



Vision and strategy

It is AO's vision to be the professional tradesman's preferred supplier of technical installation materials to the market for repairs, renovations and maintenance and one of the preferred suppliers to the market for new building projects.

In the DIY market, it is the Group's vision to be one of the preferred suppliers of electrical as well as heating, plumbing, and sanitary ware products.

The key concept is one-stop shopping where the customers are offered a complete product range as part of a collection and delivery system. The concept is supported by import and development of own products targeting both the professional and the DIY markets. In this regard, AO participates in international collaboration through WIM (Wholesalers of Installation Materials), a network of European wholesalers. The purpose of this collaboration is to exchange experience and purchase goods at competitive prices.

Innovation is the basis for AO's ability to remain competitive.

AO has developed a number of IT concepts to strengthen the customers' ability to compete and streamline their business procedures. At AO.dk customers may access these concepts, and in addition they may order goods 24 hours a day, see pictures of the goods, and track invoices, etc.

By being a trendsetter, AO provides value-added services for its customers. It is AO's strategy to develop, utilise and express the Group's individuality which is based on AO's concepts and culture.

The employees' product knowledge, their customer service and communication of the Group's philosophy are based on knowledge and credibility. Through comprehensive in-house training courses that support the company's strategy and culture, AO's employees are able to adapt themselves to the constantly changing needs of the market.

The long-term financial objective is:

- to realise a pre-tax profit corresponding to 5-6% of revenue**
- to generate a positive cash flow corresponding to 5-6% of revenue**
- to achieve growth both organically and through acquisitions**
- to maintain a solvency ratio of approximately 40%.**