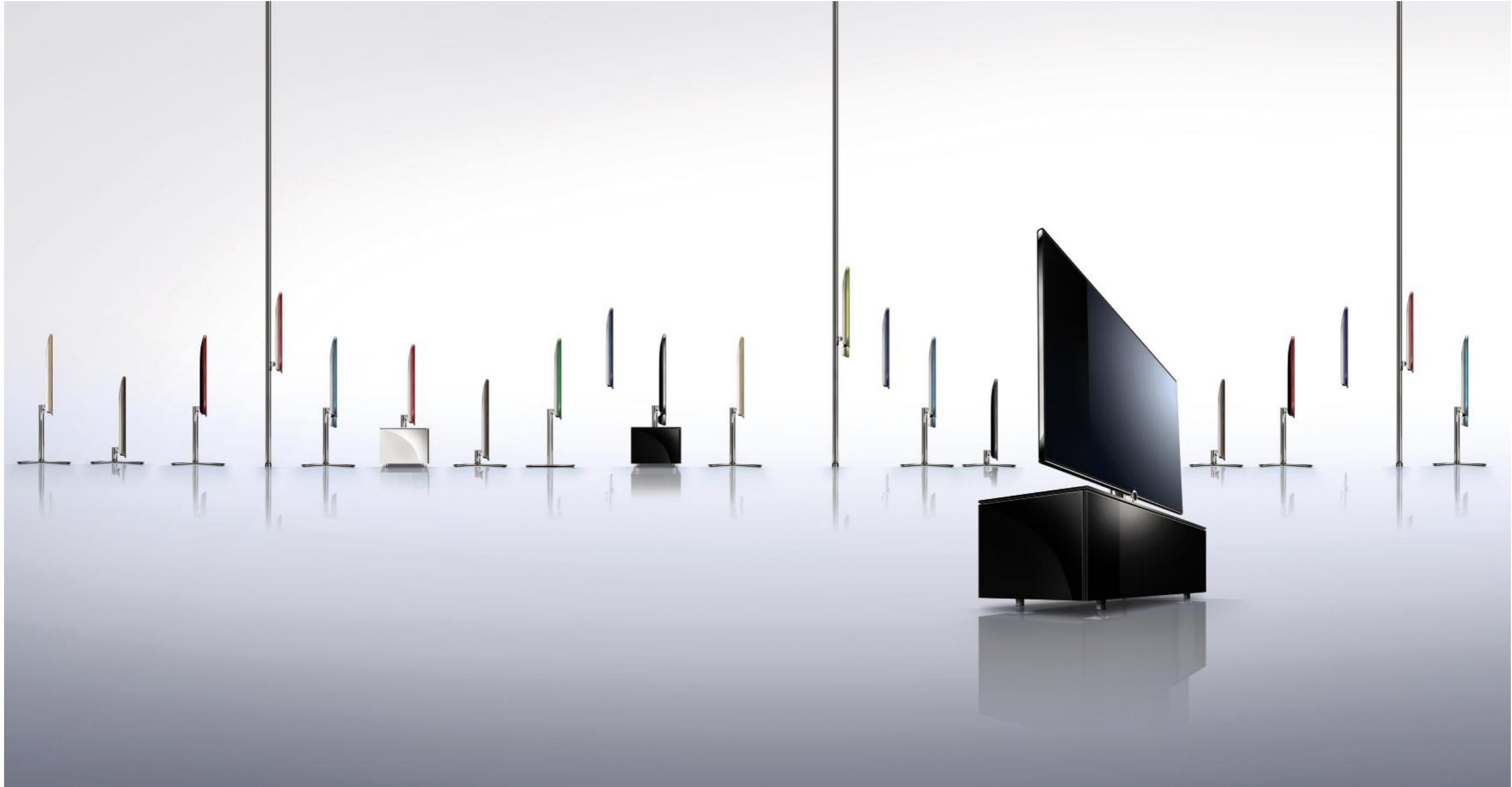


Strategies of medium-sized companies in Germany and Japan - Loewe AG.

Institut der dt. Wirtschaft Köln, 15 September 2010.



LOEWE.

Loewe.

Loewe employs around 1100 employees – nearly 10 % are trainees.

Headquarters and production:

- Kronach / Bavaria

Subsidiaries:

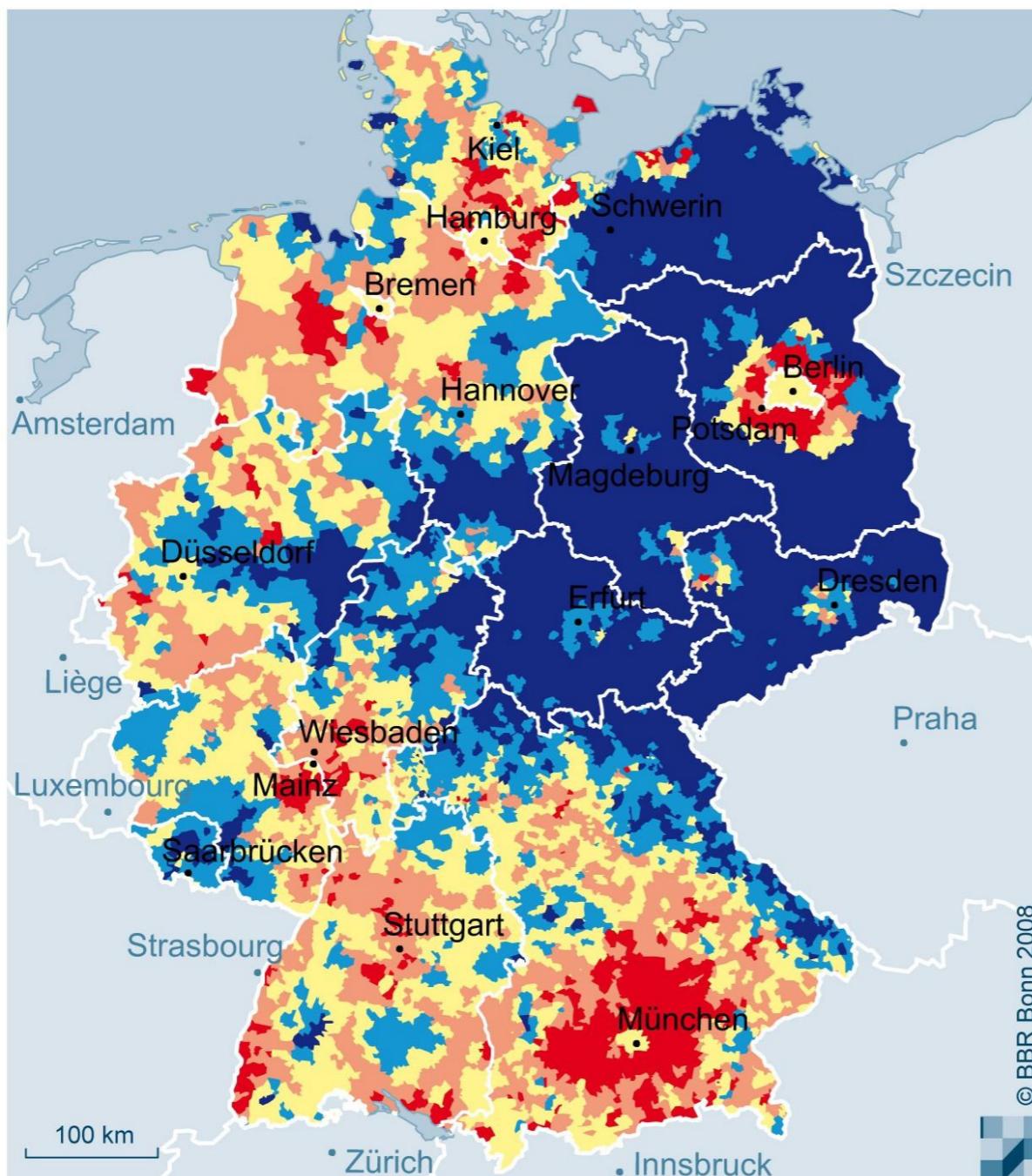
- Benelux
- France (since 7/2002)
- Italy (since 4/2003)
- Austria (since 1/2004)
- Great Britain (since 6/2007)

