAR - ASCENDUM TURKEY  
SALES CONVENTION
- P.16-17 RADAR - ASCENDUM USA  
VOLVO DEALERS AWARDS PRIZEWINNER  
ARTICULATED AULER 50<sup>TH</sup> ANNIVERSARY  
CARLSON PAVING PRODUCTS:  
NEW BRAND
- P.18-19 RADAR - ASCENDUM MEXICO  
GAINING CUSTOMER TRUST  
FAMILY SOLIDARITY
- P.20 RADAR - ASCENDUM CENTRAL EUROPE  
BEST MACHINE OF THE YEAR
- P.21 RADAR - GLOMAK  
ATLAS COPCO - DYNAPAC
- P.22-23 HIGHLIGHTED TEAM  
GRANADA BRANCH IN SPAIN
- P.24-25 ASCENDUM WORLD TOUR  
BUDAPEST IN FIRST HAND  
BY ASCENDUM HUNGARY
- P.26-27 TALENT ASCENDUM - USA  
NATURE AS SEEN BY MIKE BROWN
- P.28 ECONOMIC FIGURES

## Editorial

### PRIDE AND AMBITION

Each time a new year begins, it is time to plan the future. But it is also time to look back at the path already crossed. In our case, this is a path we all can and should be proud of.

**Our 2015** - Last year was not so easy to some of our operations, with strong macroeconomic constraints persisting in several markets. Still, we've somehow been able to grow: our turnover increased over 20% to 820 million Euros, well over the 700 million we had as a target. Ascendum's Operational Result, (results before interests, taxes and amortization) grew from 60 to 69 million Euros. These figures, which consolidate a path of growth, really do mirror our skills and efficiency, but also represent our ambition to gain more market, and to be faster and more flexible in order to reach further.

**Our Innovation** - This ambition comes as well from consolidating as Ascendum and here there are also reasons for us to be proud of. As jury member in the group presentations of the first General Management Program, I saw the Directors thinking transversally, working together and innovating in benefit of the Group. Their ideas and solutions prove that, as Ascendum, we are more than a group of geographies and operations: we are synergies, ideas and fundamental expertise that allows to create more value. Above all, we are a fantastic team – a Family.

**Our Friend Martin** - Volvo CE President Martin Weissburg honored us with his presence in February. He left us an appreciation message, but also warned us to the world economic crisis that affects Volvo and its competitors, referring that only 40% of the production capacity is being sold. He also reminded us that the equipment sold mainly in the Construction Industry and for Public Contracts has many other applications – Manufacturing Industry, Mining, Forests, Material Handling, Recycling, etc. - and today the Distributor role is more important than the Manufacturer's one. A word to the wise...!

#### Cover:

Winner photograph from the contest "Best Photography on the Job Site", by Mustafa Hakan Ozsahin



**RICARDO MIEIRO**  
President of the Executive Committee

**Our Secret** - We have been insisting on the fact that "ordering and buying" from suppliers is our main "secret" and where it all begins. This is an activity that should not be automated. It is a customized activity that comes from a multidisciplinary team work. And a good purchase is discussed and negotiated two, three times or more. We have 10 to 30 suppliers and thousands of clients. If we make a good purchase, we'll hopefully sell better, have better results and then we can all live better.

**Our Brand** - Still this year, our brand name "Ascendum" will finally be adopted as a local brand in the US and Spain. From then on, all Family will become even more unified around a brand that aims to be more valuable and global.

**Our 2016** - This is what we want for 2016. We challenge each and every single one of you: commit yourselves to be more Ascendum, to be wiser and more efficient so that, in a year time, we may say again: we are proud of what we have achieved so far, but we want more.

Cheers to Ascendum and good luck to us all.

Highlight

VOLVO CE'S PRESIDENT

A SPECIAL GUEST AT LISBON'S SOUNDING BOARD: MARTIN WEISSBURG



Behind, from left to right: Rafael Murillo, Marco Liz, Nuno Colaço, Sant Margos, Pedro Arède, Fernando Almeida, Luis Almeida, Rui Galamba, José Luis Mendes, Juan Zurera, Reinhard Schachl. On the front, from left to right: Paulo Jacob, Luis Rubio, Brad Stimmel, Rui Faustino, Paulo Mieiro, Martin Weissburg, Ricardo Mieiro, João Mieiro, Ernesto S. Vieira, Mahir Hocaoglu, Thomas Schmitz

Martin Weissburg, Volvo CE's President, was Ascendum's Sounding Board special guest. The meeting was held in Lisbon from February 2nd to 4th, gathering the Group's Executive Committee and the CEOs from all geographies. The meetings were also attended by the Group's Corporate Directors and by each geography's CFOs.

On the course of the event, Martin Weissburg emphasized the strong relationship with Ascendum, acknowledging the fact that our Group is Volvo Construction Equipment's most important dealer.

The results of 2015 and the objectives for 2016 were presented, as well as other topics regarding the Group. Apart from these tasks, there was also time to attend a Fado (traditional Portuguese music

genre) concert, and to deepen the knowledge regarding Torre de Belém, one of Lisbon's most iconic monuments.



From left to right: Paulo Mieiro, João Mieiro, Martin Weissburg, Ricardo Mieiro and Rui Faustino

Highlight



ELECTED IN THE LARGE COMPANIES CATEGORY

# ASCENDUM HONoured WITH AWARD FOR INTERNATIONALIZATION

Ascendum was among the Exportation & Internationalization Awards big winners. These prizes are awarded by Novo Banco [Portuguese bank] and Jornal de Negócios [business newspaper], with the aim to distinguish the Portuguese companies with the best performances in export and cases of success in internationalization.

Ascendum won the Internationalization Award, in the Large Portuguese Companies category, a prime position among the 4 selected organizations in this category.

Ricardo Mieiro, President of the Executive Committee, made the honors by stepping up to the stage and taking the prize. This is already the second significant award regarding Ascendum's Internationalization in one year: by the end of 2014, ISCTE Business School recognized Ascendum as The Most Internationalized Company of the year.

