

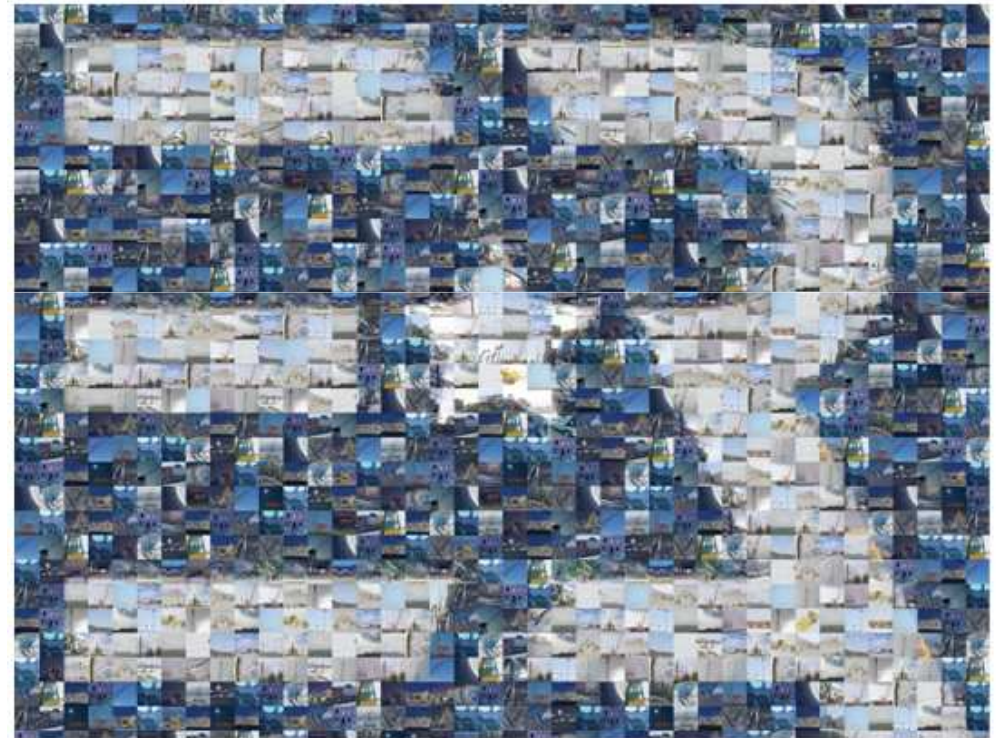
ERA Convention 2011

“Growth Again”

**Generations of generating
power**

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GM Bredenoord group



WWW.ERARENTAL.ORG

Generations of generating power



- 4 locations in North West Europe, 240 employees. Turnover in 2010 € 48 million
- Engineering, manufacturing, sales, trading and rental and servicing of energy systems 10 - 2.000 kWe
- Rental fleet of 2.000 gensets, total capacity over 300 MWe
- Training facility's
- Service centre
- Transports

73 years Reliable Power

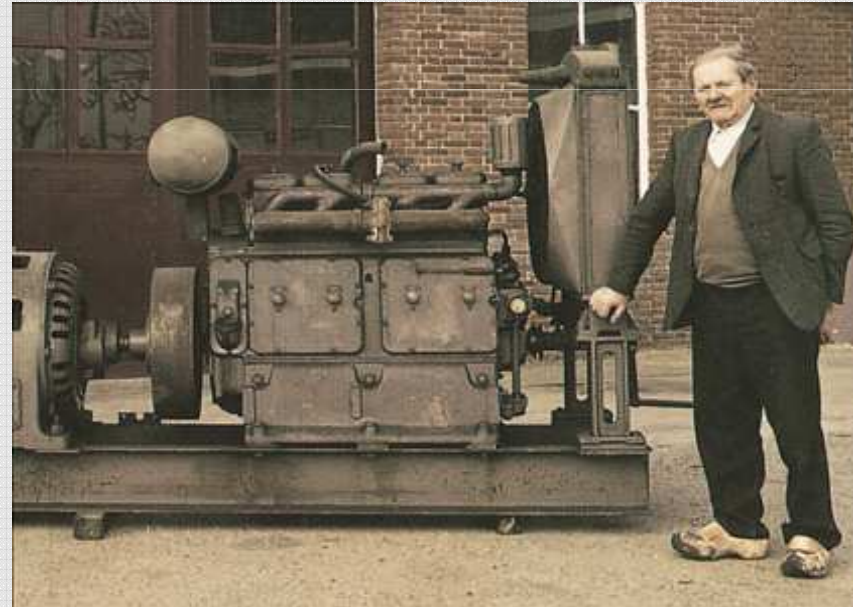


Generations of generating power

Core values

- Founder, Jan Bredenoord, driven by the love of technology and trademanship
- Experimenting from biogas in the 40's to windmills early 70's
- Quality, reliable and flexible

1937 Jan Bredenoord, founder



Generations of generating power, core values

Mission

- Profitability
- Controlled growth

Strategy

- Customer focus
- Technology rules
- Keep it simple
- Reliability
- Locally bounded

60's 90's Second generation



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Weaknesses

- Focus on technology
- Customer rather than market driven
- Conservative financing attitude

Strengths

- Strong identification all stakeholders
- Quality driven
- Flexibility
- Long term focus

Strengths & Weaknesses



Generations of generating power, core values

Mission

- Locally bounded => Growth and Act Local
- Profitability => Split ownership and financing, more leverage
- Long-term existence

Strategy

- Customer focus => Market focus, positioning as product leader
- Technology rules => Innovation rules
- Keep it simple => Training and knowledge

Third generation; next stage



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Reliable proposition

- Absolute reliability, high quality of product and service
- Problem solving attitude
- Open in business relations
- Stable and financial strong also in crises
- Long term relationships
- Sustainability
- Partnering in business-, technology- and market development

Results



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Bredenoord today

- Vision in the field of decentralize energy and participation in projects
- Innovative products, for tomorrow and beyond; Purity, GTL, Clear air soot filter
- Customers over 30 years in several braches
- Partners, grew substantially together especially in Germany
- Financial and organizational power to take opportunities in growth after crises
- Growth in several countries, in volume and all kinds of projects

Examples



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And beyond

- Long term vision
- Family functional, sustainability and entrepreneurial
- Professionally managed
- Stable and concerned family owners

Powering your reliability

Successfully over 3 generations