Sales through independent distributors and subsidiaries in 50 countries.

Job market trends.

Changes in labour supply –
quantitative aspects.

Demographical development 2005 ... 2025.



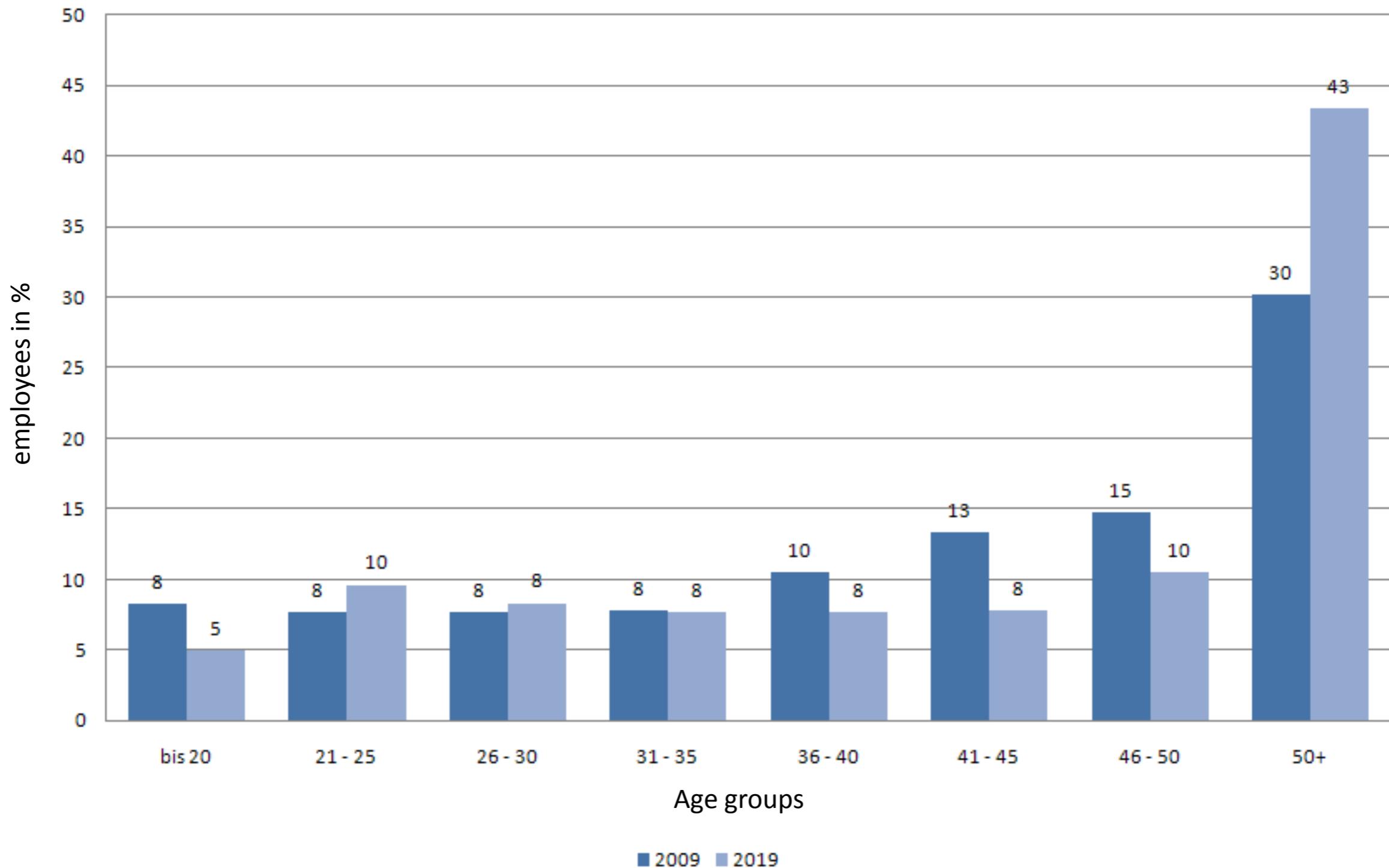
Künftige Bevölkerungsdynamik

Veränderung der Bevölkerungszahl
2005 bis 2025 in %

- bis unter -10%
- 10 bis unter -3%
- 3 bis unter 3%
- 3 bis unter 10%
- 10 und mehr%