The award ceremony took place in February in the Ritz Hotel, in Lisbon. Portugal's Minister of Economy, Manuel Caldeira Cabral, and the Presidents of the 12 awarded companies were also present in the ceremony.

## STRATEGY, TURNOVER AND INTERNATIONAL GROWTH

Strategy, turnover and international growth were the three criteria which got Ascendum to be selected. This is a recognition of the number of countries where the group is present, the employees who ensure the company's activity in almost 20 countries and the proportion of international turnover. The strategy that allowed Ascendum to diversify the business activity with different specifications and maturity levels in each geography was also recognized.

Ascendum Academy

# GENERAL MANAGEMENT PROGRAM: FIRST EDITION IS CONCLUDED



Congratulations to all whom have completed the first GMP, tailored to Ascendum's needs: Ernesto Silva Vieira, Rui Galamba, Luís Almeida, Pedro Arêde, Hélder Almeida, Ildelfonso Garcia, Ivo Araújo, Javier Gomez, João Ascenso, João Velez, Kristin Parker, Luis Gerardo Gomez, Luis Rubio, Melchisedec Hernandez, Murat Ozkaya, Paulo Camarão, Paulo Jacob, Pedro Gaspar, Rafael Murillo, Rob Tavenner, Sant Margos, Sérgio Luís and Tolga Tolat.

In January, the first edition of the General Management Program (GMP) was successfully concluded. This event gathered Directors from all geographies, at Lisbon's Catolica University.

The course ended with the group projects presentations which had been being developed over the past year. The four topics in which the teams did focus were: "Key Account Global Management", "Global Key Account Service Solutions", "ASCENDUM Long Life Operating Program" and "Global Parts Project".



Ascendum Academy

Several members of the Executive Committee made sure to be present and attend the groups' presentations: Ricardo Mieiro (President of the Executive Committee), Paulo Mieiro and Angela Vieira were part of the jury who assessed the "students" ideas. Professor Pedro Celeste from Católica Lisbon was also part of the jury.

*"To see our Directors thinking globally and sharing good practices thusly bringing innovation to Ascendum was a very important moment", states Angela Vieira, Executive Board Member, responsible for the creation of Ascendum Academy.*

The last module of the first GMP edition also included some classes such as "Strategy and Competitively", "Performance and Management Control" and "Digital Leadership".



Helder Almeida, Luís Gerardo Gomez, Kristin Parker, Pedro Gaspar, Sant Margos and Jarvier Gomez devoted themselves to "Global Key Account Service Solutions".



"Global Parts Project" was the challenge given to João Velez, Luis Rubio, Murat Özkaya, Melchisedec Orduña and Sérgio Luis.



Rafael Murillo, Tolga Polat and Paulo Camarão worked to innovate and improve in "Key Account Global Management" project.



Robert Tavenner, Ildefonso García, Ivo Araújo and João Ascenso focused on "ASCENDUM Long Life Operating Program".

# GMP'S SECOND EDITION GATHERED NEW "STUDENTS"



Our new students are Amaia España, Diana Guerra, Burcu Acar, Derya Kosecioglu, Graça Mieiro, José António Barros, José de Jesus Martinez, Josef Habert, José Manuel Garcia, Luís Castro, Marco Loureiro, Nuria Fernandes, Paulo Pinto, Peter Greisberger, Reinhard Schachl and Shawn Sweet.

Just one week after the 1<sup>st</sup> Edition of the GMP, the 2nd Edition kicked off in Lisbon with new directors and talents from all our geographies.

The first module of the program was dedicated to "Financial Analysis", "Communication, Negotiation and Persuasion" and "Marketing & Value Creation". The students will gather again in September in order to complete the course's second module out of three.

Apart from the great opportunity to share knowledge, experiences and ideas between colleagues from different geographies, this second edition demonstrates the Group's commitment and investment towards training leaders of our operational, service and support areas.



My Ascendum

# MUSTAFA HAKAN OZSAHİN AND KÁROLY VARGA WIN "BEST PHOTOGRAPHY ON THE JOB SITE"

The photo contest which began in the end of 2015 in My Ascendum has already chosen the prizewinners. Yammer's most "Liked" picture shows the strenght of the machine against the greatness of the stone, and it belongs to our colleague Mustafa Hakan Ozsahin, Service Technician in Ancara, capital city of Turkey. At the end of the contest's last day, Mustafa's pictured had collected 79 votes.

The picture was taken in July 2015, in Sparta, while performing a job for client Yüce Mermer, in which two Volvo L350F were trying to lift up massive stone blocks. "The stone was so heavy that, due to the back differential system, the machine was standing up supported in just one of the sides", says Mustafa, confirming his "passion for photography but not from a professional point of view".

**"THE STONE WAS SO HEAVY THAT, DUE TO THE BACK DIFFERENTIAL SYSTEM, THE MACHINE WAS STANDING UP SUPPORTED IN JUST ONE OF THE SIDES", SAYS MUSTAFA, CONFIRMING HIS "PASSION FOR PHOTOGRAPHY BUT NOT FROM A PROFESSIONAL POINT OF VIEW".**



Mustafa Hakan Ozsahin



Winning photo

## KÁROLY VARGA GETS THE JURY PRIZE: HUMOR HELPS TO OVERCOME CHALLENGES

Regarding the jury's choice, Károly Varga from Budapest, Hungary, was the author of the selected picture, proving with one image how harsh can it be for our service technicians on the field. Károly took that photo in December 2015, in Lónya, while performing a job for a long term customer, Kálló-Földgép: a replacement in the hydraulic engine of an EC290B.

