

# Great Opportunities

Moving Away From Fossil Fuels

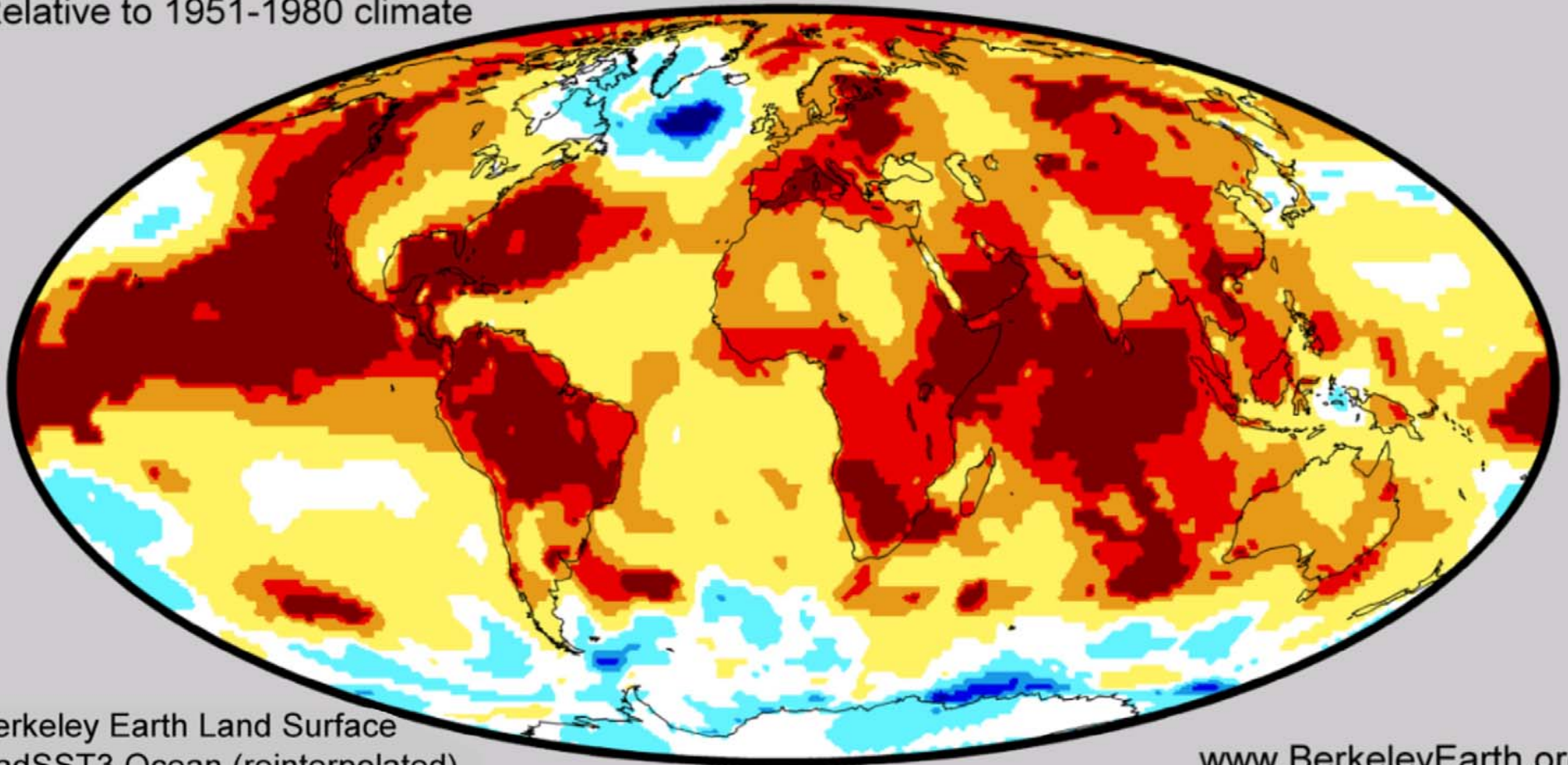
Hans J. Winters

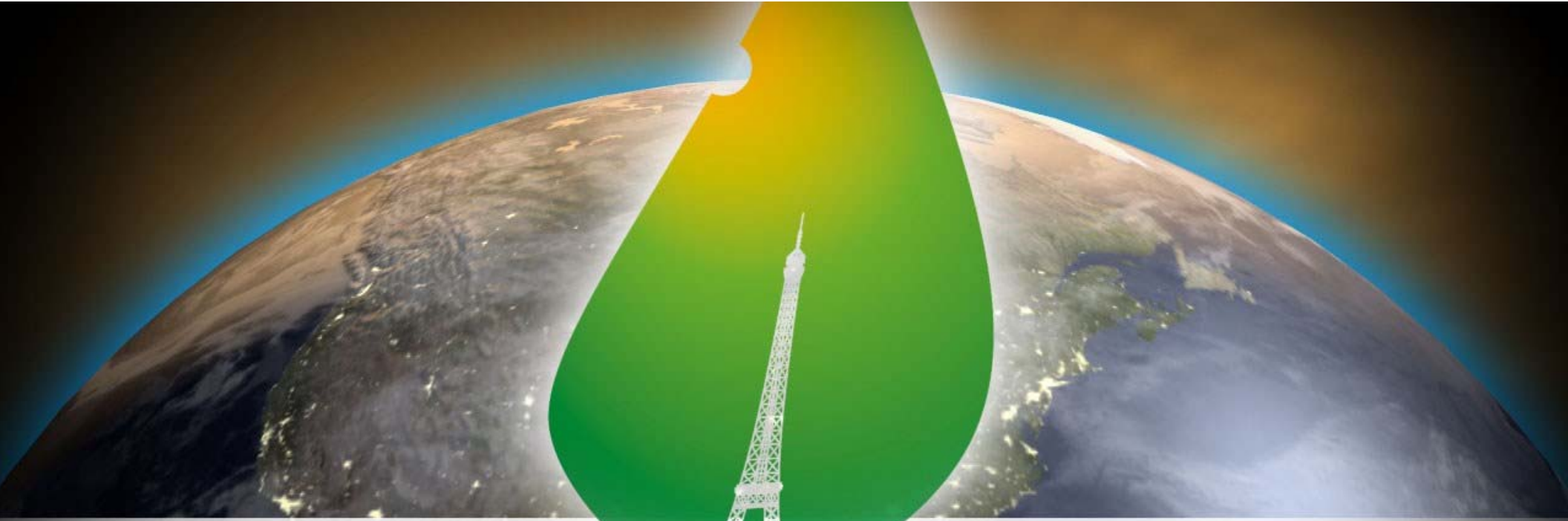
CEO Siemens Nederland N.V.

# Energy Transition

# 2015 Annual Temperature Local Records

Relative to 1951-1980 climate





# PARIS 2015

UN CLIMATE CHANGE CONFERENCE







SIEMENS

Enabling the Power of Hydrogen  
[www.siemens.com/hydrogen-electrolyzer](http://www.siemens.com/hydrogen-electrolyzer)

CO<sub>2</sub>RRECT



SIEMENS









**JA**

Wij zijn  
voor groene  
energie!

**NEE**

Maar geen  
windmolens op  
deze locatie!

[www.geenwindmolenshier.nl](http://www.geenwindmolenshier.nl)

A word cloud of business and social terms in shades of blue. The most prominent words include: SOCIETY, CULTURE, LANGUAGE, LIFE, COMMUNICATION, VALUE, GROWTH, and UNIVERSE. Other visible words include: MOTIVATION, SOLUTION, BUSINESS, INVESTMENT, DATA, CONCEPTS, TEAM, COOPERATION, INNOVATION, EXPERTISE, WEBSITE, EXCELLENCE, MARKETING, DECISION, INVESTMENT, GLOBAL, RESEARCH, PLAN, PEOPLE, SHARE, and TEAM.