Quelle: BBR-Bevölkerungsprognose
2005-2025/bbw

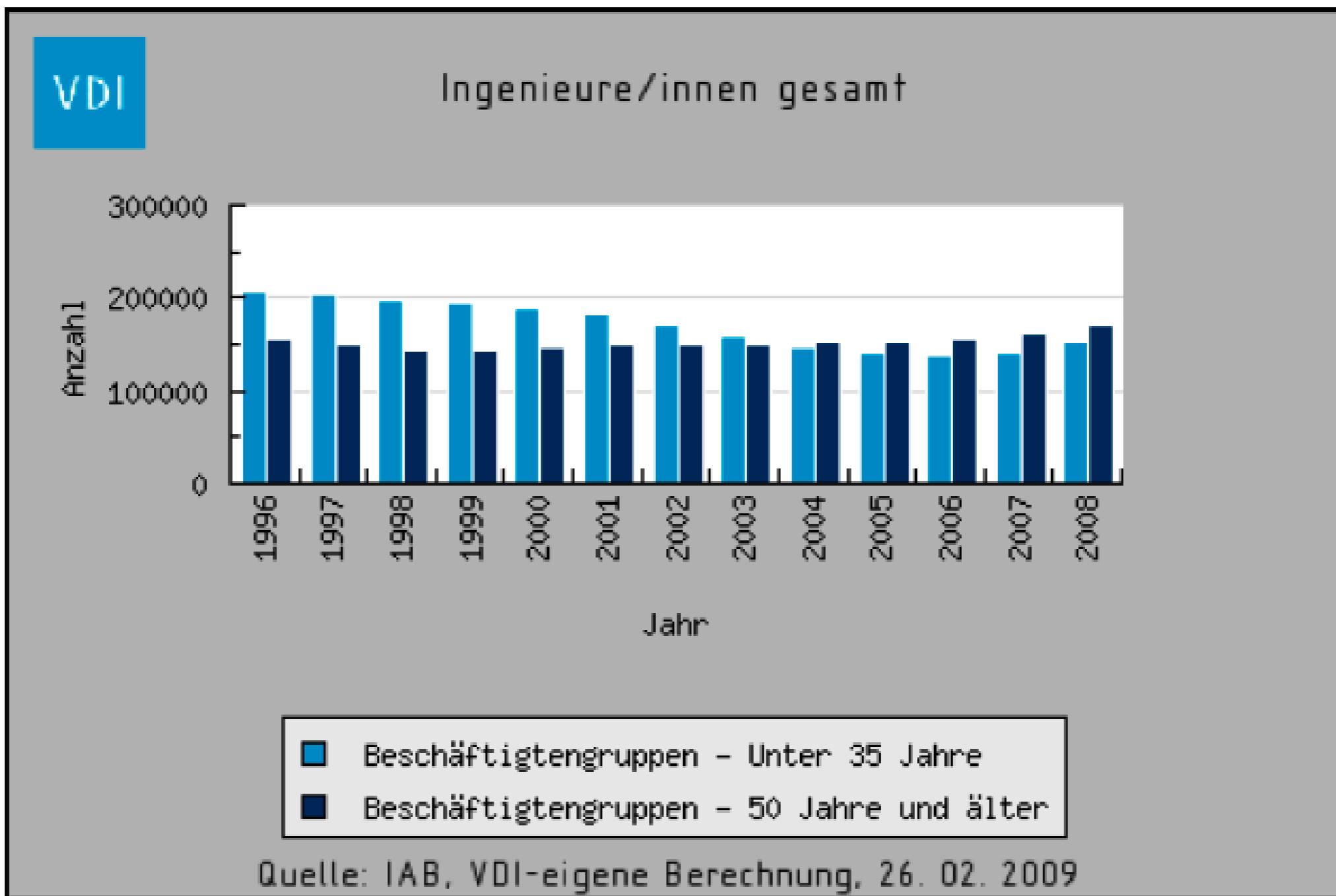
Loewe age structure 2009/2019.



Job market trends.

Changes in labour supply –
qualification-related aspects.

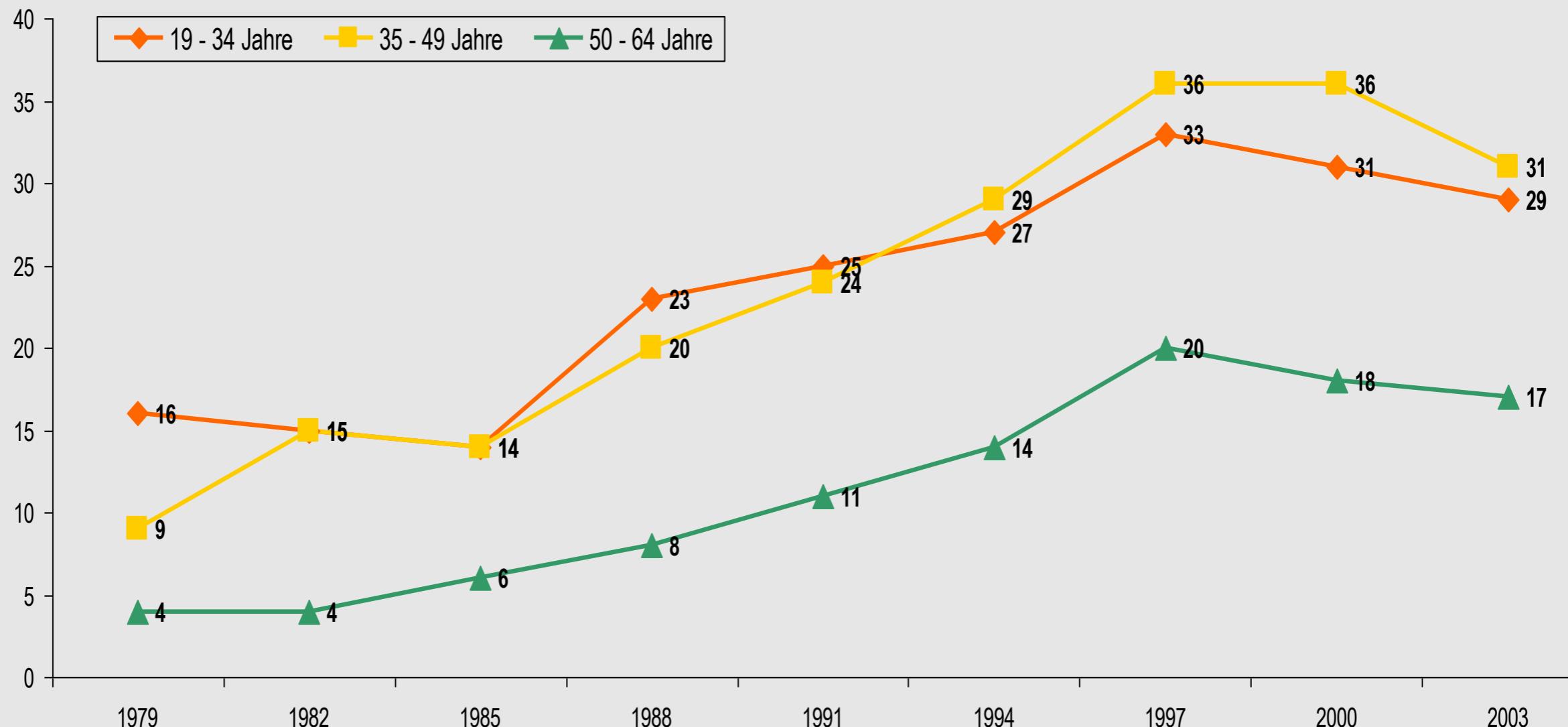
Engineers in total.