*"The idea behind this photo was to raise awareness to the tough conditions that we sometimes face on the field, but with the help of a little humor we manage to successfully overcome them", says Károly, also explaining that, in this case, "the heavy rain and the difficult access in getting to the location where the machine was at, required us to literally crawl in the mud. It looked like my colleague had fallen asleep as he was lying on the ground, which made us all laugh. After that, everything became a lot easier and we made a great job".*

*"This picture demonstrates the field work just as it is, and shows our invisible supermen in action", says*





Photo elected by the Jury, taken by Károly Varga

**“THIS PICTURE DEMONSTRATES THE FIELD WORK JUST AS IT IS, AND SHOWS OUR INVISIBLE SUPERMEN IN ACTION”, SAYS JOÃO VELEZ, PORTUGAL’S CST DIRECTOR AND MEMBER OF THE JURY**

João Velez, Portugal’s CST Director and jury member, which was composed by several Directors from different Group areas and geographies.

When asked about how were they able to collect the votes that got them to win, they both agree that “there was no need of doing anything...”, and Károly adds with humor “neither did we have to persuade anybody!”

All and all, we had 33 valid service technicians’ participations from all Ascendum’s geographies. Each winner will now get their prize: 1 weekend for 2 in a location of choice. The remaining participants also got a participation prize.



Service Technician Károly Varga with Central Europe’s HR Director Peter Greisberger, and Ascendum Central Europe CFO / Hungary Regional Director Reinhard Schachl.

Good Practices

7 HABITS OF HIGHLY EFFECTIVE PEOPLE

# ASCENDUM TURKEY GREAT BENCHMARK WITH CASCADE TRAINING

Are you familiar with the "7 Habits of Highly Effective People"? Do you know that these habits have a proven impact on each one's professional life? Franklyn Covey is typically the right place to learn and practice these habits. This is a globally present training institute that teaches the essential values, behaviors and skills to employees from diverse sectors, in order to improve effective professional performances.

According to this, our Group may also be the right place to learn these "7 habits". Ascendum Turkey does confirm so with its initiative, already considered an example to follow. In order to find out more about this, Ascendum Magazine has spoken to Burcu Acar, Human Resources Director at Ascendum Turkey, who promoted this initiative in her geography.

**AFTER ALL, WHICH ARE THE "7 HABITS OF HIGHLY EFFECTIVE PEOPLE"?**

There are seven universal principles that everyone should embrace in order to become more efficient, which are a guide to achieve the best in us. These principles have been described in Stephen R. Covey's bestseller that became one of the most influential works in the business world. Considering

the principles in this book, the author has started a training institute to take these insights to the companies, this way preparing managers and workers to be more efficient.

In 2013 we've considered this to be a highly valid training and, as such, we've scheduled a custom-made two-day session for 60 Ascendum em-



Burcu Acar, Ascendum Turkey HR Director

ployees with Franklyn Covey. The impact was so positive that we thought it would be important to extend it to the ones who didn't had the chance to participate.

**AND THAT'S WHERE THE IDEA OF PROVIDING INTERNAL TRAINING CAME FROM?**

Yes, it was. It was going to be hard to take more employees to a two-day external training, either due to operational or financial matters. That's why in 2015 we've decided to turn the trainees into the new trainers.

**HOW DID THE SYSTEM WORK?**

Generically excluding the second and third lines, we had 44 employees who received training at Franklyn Covey's in 2013. We split them into seven groups, bringing people from different areas together in order



to promote a greater interaction inside the company. Then we challenged each group to work on one of the "7 habits" so that they would pass on to the whole company what they've learned from the training. I didn't give any other instructions apart from the deadline (two months and a half) and all they knew was that the best presentation would be awarded.

**WERE THE TEAMS INVOLVED?**

We watched each group working their best to be innovative and creative. They've studied the book, the notes from the training, they made online research, prepared videos, presentations, role plays... They got together at lunch time, after the office hours and as well on weekends. They made sure the work content was kept secret. It was surprising to see this involvement and motivation!

**WHAT HAPPENED AFTER THOSE 2 AND A HALF MONTHS?**

After that time, we gathered a great part of Ascendum Turkey's structure in a Hotel conference room, on a Saturday from 9:30am to 5:00pm. After my short introduction, each group stepped onto the stage to give their best. And they actually did! Great presentations, plenty of confidence and profession-



alism, as if lectures were something easy to do! The audience then voted the presentations and the winning group got the prize.



**WHICH ARE THEN THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE?**

- 1) BE PROACTIVE
- 2) BEGIN WITH THE END IN MIND
- 3) PUT FIRST THINGS FIRST
- 4) THINK WIN-WIN
- 5) SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD
- 6) SYNERGIZE
- 7) SHARPEN THE SAW



**HOW WOULD YOU ASSESS THIS INTERNAL TRAINING AND THIS CASCADE SYSTEM?**

I dare to say that this day will not be forgotten for many years. I even heard a colleague saying that, besides having had the training in 2013, he got to learn so much more in 2015. Our trainers developed new skills, from team work to presentations and stage presence skills. We've discovered very talented people with very creative ideas, and this allows us to look at them from a different point of view. It isn't easy to gather 145 people from the company. This was an awesome chance to spend some time together and to learn about these habits that each one of us can put into practice on a daily basis. The recognition of this initiative's success was visible at the end of the day, when a standing ovation stole the show.



**Radar - Ascendum Portugal**

**ASCENDUM LEIRIA RENEWED FACILITIES**

**A COMFORT SPACE WITH CUSTOMIZED SERVICES**

Ascendum Veículos in Portugal has renewed facilities in Leiria, in the center of Portugal. With a modern and comfortable feel to it, a new kind of interaction with the customer is now possible.

Ascendum Leiria adopted the Volvo Retail Experience, which transformed the typical car stand in a welcoming space with every condition met so that the clients may feel "at home". With an innovative service concept, distinctive and customized, thusly simplifying the service process, Ascendum ensures additional freetime and less concerns for the customers - this is Volvo Personal Service.



