

FROM VISIONS TO REALITY

What makes an enterprise successful?

Excellent team members – the best there are!

Recognising employees as a company's most valuable assets is one thing. Unfolding and promoting their potential is quite another. Stirring enthusiasm for "their" company – that is the key to success.

After all, our employees are the ones who have the expertise needed to keep our product portfolio and our service spectrum up to date. Our employees are sensitive to changes in the market and have the ability to react accordingly. They are in close contact with the customers, identify their needs, and maintain trusting relationships. Every day, they endeavour to go from good to better.

Joint values and a strong corporate culture constitute the most important fundament. Furthermore, Bechtle's progress is driven by visions – visions that become reality!

25 years, and still going strong!

JANUARY ➤ 01



Feed-in
Bechtle commissions one of the largest photovoltaic systems in southern Germany, with a collector area of 2,715 m². On the roof of the logistics centre in Neckarsulm, Germany, the solar system generates an annual output of 381 kilowatts peak (kWp), which corresponds to the annual power consumption of approximately 110 detached houses.

New on Board
After 13 years at T-Systems, Michael Guschlbauer transfers to Bechtle, where he is initially put in charge of the managed services division. From January 2009, he is the responsible Executive Board member for IT system house & managed services.

Kick-off
Almost 300 executive staff members from all locations of Bechtle AG participate in the kick-off event "STRAT". The annual conference is the central platform for the presentation of the strategic orientation of the Bechtle Group.

FEBRUARY ➤ 02



Ground Broken
Bechtle Würzburg celebrates its 15th anniversary and breaks ground for the new company building in the Industrial Zone East in Würzburg, Germany, which will provide an area of 1,000 m² for 80 employees.

Business Presentation
With 750 participants and 44 exhibitors, the "4th Competence Centre Day" is the largest service show of Bechtle AG to date. Apart from lectures and application reports, the show features live presentations of new technologies and innovative solution concepts.

MARCH ➤ 03



Growth
Four years after moving in, construction work on the expansion of the office and logistics buildings commences at the headquarters of Bechtle AG. With the new building, Bechtle will have room for more than 1,000 employees at its group headquarters. The area of the office building will increase to about 19,000 m², and the storage area of the logistics building will grow to about 13,450 m².

APRIL ➤ 04



Expansion
Bechtle takes over BadenData GmbH in Offenburg, Germany, thereby gaining strength in the economically attractive Ortenau district. The system house offers its customers comprehensive service for computer networks. Thus, Bechtle now has its own location in Baden-Württemberg's largest district. The position of managing director is filled by Karl-Heinz Augustin who is also in charge of the Freiburg system house.

MAY > 05



Winner

Bechtle participates in the Trollinger marathon and half-marathon with an international team of 71 runners. The fastest runner wearing the Bechtle shirt comes in sixth in the overall half-marathon ranking.

Election

Before the Annual General Meeting, the Bechtle employees elect their representatives on the Supervisory Board. Udo Bettenhausen, Uli Drautz, Daniela Eberle, and Barbara Greyer (ver.di) are confirmed in office. New Supervisory Board members: Jürgen Ergenzinger (IG Metall) and Sonja Glaser-Reuss.

JUNE > 06



Representatives

On 17 June, the Annual General Meeting of Bechtle AG elects Dr. Walter Jaeger as new member of the Supervisory Board and confirms Kurt Dobitsch, Gerhard Schick, Karin Schick, Klaus Winkler, and Dr. Jochen Wolf in office as shareholder representatives.

JULY > 07



Software

Bechtle presses ahead with the internationalisation of its software specialist Comsoft direct, establishing a new company in Vienna, Austria. The expertise comes from the home base: the subsidiary ARP Datacon has hived off its successful software division to Comsoft direct GmbH.

Foothold

MADRAS Computer Vertriebsgesellschaft mbH is Bechtle's first foothold in the Austrian system house market. The service provider specialises in system integration in the fields of enterprise storage, back-up solutions, IT infrastructure, and security.

High Spirits

On 24 July, Bechtle celebrates its anniversary together with about 530 customers, manufacturer partners, suppliers, long-time companions, and employees in Bechtle's town of foundation, Heilbronn.

Fun

On 26 July, Bechtle stages the largest Family & Friends Day to date with its employees, their families, and friends of the company. For this purpose, Bechtle Platz 1 in Neckarsulm, Germany, is turned into a large fair with numerous attractions for the more than 1,800 guests.

AUGUST > 08



Success

In an independent survey conducted by the two trade journals "ChannelPartner" and "Computerwoche", companies elect Bechtle AG as the most customer-friendly system house in 2008 in the category of companies whose annual revenues exceed 250 million euros. The purpose of the survey is to determine how satisfied users are with their service provider.

End

With the entry of the exclusion of the minority shareholders in the commercial register, Bechtle completes the squeeze-out procedure at PSB AG, becoming the company's sole shareholder.

Insight

During the annual Bechtle shareholder days, more than 100 shareholders participate in an informative tour of the Neckarsulm headquarters to get a personal impression of their company.