Job market trends.

Further education and participation in trainings.

Age structure and participation in further education. Further education – international comparison.

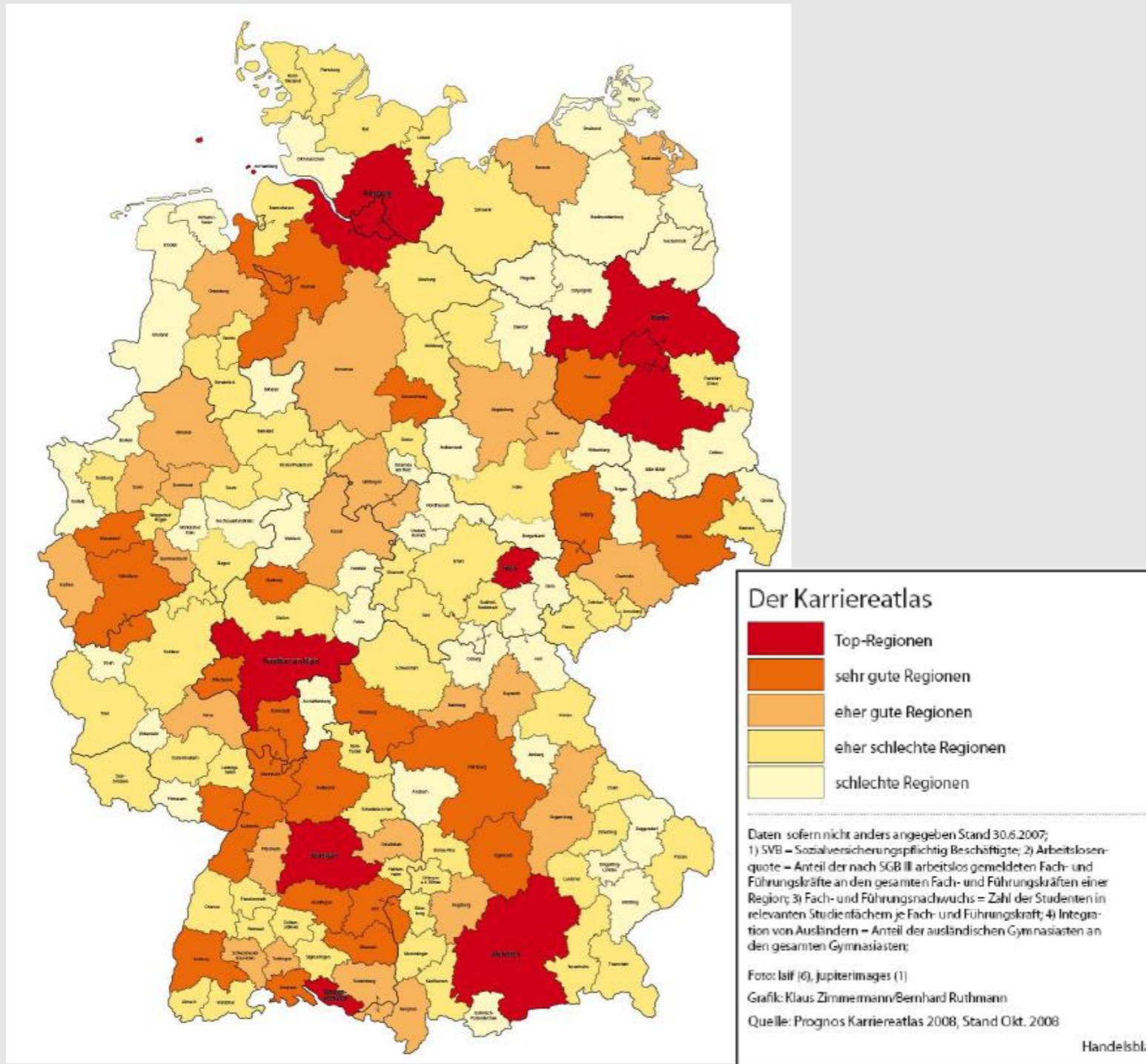


Source: BMBF, Berichtssystem Weiterbildung 2004

Job market trends.

Image of the region und war for talents.

Exterior view. Top regions in Germany for thinkers.