*When you are finished  
**changing,**  
you're finished*

Benjamin Franklin,  
American politician,  
scientist and humorist



# Innovation & Digitilization

*There is no reason  
anyone would want a  
**computer**  
in their home*

Ken Olson,  
President Digital Equipment  
Corp. 1977







*Guitar bands are on their  
way out, Mr. Epstein*

Dick Rowe,  
Decca's senior talent spotter  
talking about the Beatles



# The Beatles THE DECCA AUDITION

mono




15 great tunes from Liverpool's sensational new group

## Innovation

That's how we shape the future

**SIEMENS**  
*Ingenuity for life*


  
**€5.2 billion**

R&D expenditures in FY 2017

  
**38,000**

R&D employees<sup>1</sup>

### Inventions and patents

  
**7,400**

Inventions<sup>1</sup>

  
**3,600**

Patent applications<sup>1</sup>

### Cooperation with universities

  
**8**

CKI universities<sup>2</sup>

  
**17**

Principal partner universities



<sup>1</sup> In FY 2017

<sup>2</sup> Centers of Knowledge Interchange

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01.05.2018

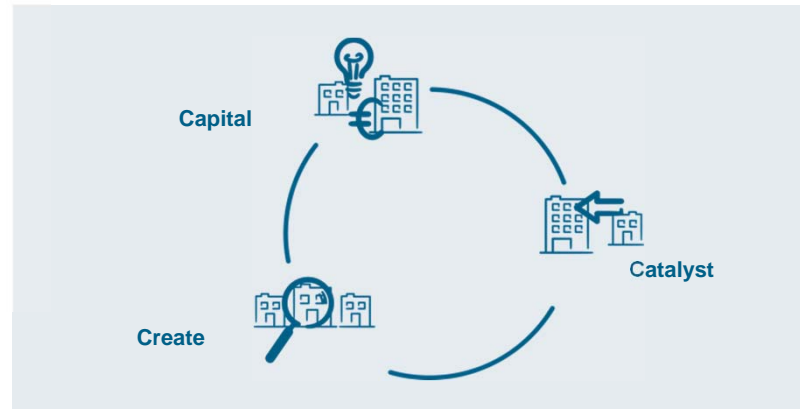
# The next generation of innovation

## An independent unit for startups

# next 47

...combines the speed and agility of an independent investor with the breadth of Siemens' businesses and technologies. The unit doesn't just fund startups; it also connects entrepreneurs with industry experts and a global ecosystem.

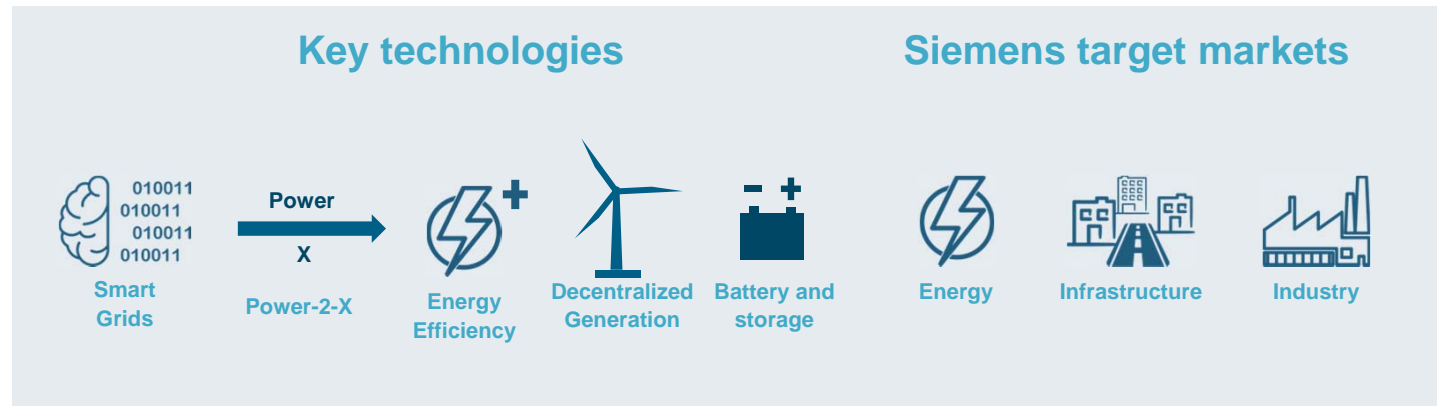
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Capital volume