The space is now an example of the most recent Volvo showrooms approach. Apart from the new detailed designed space, materials and indoor and outdoor décor, it features other differentiator factors, such as ambient sound, an air purifier and the FIKA

concept (Swedish concept for cake and coffee break) under which the clients are now welcomed.

Regarding the new customized services and in case of a shop visit, the customer can now schedule their

**ASCENDUM VEÍCULOS INVITED CLIENTS AND PARTNERS TO MEET THE "NEW" SPACE ON MARCH 4<sup>TH</sup> AND 5<sup>TH</sup>. IT WAS AN OPPORTUNITY TO INTRODUCE THE NEW CONCEPT THAT WILL SIMPLIFY AND IMPROVE THE SERVICE.**



José Laranjeira and Rui Faustino with Edson Akira, Volvo Car Portugal General Manager



New space overall view and details

check in and check out time, in order to better manage their time. This way they can enjoy the spare time for reading, getting emails done or just relax with a cup of coffee or tea. The concept allows the customer to stay with the same contact person throughout the experience at the shop.

Not least, Ascendum Leiria was one of the first dealers to go under a renovation based on Volvo new concepts. This is an example to be followed by Ascendum in Lisbon, Coimbra and Viseu. This mirrors the commitment towards the Volvo brand growth in Portugal and strenghtens a long-lasting relationship with Volvo Car Portugal.

## AFTER SALES TEAM IS BETTER PREPARED TO RESPOND TO PONSSE'S CHALLENGES

Regarding the investment in the Forests segment equipment, ASCENDUM Máquinas in Portugal has organized a technical training plan with Ponsse. The goal was to better prepare the After Sales team to provide a service of excellence.

With one-week duration, the course focused on equipment, parts and service. The training had also a practical component, which was ministered in the forest by a Ponsse's trainer, where a real working environment situation was created.



Parts Rep, Service Technicians, a Trainer and a Sales Technical Specialist were the ones receiving this training and, since January, they have been able to provide an effective response to any demands or challenges required by our clients that chose to buy a Ponsse.



## VOLVO L350F WINS KEY CLIENT IN EXTRACTIVE INDUSTRY

Ascendum Máquinas in Portugal closed the deal and sold a VOLVO L350F wheel loader. This is an important achievement, as it is the first "Block Handling" machine sold to a key client in the extractive industry in Portugal – Filstone – whose fleet is mainly composed by equipment from our biggest competitor.

The VOLVO L350F wheel loader is already working in a Filstone quarry, in the city of Fátima, just a few kilometers away from Ascendum Máquinas in Leiria, where the team that made this sale are working: Rui Sampaio (Sales Consultant), Service Technician Ricardo Santos (Service Technician), Fernando Pinhal (Segment & Marketing Staff) and Fernando Santos (Service Supervisor).



The sale was possible thanks to the L350 on-site demonstration, allowing the client to verify the advantages of the equipment in a real working environment, as well as its gains in terms of productivity and fuel efficiency, in comparison to the competition.

Throughout this process, VOLVO L350F clearly exceeded Filstone's expectations, by transporting a limestone block weighting 59,9 tons, from the most remote zone of the quarry to the scale, located in the fleet storage.



The client's satisfaction was well visible not only in this purchase, but also with the quotation request for a 40-ton VOLVO EC380 crawler excavator.

**Radar - Ascendum Spain**

**PRESENCE IN THE FIRST METALLIC MINING HALL IN SEVILLE**

**GREAT VISIBILITY IN THE MINING SECTOR**

Ascendum Spain was at the Metallic Mining Hall (MMH), which is a trade fair specifically dedicated to the mining sector that debuted at the Seville Conference Center. With over 12.000 visitors in just three days, the event allowed Ascendum Spain visibility to be reinforced among professionals from this specific segment, which is already held to be strategic, especially in Andalusia.

*"Despite the raw materials' sector stagnation, partly due to the crisis in China, we need to bear in mind that Spain is the EU country with the largest reserves of pyrite, copper, lead, gold, silver and mercury. We are placed second as far as iron and zinc*

*is concerned and third placed regarding tungsten (wolfram). Because of this, it's absolutely essential to be integrated in the mining sector. The growth potential is there",* says Ildefonso García, Ascendum Spain Sales & Marketing Director. According to him, this was a great initiative to place Ascendum as a partner in this sector, by presenting the products and services that can bring a true added value to the companies in the mining business.

The event's main focus was on innovation and how can it be applied to every mining activity phase: from investigation and deposits exploitation to metal handling. In addition to technical and scientific talks, MMH also benefited from a vast exhibit and display area, where several companies had the chance to show their services and equipments. This is where Ascendum Spain stood out by showing Volvo CE's offer and services that contribute to a higher productivity in this segment.

**WITH OVER 12.000 VISITORS IN JUST 3 DAYS, THE EVENT ALLOWED ASCENDUM SPAIN VISIBILITY TO BE REINFORCED AMONG PROFESSIONALS FROM THIS SPECIFIC SEGMENT, WHICH IS ALREADY HELD TO BE STRATEGICAL, ESPECIALLY IN ANDALUZIA.**



## Radar - Ascendum Turkey

# ASCENDUM TURKEY GETS BRANCHES AND DEALERS TOGETHER ON SALES CONVENTION

In the course of two days, Ascendum Turkey sales teams and sub dealers were gathered in Istanbul's Tuzla Radisson Blue Hotel to attend the "2016's ASCENDUM Makina Sales Convention". The event gathered a total of 56 professionals, including the sales team and several other departments such as logistics, after sales, marketing and finance.

January 21<sup>st</sup> was the first day and it started with an overview of 2015, in which it was possible to review the market performance, Ascendum sales and the competitors' results. The meeting continued with the presentation of Volvo's new price list for 2016 and the marketing strategy that will support all the sales teams, with a detailed sales and performance presentation on the following segments: used, rental and public sector.