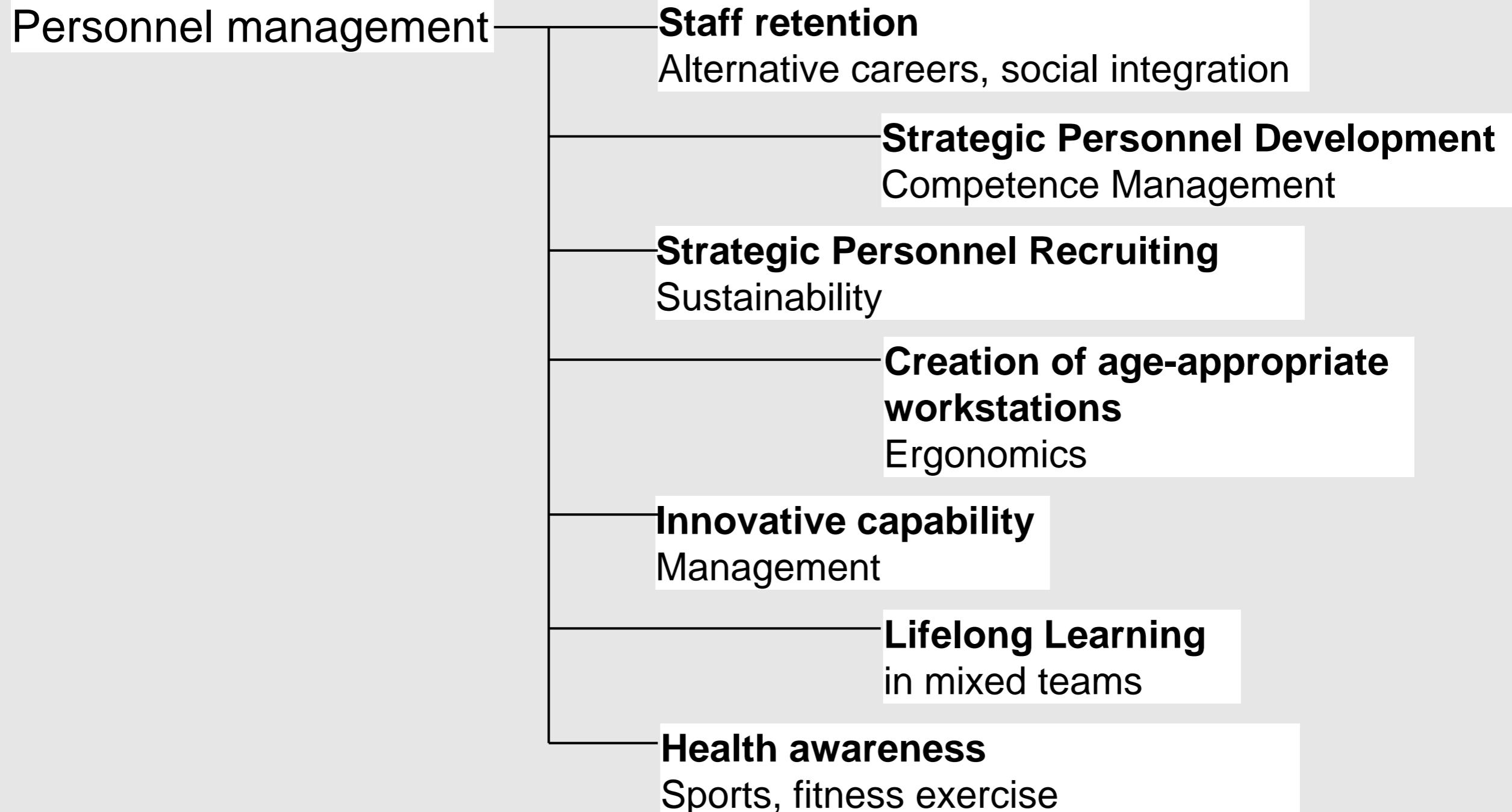


Source: www.prognos.com

Restructuring personnel management.

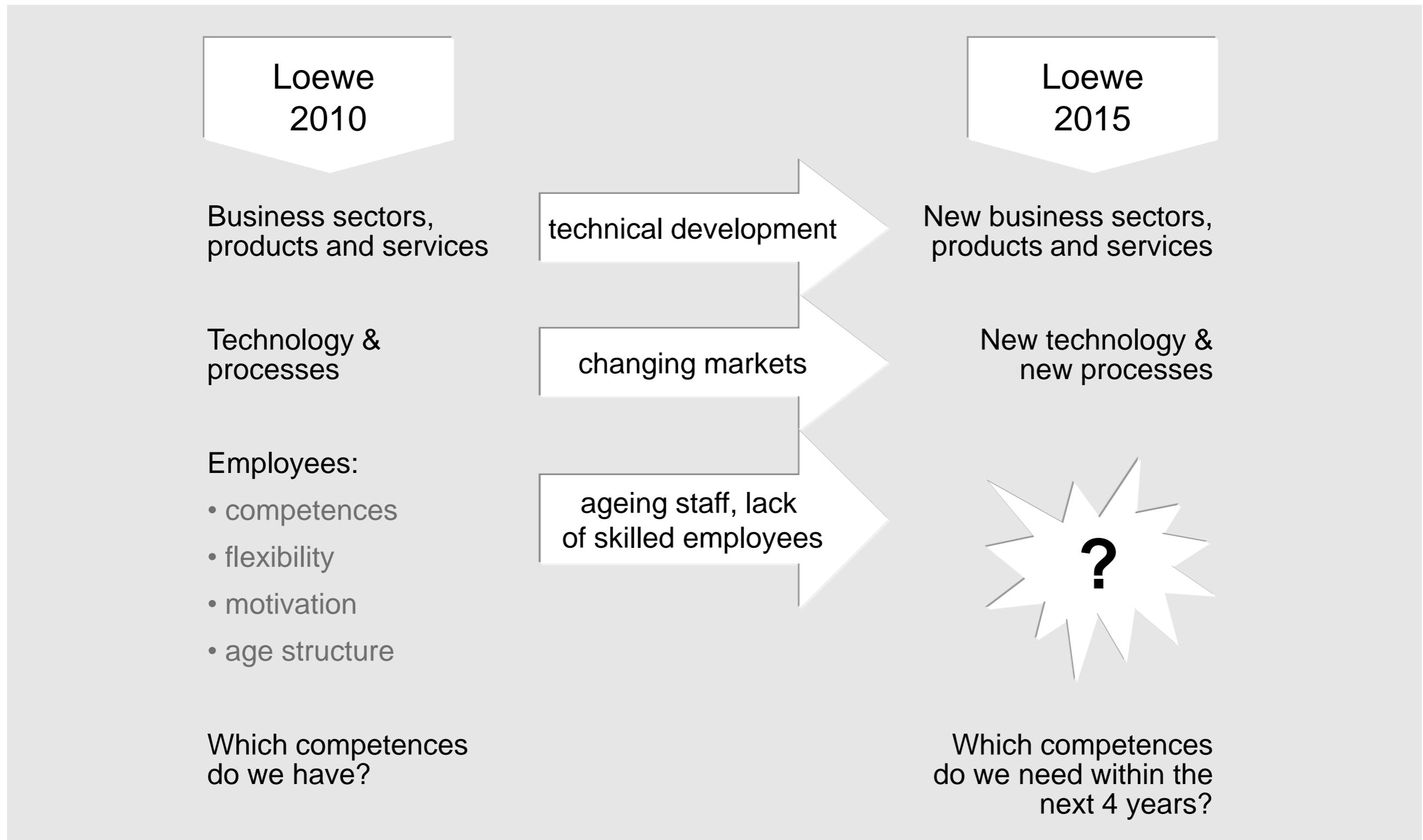
Focus and strategic orientation.

Strategic orientation of HR Management.