# €1 billion

for five years





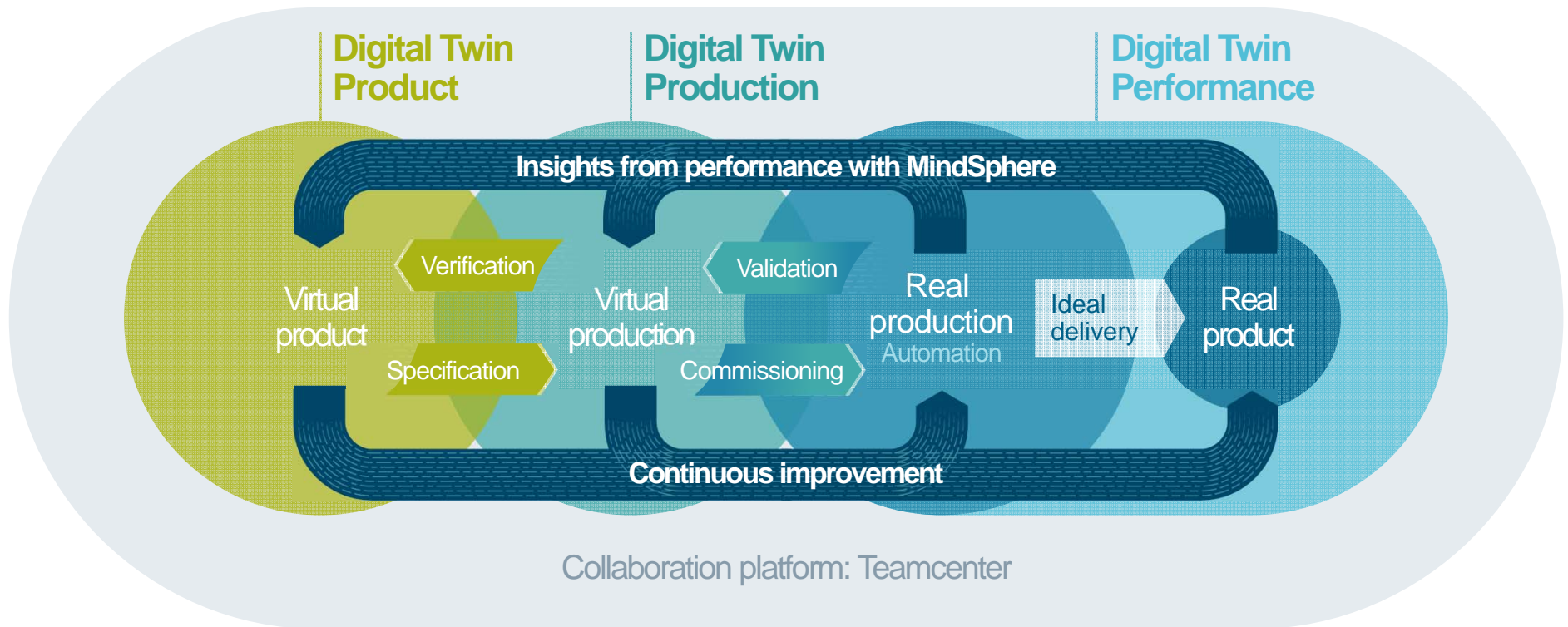


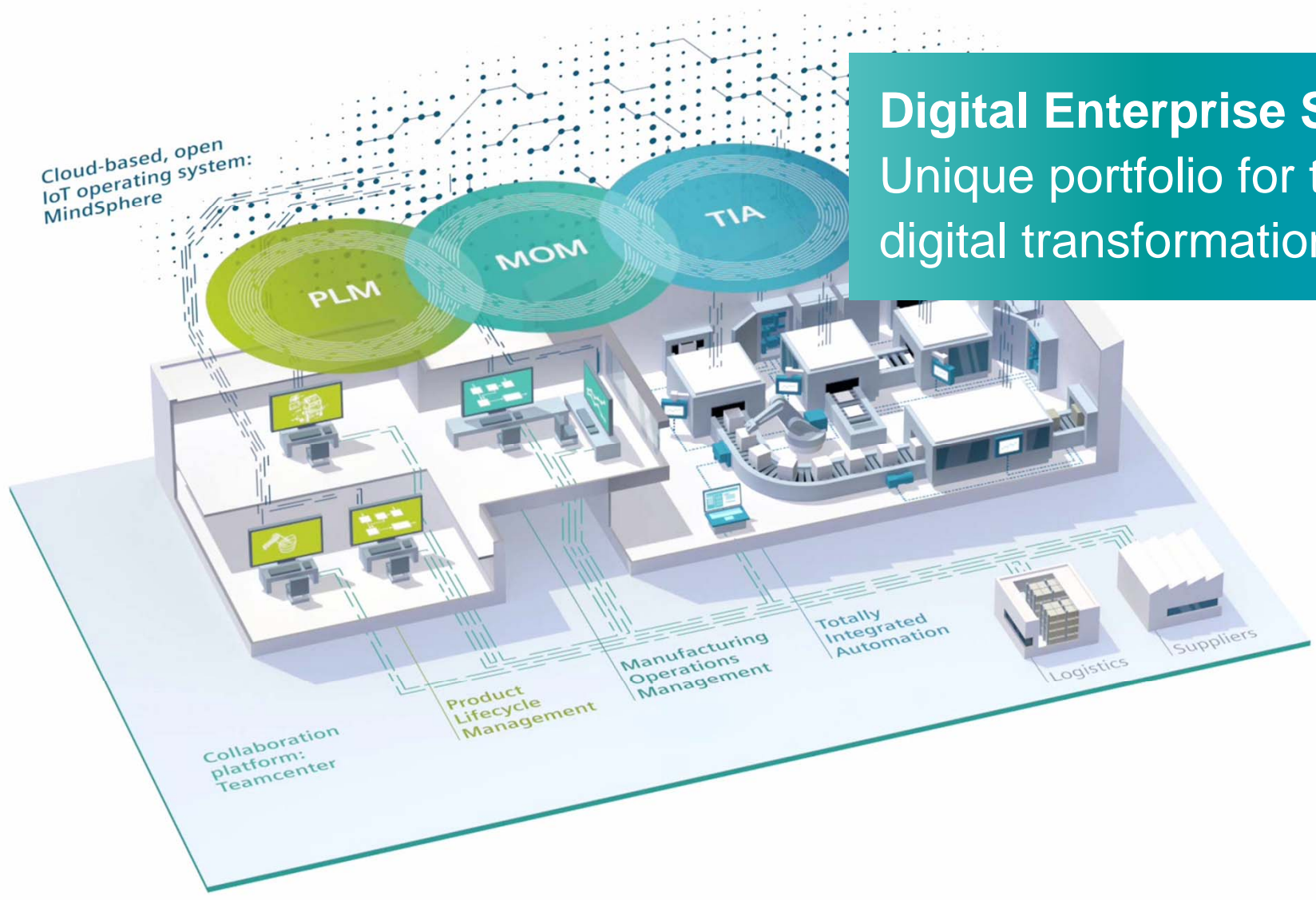
# The Perfect Pitch: Giving the Grass a Voice

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# Continuous improvement with the Digital Twin