On the second day, the convention was focused on the future and new products. The new Volvo CE equipment for the Turkish market was presented, as well as the improvements made in some of the existing products. The new Volvo G series wheel loader was a highlighted product, and information about its features and positioning strategy



was shared. After Volvo news, sales managers of SLDG, SANY and Massey Ferguson presented their brands, products and markets.

The gathering wasn't finished until one Sales Consultant from each location gave a presentation about the main facts of their branch throughout 2015, pointing out their bestselling product.

**Radar - Ascendum USA**

**BIG SUCCESS AT THE VOLVO'S 2015 DEALER AWARDS**

**A TOTAL OF 7 AWARDS RECEIVED, INCLUDING LEADER IN OVERALL SALES VOLUME**



Brad Stimmel, CEO of Ascendum USA, receiving one of the prizes from the hands of Göran Lindgren, President & CEO of Volvo CE North America

"Best Service Response Time", "Highest Retail Finance Volume U.S." and "Highest Retail Finance Penetration U.S Large Market" were the three awards received by Ascendum USA at Volvo's 2015 Dealer Awards in North America. In the course of the ceremony, our North-American colleagues also received the President Award, the "Leader in Overall Sales Volume", which is the greatest honor one can receive at this event.

Apart from these awards, we add two more second places and a third one: "Highest OTC Fill rate", "Customer Support Circle of Excellence" and "Leader in GPPE Market Share, Large Market".

Volvo's 2015 Dealer Awards ceremony gathered 100 Volvo CE representatives and professionals and took place in January, on the Equipment Distributors Association Convention and CONDEX trade fair, in Washington DC.

**A WINNING MENTALITY AND 700 MACHINES SOLD**

With so many awards, Ascendum USA's efficiency and the recognition from Volvo CE was clear. The Vice President Sales for Volvo CE in North America Agako Nuouch made sure to emphasize that in his speech.

"There is more than one way to skin a Cat" started Agako Nuouch, playing with the competitor's brand name, in order to state that, probably, this is the best way to describe a winning mentality, year after year.

He reinforced that this type of mentality starts from the top management level, where you feel the compromise that "we're in this together". In regards to Ascendum USA's sales team he says that "the sales force is well versed on company objectives, product and even finance".



Brad Stimmel, CEO of Ascendum USA, receiving one of the prizes from the hands of Göran Lindgren, President & CEO of Volvo CE North America

**"BETWEEN THE INTEGRITY OF THE PRODUCT, COMBINED SUPPORT EFFORTS AND OUR STRONG COMMERCIAL AND EXECUTIVE MANAGEMENT RELATIONSHIPS, LARGE AND NOT SO LARGE CUSTOMERS REPEATEDLY RETURN TO VOLVO AND THIS DEALER" HE CONCLUDES, BEFORE ANNOUNCING THAT THE 700 MACHINES SOLD 2015 WOULD MAKE ASCENDUM USA THE "LEADER IN OVERALL SALES VOLUME"**

Volvo's vice-president also praised the After Sales Service, stating it's focused "completely in decreasing the clients' downtime, pushing details to the background".

"Between the integrity of the product, combined support efforts and our strong Commercial and Executive Management relationships, large and not so large customers repeatedly return to Volvo and this dealer" he concludes, before announcing that the 700 machines sold 2015 would make Ascendum USA the "Leader in Overall Sales Volume".



# VOLVO ARTICULATED HAULER CELEBRATES 50<sup>TH</sup> ANNIVERSARY



IF YOU'RE AN USA EMPLOYEE HAPPENING TO SPOT THE COMMEMORATIVE ARTICULATED HAULER, WE CHALLENGE YOU TO TAKE A PHOTO AND POST IT IN YAMMER!

In order to celebrate its first articulated hauler 50th anniversary, Volvo created a commemorative A40G model.

This is a customized model by Volvo CE Shippensburg's team in Pennsylvania, painted it gold, which makes this truck glow in all its splendor. It can be

seen across the USA and Canada throughout 2016, in events and fairs promoted by Ascendum and other dealers.

This is an interesting chance to strengthen our market image in trade fairs and other events where Ascendum is present.

## PAVING EQUIPMENT

# CARLSON PAVING PRODUCTS REPRESENTED BY ASCENDUM USA

A new addition has been made to Ascendum USA's brand portfolio: Carson Paving Products, which will expand our paving solutions offer. As a leader in paving



equipment technology for 25 years, the brand counts with five asphalt machines, specially oriented to free-way works and two paving machine models.

With this new partnership, Ascendum USA is representing a total of six brands apart from Volvo CE of which: SDLG, Sennebogen, Stewart-Amos, Sandvik, Doosan Portable Power and Carlson Paving Products.

Radar - Ascendum Mexico

# RELATIONSHIP WITH ZEMER IS AN EXAMPLE TO FOLLOW

Zemer Constructora is a Mexican company with over 25 years experience in extracting and producing limestone and sand, as well as outsourcing services related to stone quarries exploitation. This big company in the Mexican cement industry is also a great Ascendum Mexico client whose recent relationship is already considered to be a role model.

This relationship began last year and Ascendum has already supplied six machines to Zemer. Two additional Volvo machines are also expected to be sold until the end of 2016. But the number of supplied machines is as important as the recognition of the quality of our services. And Zemer has also shown their satisfaction with Ascendum response in this matter.

*"We expect to keep steadily increasing our commercial relationship with Zemer and especially keep working on developing a trustworthy tie so they can see Ascendum as a partner they can trust",* says José Jesus Martínez, Sales Manager in Ascendum Mexico. He also confirms the client's satisfaction with the After Sales service and close relationship with Ascendum team.