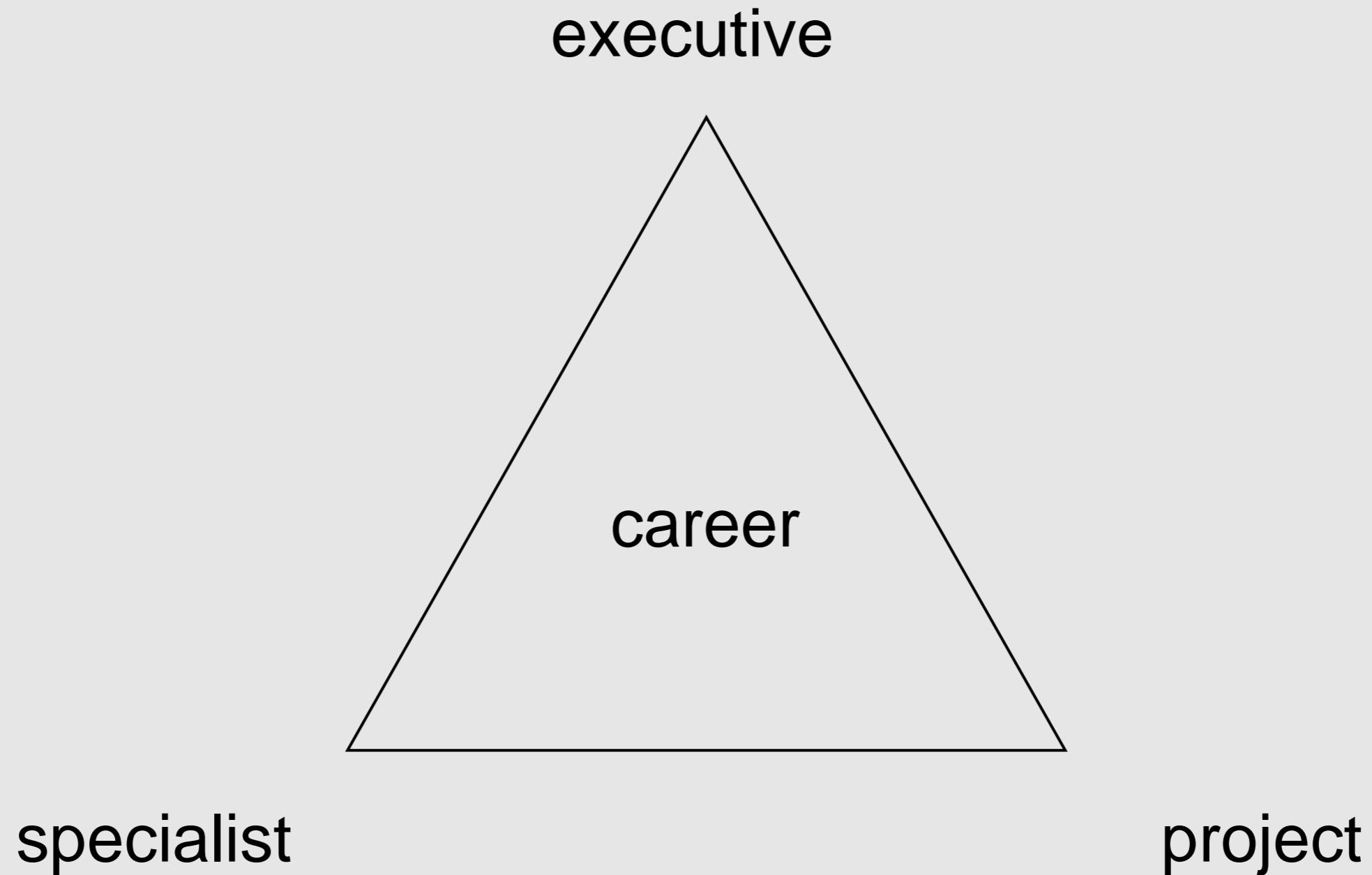


Strategic Competence Management.

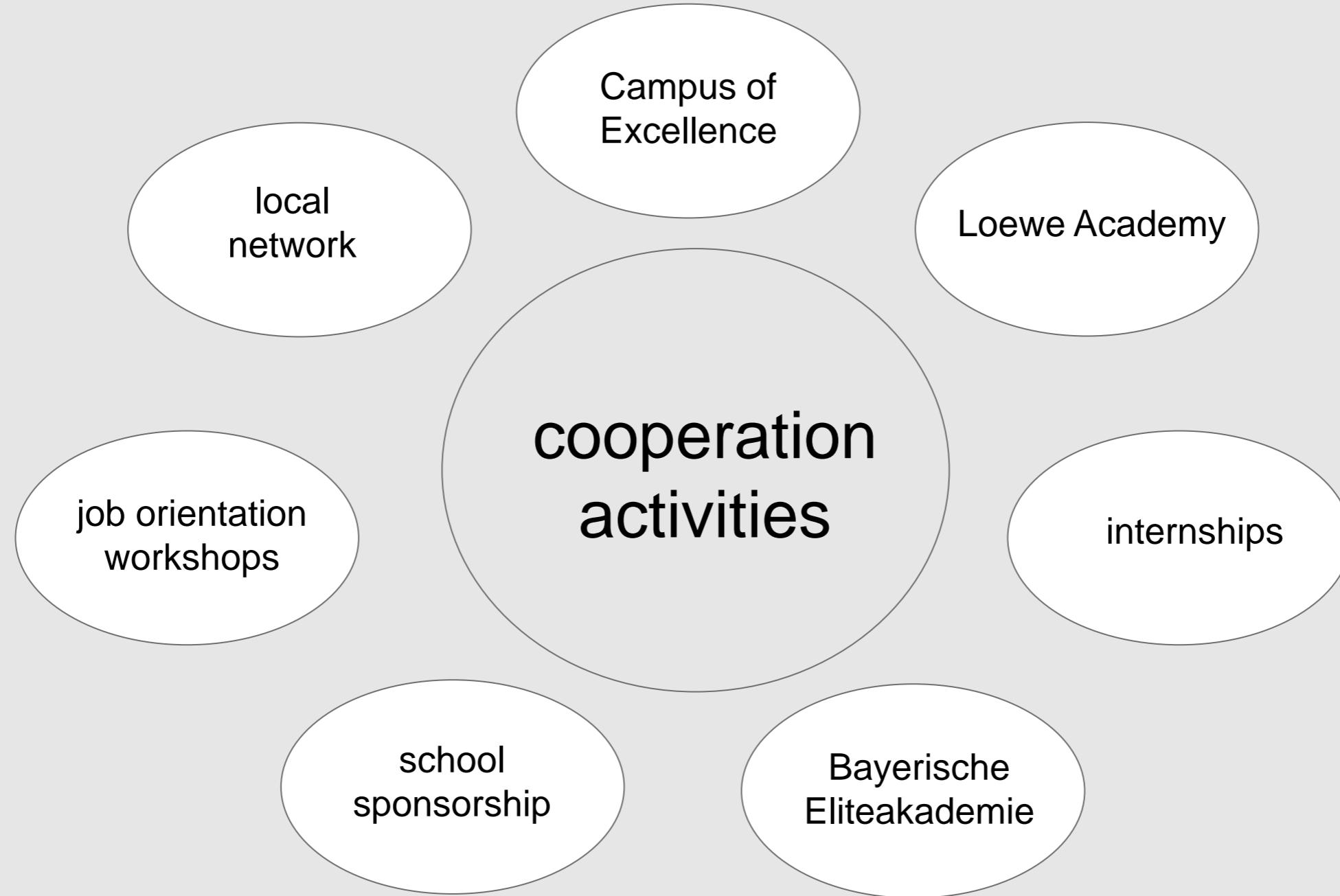
Preparing the company for the future.