Cloud-based, open IoT operating system: MindSphere

**Digital Enterprise Suite**  
Unique portfolio for the digital transformation

Collaboration platform: Teamcenter

Product Lifecycle Management

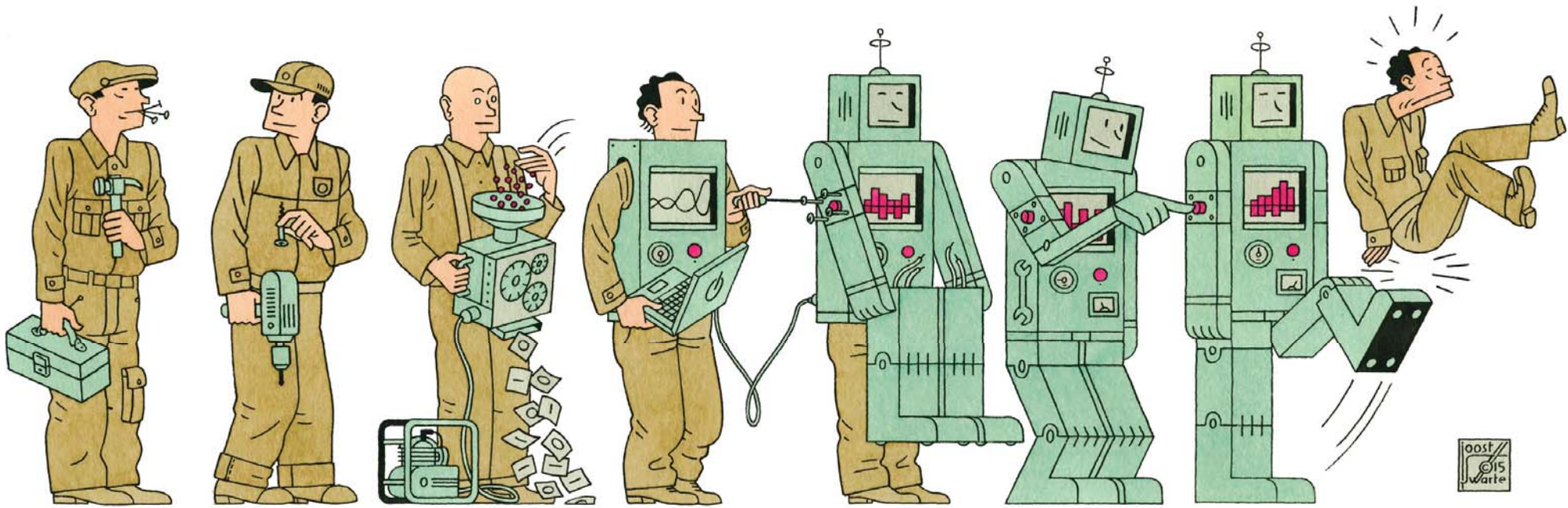
Manufacturing Operations Management

Totally Integrated Automation

Logistics

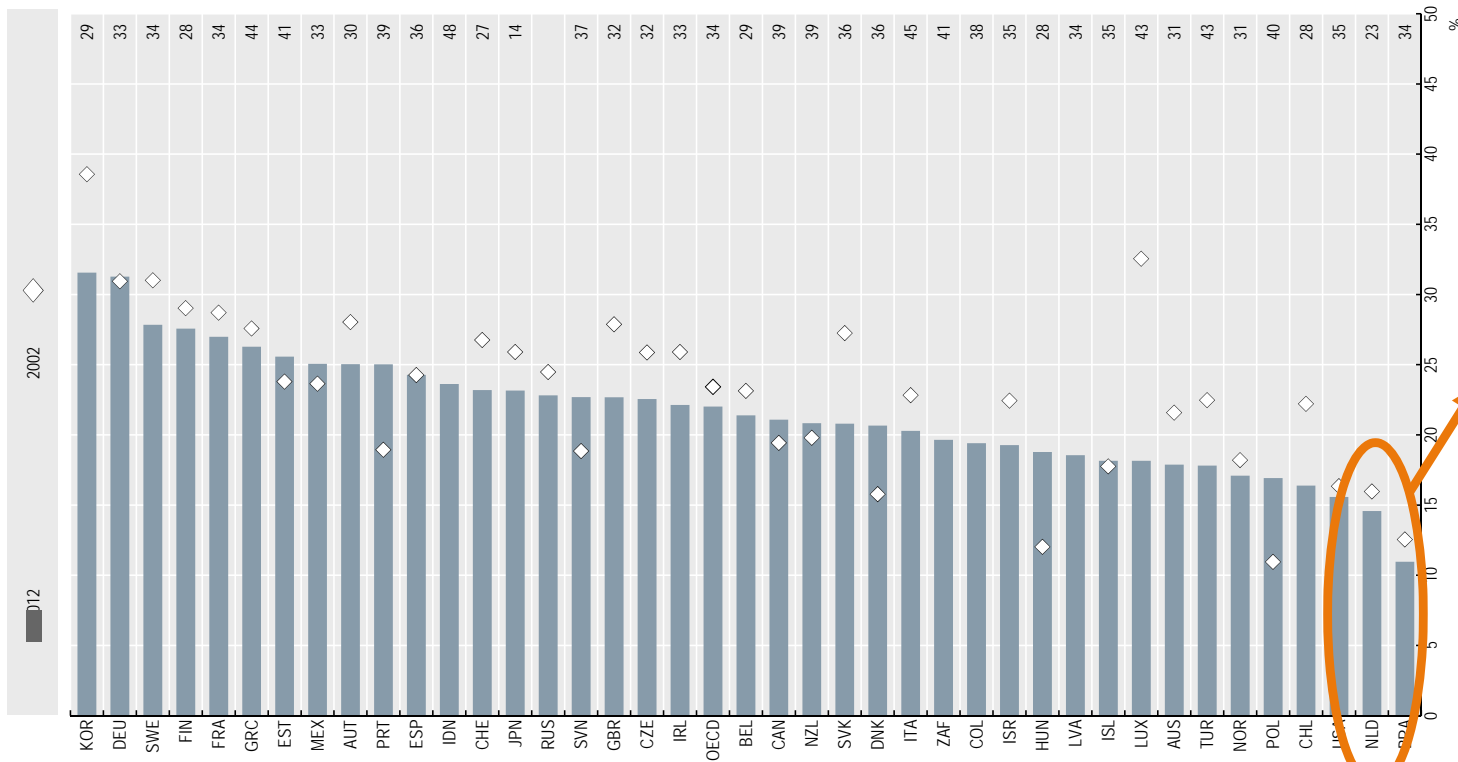
Suppliers





Yes, but .....

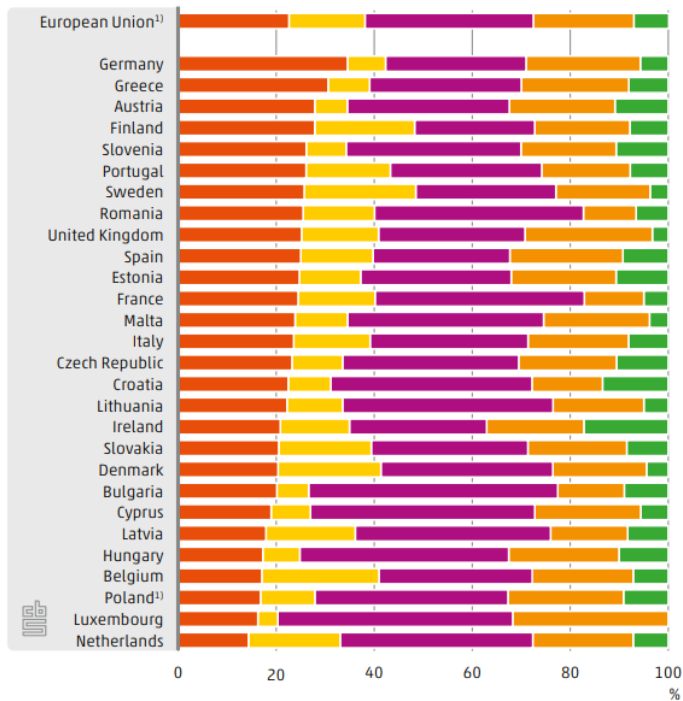
# An inconvenient truth



Source: OECD, Education Database, July 2015.

Netherlands bottom feeder for tertiary education graduates in natural sciences and engineering as a percentage of all tertiary graduates

# Percentage of Dutch STEM students well below EU average



- Science, technology, engineering, maths (STEM)
- Health and welfare
- Social sciences, business administration, law
- Teaching, linguistics, history, arts
- Other disciplines

Source: CBS, The Netherlands on the European scale 2016

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**SAMSUNG**

FIFA WORLD CUP  
**RUSSIA 2018**



**Thank you for your attention**

**SIEMENS**  
*Ingenuity for life*



**Hans J. Winters**

**CEO and chairman of the board Siemens Netherlands**