**"IN THIS SEGMENT, PRODUCTIVITY AND EFFICIENCY ARE CRUCIAL AS WE ARE IN THE FIRST STEP OF THE CEMENT PRODUCTION VALUE CHAIN",** SAYS JOSE DE JESUS MARTINEZ, EXPLAINING THAT ZEMER NEEDS A PARTNER THAT NOT ONLY HAS A FAIR PRICE, BUT THAT IS ALSO COMMITTED TO AN AFTER SALES SERVICE OF EXCELLENCE, BASED IN A PREVENTIVE AND PROACTIVE MANAGEMENT. WITH THIS, WE ARE ABLE TO DECREASE THE EQUIPMENT DOWNTIME, GENERATING COST SAVINGS.

## 15 MILLION TONS SUPPLIED

Mexico is 15th largest cement supplier in the world, with about 34,5 million tons produced annually. Zemer's activity supports the industry with the extraction of limestone and other cement related materials, supplying about 15 million tons of raw material. Ascendum machines are already contributing to make these numbers possible:

- Volvo CE excavators (EC220D and EC350DL ME) working for Cementos Moctez, in Cerritos, Tepetzingo and Morelos;
- A Volvo L60F wheel loader at the Holcim México factory in Acapulco;
- A Volvo L150G wheel loader and a Volvo EC300DL excavator at Cementos Fortaleza, in Tula and Actopan.

*"This is absolutely crucial for Zemer as it allows them to fulfill their commitments with their clients".*

It is also important to refer that Zemer has some major contracts, namely with three out of the six Mexico main cement companies - Cementos Moctezuma, Holcim México and Cementos Fortaleza - and Ascendum Mexico is providing equipment and service in several stone quarries and factories of these companies.

*"We believe that, with Volvo equipment and our motivated team, we will maintain a successful alliance with Zemer, which helps us to position ourselves side by side with the Mexican leaders in this segment",* he concludes.

SOCIAL RESPONSIBILITY

# ASCENDUM MEXICO MOVES MOUNTAINS TO SUPPORT THE CHILDREN FROM “RANCHO EL REFUGIO”



There are people whose mission is to help others. Manuel Zaragoza and Julie Ann de Zaragoza are a proof of that: they have been hosting underprivileged children for about 14 years now. Social responsibility is also a concern of Ascendum Mexico, who started supporting the Zaragoza couple 3 years ago, allowing “Rancho El Refugio” to be expanded and to be the home of this big family.

With Ascendum Mexico’s contribution, it was possible to level out part of this ranch’s uneven landscape in order to amplify the infrastructures that host this family of 20, thus allowing them to build a school for their children.

*“When I saw those huge machines arriving I couldn’t believe my eyes”, says Julie, who never imagined such huge Volvo equipment could be supporting the construction in the ranch. “We can move mountains. Without Ascendum’s help, none of this would be possible”.*



Zaragoza’s family lives solely from volunteering work and donations, some of them sent from evangelic communities in the USA, where Manuel was a pastor for 5 years. When they returned to Mexico in 2002, they started their work, receiving new children in their family and taking medical caravans to low resources villages.

Radar - Ascendum Central Europe

# VOLVO EC220E AWARDED "2016 BEST CONSTRUCTION MACHINE"



Thomas Schmitz, Ascendum Central Europe CEO, receives the award "2016 Construction Machine" from the hands of BAUBLATT's magazine Director, Karl Engert.

The leading Austrian construction equipment magazine, Baublatt Österreich, has just recognized Volvo EC220E excavator as the "2016 Best Construction Machine". The award was delivered during the annual ceremony which is organized by this well-known and specialized publication, more precisely by Alexander Riell, editor in chief. Alexander Riell announced that "the prize is going to an excavator, in the category of 20 to 25 tons, which shows visible improvements compared to its predecessor, but also an impressive fuel efficiency".

The customers confirm this and consider it to be the most fuel-efficient and the most comfortable excavator they have ever worked with. The EC220E has entered the market just one year ago, but that doesn't seem to hold any words of praise from Ascendum in Austria, concerning fuel economy and cabin comfort.

It appears to happen the same in other markets, as this excavator is already amongst the best sellers in several countries. "Since its launch date in February

2015, we have received many praises thanks to the excavator's fuel economy and cabin comfort", says Thomas Schmitz, Ascendum Central Europe CEO, referring that this machine is amongst the best sellers in other countries he's in charge of.

"Comparative tests with competitor machines demonstrate that the EC220E is better in regards of fuel efficiency in its weight category. It's even more efficient than a hybrid competitor! This feature, alongside with the high comfort level for the operator, are the reasons why Volvo EC220E deserves winning the Best Construction Machine of the Year", emphasizes Thomas Schmitz.



## CONSUMPTION 23% MORE EFFICIENT

When comparing with competitors, Volvo EC220E is 15% more productive and 23% more fuel-efficient, which leads Ascendum Austria Sales Manager Kurt Steinkogler to stress: "We have already proven that EC220E is one of the best excavators in the market, the most advanced one in its category, but it's truly a recognition to have these comparative test results confirming our data. More than just selling a machine to our customers, we are selling technology and services that help them achieving a higher productivity and profit".

**"SINCE ITS LAUNCH DATE IN FEBRUARY 2015, WE HAVE RECEIVED MANY PRAISES THANKS TO THE EXCAVATOR'S FUEL ECONOMY AND CABIN COMFORT", SAYS THOMAS SCHMITZ, ASCENDUM CENTRAL EUROPE CEO.**



Ernst Schuchanegg, Austria's Rental Manager, Thomas Schmitz, Central Europe's CEO and Kurt Steinkogler, Austria Sales Manager celebrating after receiving the award.

**Radar - Glomak**



Glomak has just become Dynapac's official representative in Portugal. Dynapac is an Atlas Copco machinery range specialized in pavement, compaction and milling. The main goal is to increase Dynapac and Glomak market penetration in Portugal, and the first results of the effectiveness of this strategy have already happened in 2015, with the sale of a SD 2500CS road paver and a CC 2200 articulated roller to SOCITOP.

SOCITOP is a road and airport track construction company with a long-lasting relationship with Glomak. They went for these machines, namely the Dynapac SD 2500CS road paver, due to the fact that this particular model can be operated electronically with little human intervention. It offers great advantages regarding fuel efficiency, productivity and finishing.