Restructuring personnel management. Alternative careers.

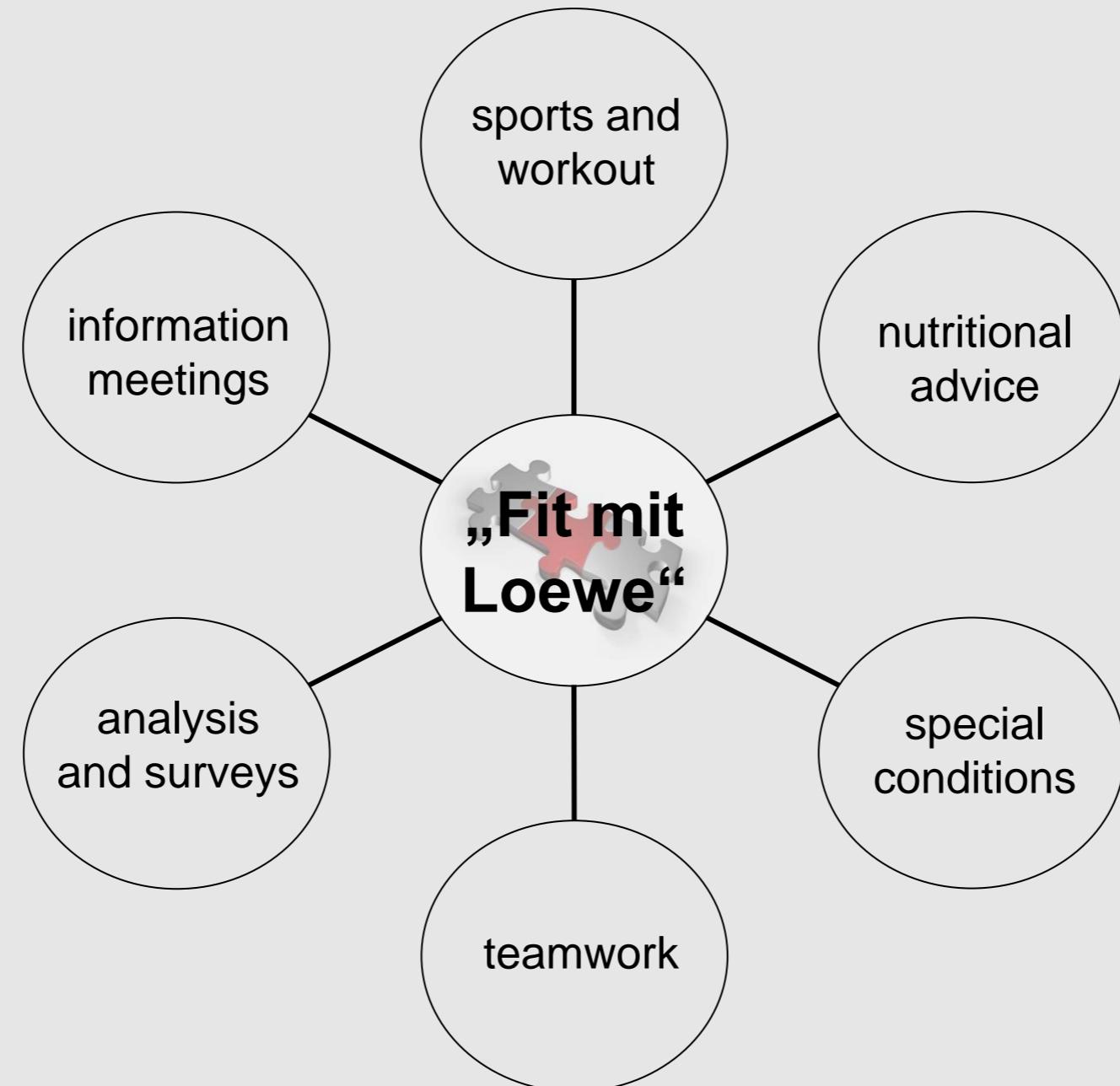


Restructuring personnel management. Cooperation with schools/universities.