According to SOCITOP's director Abel Torres, "the job performed in the first few weeks matched our expectations, indeed they exceeded them as far as high productivity and low fuel consumption is concerned".



Highlighted Team

GRANADA'S BRANCH IN ASCENDUM SPAIN

**A COMPETITIVE AND CREATIVE TEAM COMMITTED TO OPEN UP NEW MARKETS**



Mario Martín, Jesus Moreno and Manuel Avila

GRANADA'S BRANCH ACTIVITY IS PERFORMED BY THREE EMPLOYEES: MARIO MARTÍN, JESUS MORENO AND MANUEL AVILA. A SMALL TEAM WHICH GOT WHAT IT TAKES TO IDENTIFY OPPORTUNITIES AND START NEW MARKETS: COMPETITION, COMMITMENT AND CREATIVITY.

Regional Director Mario Martín considers these three pillars to be fundamental in order to be able to innovate. This is done by searching new market niches and segments, as well as by creating complementary solutions in the existent portfolio to allow business to grow.

*"Our traditional market has decreased a lot and it's so focused in a specific product range that it's becoming harder and harder to justify our volumes and margins. Innovation and added values of what we do are therefore essential. This innovation needs to be ongoing as it is likely to be copied by competitors in a short matter of time",* he says, underlining the fact that we need to be quick, show results and keep permanently innovating.

To track down opportunities and reach new market niches with a vast product and process diversity are therefore the trio main goals. For instance, in the port infrastructure segment, the speed and flexibility of Ascendum equipment allow customers to reduce costs, by decreasing ship's downtime when loading and unloading. *"The companies operating in these ports still got a lot to learn about the benefits of these machines, which is actually a competitive advantage for Ascendum",* refers Mario Martín.

Mario, Jesus and Manuel's activity contributes to extend new products distribution, keeping synergies with the traditional ones, by diversifying business segments and creating new markets as "our customers become aware that they increase their productivity thanks to our machines and professional advice."

**"THE SELLER IS THE ONE WHO SEES THE OPPORTUNITY - HE'S WITH THE CLIENT - EVEN THOUGH THE REQUIRED KNOWLEDGE TO DEVELOP THE SALE IS NOT ALWAYS IN THE HANDS OF THAT SAME PERSON. THAT'S WHY GOOD INTERNAL COMMUNICATION, INTERDEPARTMENTAL COUNSELLING AND PERMANENT TRAINING ON NEW EQUIPMENT ARE SO IMPORTANT. THIS IS HOW WE CAN KEEP UP THE PACE REGARDING INNOVATION."**



Granada's branch main assets lie on the ability to innovate, teamwork strength and their sense of opportunity.

In order to keep up the ongoing innovation and to maintain a competitive advantage in a Group like this - based in several countries - it is vital to share with the whole company our success cases. In or-

der to do that, internal communication tools such as Yammer, are crucial in supporting the communication of best practices, internal benchmark and contact between colleagues.



Granada's Branch Director, Mario Martín.

World tour: Ascendum Hungary



# BUDAPEST: AN IMPERIAL TREASURE IN CENTRAL EUROPE

Parliament

Strategically located in the Carpathian Basin, Budapest stretches for 525 square kilometers, where 1,7 million people live, which represent 34% of Hungary's population.

The city is split in two shores by Danube River, leaving the hills of Buda on the right side and the flat city of Pest on the left. A must see when going on a Danube cruise are the islands of Óbuda, Margaret

and Csepel, however, according to Ascendum team, there is much more to see.

In this amazing and imperial city, one of the most popular winter sports is ice skating and the great

## WHAT NOT TO MISS

- Visit the Parliament building with its great Gothic Revival architecture and the interiors, where the Crown Jewels are kept.
- Walk up the Buda Castle hill and visit the castle itself (ancient Royal Palace) recognized as World Heritage by UNESCO;
- Take a walk on the Andrassy Avenue, the Heroes' Square and the 8th district, getting to know the architecture, the streets and the neighborhood courtyards, as well as the charming Mikszáth Square and Ráday Utca, with its great coffeehouses, bars, terraces, restaurants, stores and galleries;
- Mingle with locals in one of the many Ruin Pubs: bars on abandoned buildings;
- Walk up the stairways leading to Saint Stephen's Basilica observation deck, which has one of the



- most beautiful city sights. The top of Gellért's Hill and Budapest Eye giant wheel are also other great viewpoints.
- Go down Budapest's mazes and caves: Castle Caves, Buda Castle Maze, Pálvölgyi and Szemlőhegyi Caves;

- Explore the museums and galleries. There is a lot to see: Terror House Museum (which will show you how the fascist and communist regimes have affected Hungary), National Museum, Ludwig Museum and Trafo Gallery (if you enjoy Contemporary Arts).



sport of choice is soccer. Budapest is rich in water, with 123 thermal springs and over 400 mineral water springs coming from 14 fountains. Thermal spas are thus greatly enjoyed by locals and tourists.

Carnival and the International Circus Festival stand out as the city's main festivities, the last one bringing the world's best acrobats and artists together. Spring Festival - the major cultural event – stretches from late March to the beginning of April, featuring a two-week event of concerts, theater plays and cinema.

Music, theater and arts are also the main focuses in Sziget Festival, annually receiving over 400 thousand visitors, with shows in over 60 locations. Saint Stephen's Day, on August 20<sup>th</sup>, is also greatly important by commemorating the foundation of the Hungarian state in the year 1000, and remembering their first king, Stephen I. Festivities start in the morning with the raise of the Hungarian flag and continue on all day long, culminating in a spectacular fireworks show over the Danube.



Colina Gellért in Budapest, 235 meters high.

## A CREATIVE AND EFFICIENT YOUNG TEAM

Founded in 1974 as a Volvo branch in Budapest, Volvo CE construction equipment business changed hands in the 90s and in the beginning of 2000, joining Ascendum in 2013, as part of Ascendum Central Europe operation, with an Austrian based management.