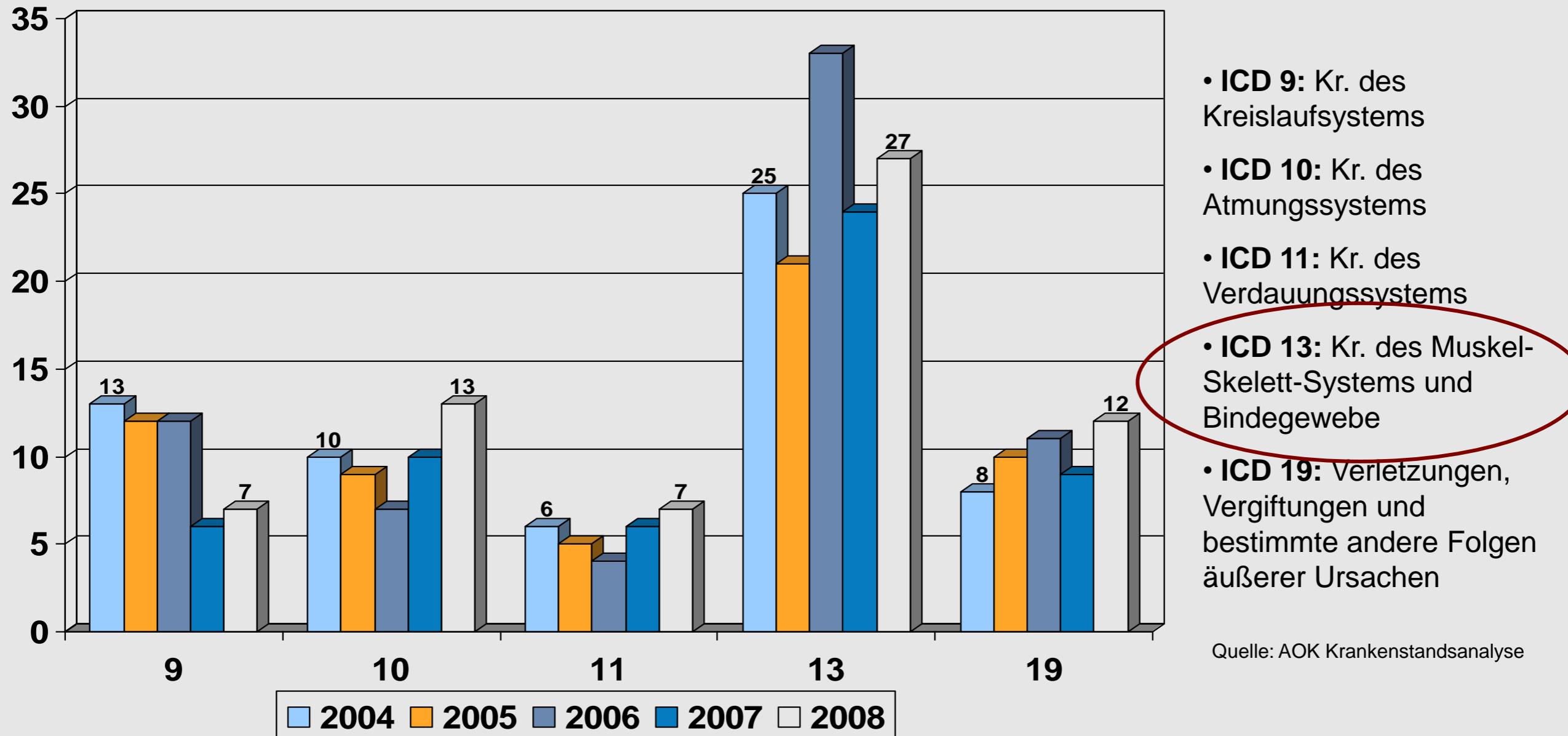


Restructuring personnel management.

Company Health Management.



Annual days of absence. (according to diseases, in %)



Company Health Management. Sports activities.

Mountain tours



Skiing trips



Berlin Marathon



Work groups

Company Health Management. Stretching exercises at work.



Company Health Management. Cooperations.

PERSONET



hochschule
coburg university
of applied
sciences



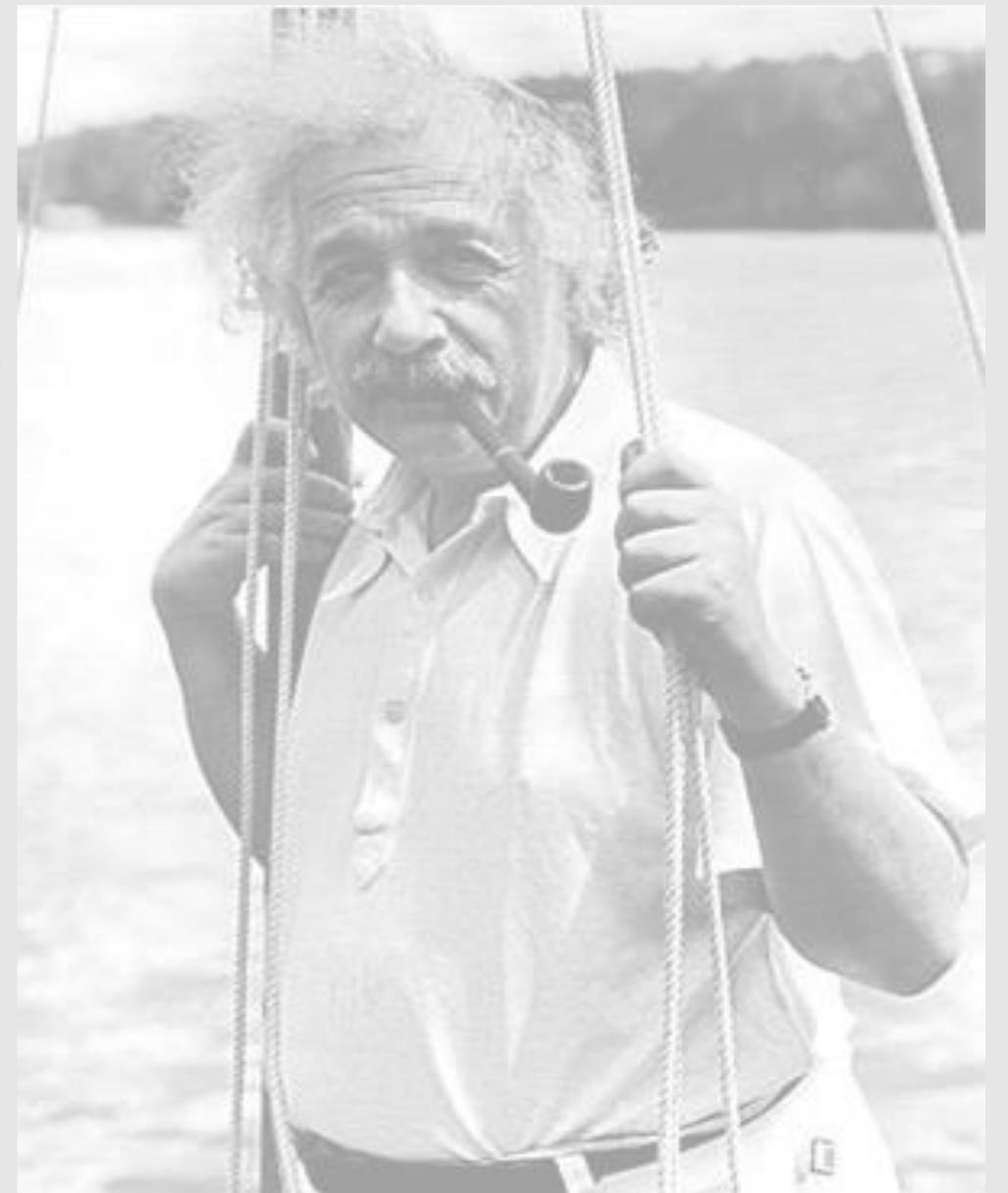
Results.



Results.

- Fluctuation rate < 1 %
- Average period of employment 18 years
- No lack of specialists

„If at first,
the idea is not absurd,
then there is no hope for it.“



Albert Einstein, 14.03.1879 - 18.04.1955
German physicist and Nobel Prize winner