With CEO Thomas Schmitz, Ascendum Hungary (Ascendum Építőgépek Hungária Kft) has Reinhard Schachl as a Regional Director, Gordana Bozicek



Behind: Pál Szederkényi, Balázs Barna, Károly Varga, Attila Annus, Máté Szabó, Zsófia Pándi, Brigitta Spuriga. On the front: Sándor Kenderesi, Lajos Bata, Éva Marton, Nóra Brunner.



as CFO, Attila Annus as Sales Director and Szederkényi Pál as After Sales Director.

The operation is based in a 5300 m<sup>2</sup> facility with 25 employees, dedicated to the sale of equipment and parts as well as after sales services.

Among the achieved main goals in its recent activity, the team highlights the beginning of Rammer brand representation. Sandvik will be the next new commercialized brand in Ascendum Hungary. The team is proud of being able to keep up with the units sold despite the negative market context, generally decreasing 10% in 2015.

## WHAT TO TASTE

When visiting Hungary's capital, it's mandatory to get to know the gastronomy which has strong Slavic, Austrian, Turkish and Italian influences. Here you can order a cream cheese and paprika sauce named *Körö-zött*, and *Libamáj*, a goose liver similar to foie gras.

Soups are rich and a must try. *Gulyásleves*, with onions, meat, vegetables and paprika, or a *Jókai-bableves* full of beans, pork and vinegar.

If you're a slow-food fan try the *Marhapörkölt*, which is a slowly cooked steak, prepared with garlic and paprika, with pasta, a cereal blend made of egg and a cheese paste as side-dishes. *Töltött káposzta* rolls are a great option, made of pasta and filled with cabbage and minced meat.

For those who got a sweet tooth we recommend *Somlói Galuska*, which is a nuts and raisins cake, covered with rum and chocolate, or a *Dobos torta*, a cake with very thin pastry slices, interpolated with chocolate cream and taffy finish.

On the beverage topic, we highlight the *Pálinka*, a fruity brandy (honey, plum and peach), *Tokaji aszú* (a topaz sweet wine), *Unicum* (an herbal liquor) and *Fröccs* (red wine or rosé with tonic water summer drink).



Gulyásleves

## MIKE BROWN'S PASSION FOR PHOTOGRAPHY AND NATURE



Around the age of twenty, Mike Brown found his talent when he got a 35 mm camera as a gift. Now, at the age of 53, Mike Brown pleads himself guilty of being in love with photography, especially with nature images, from great landscapes and birds, to flowers and sunsets.

Mike Brown has been working in Ascendum USA for 5 years, in Chattanooga, Tennessee. His experience in the construction equipment area started 26 years ago, after having worked as a salesman of parts and equipment. Currently he is in the spare parts department, with tasks in both internal and external orders.



Mike Brown



Despite having little spare time, he dedicates between 2 to 3 hours a week to his hobby, now with a digital camera, which, according to him, turned out to be a great help in his utmost achievement: a perfect caption of the moon.

*"I have been trying for years to take a good picture of the moon, but with a 35 mm camera I was never able to take a reasonable one, due to the shutter speed. The way I see it, the biggest challenges in photography concern the masterization of the camera's less common functionalities, which allows me to achieve the results I seek. The rise of the digital camera turned out to be of a massive improvement regarding that matter and, finally, with a digital camera I was able to take the picture I wanted", he says. He adds that, apart from the moon caption, there is another picture he's very proud of: the Alabama sky at sunset. He shares with his wife the love for photography, claiming that "she's my biggest supporter".*

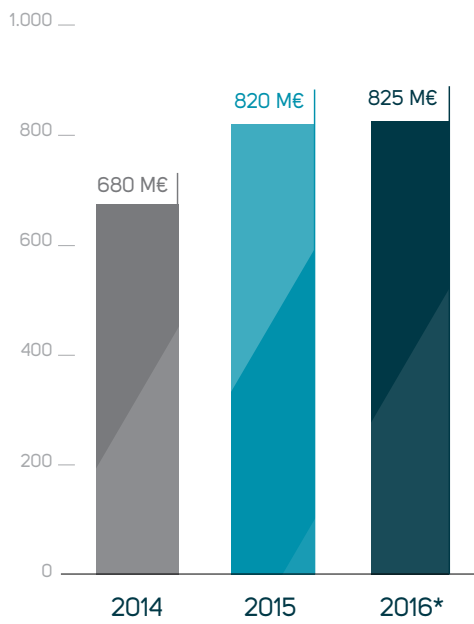


**MIKE IS A PHOTOGRAPHY FAN AND HE LOVES NATURE PICTURES. TAKING A PERFECT CAPTION OF THE MOON WAS ONE OF HIS GREATEST CHALLENGES, AND THE ALABAMA SKY PICTURE IS ONE OF THE IMAGES HE IS MOST PROUD OF.**

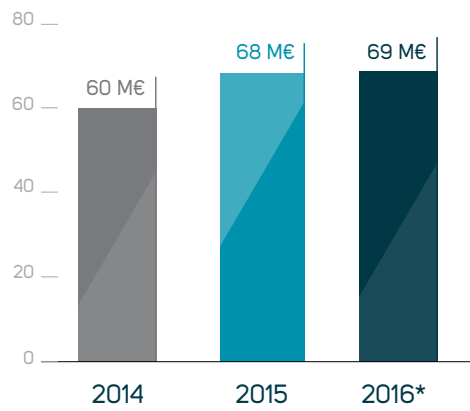


## Economic Figures

### TURNOVER



### EBITDA



\* Goal

HAVE YOU CHECKED  
PORTUGAL AND AUSTRIA  
NEW WEBSITES?

[www.ascendumportugal.pt](http://www.ascendumportugal.pt)  
[www.ascendum.at](http://www.ascendum.at)