SEPTEMBER > 09



Acquisition I and II

Bechtle takes over Wrede Systemhaus GmbH, which is headquartered in Meschede and has a branch in Soest, as well as Netzwerk Beratung Informationssysteme Duisburg GmbH. Thus, Bechtle further expands its presence in North Rhine-Westphalia, the federal state with the strongest economy.

Acquisition III

By taking over supportEDV GmbH, Bechtle reinforces its position in Vienna, Austria, with another recognised IT infrastructure project specialist. This is the second foothold in the Austrian system house market.

Expansion

With the addition of Ireland, Bechtle's presence in the trading segment spans a total of ten European countries. From Dublin, Bechtle direct offers a comprehensive portfolio for the Irish market.

Award

In the contest for the best annual report, "manager magazin" elects the report of Bechtle AG the winner in the TecDAX.

Training

The number of trainees who embark on their professional career at Bechtle is higher than ever: 87. The young people are trained as management assistants in wholesale, international trade, and IT systems as well as IT specialists for system integration, to name just a few of the more popular professions.

OCTOBER > 10



Buy-back

Following the price slump due to the global financial crisis, Bechtle launches a share buy-back programme. The resolution adopted by the Annual General Meeting is valid until November 2009 and allows the purchase of up to 2.12 million treasury shares.

NOVEMBER > 11



Extension

The new segment name reflects the great importance Bechtle attaches to managed services: "IT system house" becomes "IT system house & managed services". The trading segment continues to be called "IT e-commerce".

DECEMBER > 12



Change

After 25 years, Ralf Klenk, the founding shareholder and previous Chairman of the Executive Board, resigns from his office as CEO of Bechtle. At the same time, Bechtle announces the expansion of the group's Executive Board. As of 1 January 2009, former CFO Dr. Thomas Olemotz is appointed Spokesman of the Executive Board. Moreover, the Supervisory Board appoints two new members to the group's Executive Board: Michael Guschlbauer, who is responsible for the IT system house & managed services segment, and Jürgen Schäfer, who is in charge of the IT e-commerce segment.

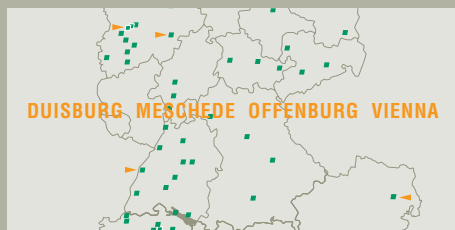
» DEVELOPMENT

Well-considered

Since 1992, acquisitions have been part of Bechtle's growth strategy. In this context, regional aspects like the expansion of the geographic coverage and the development of attractive economic zones play a substantial role. Additionally, special qualifications, the filling of a promising niche, or excellent contacts to strategically important customer groups may also suggest an acquisition. Apart from economic considerations, there are other vital questions that need to be answered: Do the people suit Bechtle? Are the corporate culture and leadership philosophy transferable? If the audit of the financial figures, too, yields a positive result, Bechtle may decide to acquire the particular company, thereby expanding its presence.

D-A-CH covered

In the fiscal year 2008, these variables applied in five cases: in Offenburg, in Duisburg, in Meschede, and twice in Vienna. By means of the market entry in Austria, Bechtle has also reached its goal of being present in all German-speaking countries (D-A-CH) with the system house segment.



» AWARDS

Customer Award

Two awards that confirm Bechtle's high quality are representative of numerous awards and honours by manufacturers, institutions, and media. Thus, the two trade journals "Channel-Partner" and "Computerwoche" bestowed the Customer Award 2008 on Bechtle. The award designates the company as the most customer-friendly system house in the category of companies whose annual revenues exceed 250 million euros. The ranking was based on a survey of how satisfied users were with their IT service provider.

Best annual report

In the contest for the best annual report, "manager magazin" elected the report of Bechtle AG the winner in the TecDAX. In addition to the actual content, efficiency, and credibility of the report, the independent jury was impressed by the report's layout and linguistic style. The award also provides evidence of Bechtle's sound and reliable information policy, which is aligned with the current needs of the financial market.



» TRAINING

Success Rate

The number of trainees who embarked on their professional career at Bechtle in September 2008 was higher than ever: 87. The young people could choose from a total of twelve professions. Among the students of the University of Cooperative Education, trade, business IT, and business engineering were the most popular subjects. At the end of 2008, the number of Bechtle trainees in Germany and abroad amounted to 281.

Trainee Programme

Besides the training, the purposeful promotion of young people is a material element of Bechtle's future oriented HR strategy. In 2008, another building block was added: For the first time, Bechtle implemented a special trainee programme for the public clients division. This programme enables participants to prepare for their future responsibilities in a compact manner, to gain the needed expertise, and to establish a functional interdisciplinary network.



» IN FOCUS

Transparency

They analyse whether the share price reflects the company's value and monitor the interaction of the economic, industry, and company environment. They maintain intensive contacts with the company, go into depth, ask questions, and assess the sustainability. From the insight gained, they derive an investment recommendation. Thus, they also determine Bechtle's perception in the capital market: the financial analysts.

Coverage

In 2008, a total of nine banks regularly published studies and analyses about Bechtle. In the reporting period, Deutsche Bank, Commerzbank, and SES Research joined the ranks of banks that include Bechtle in their coverage. Moreover, the analysts of Berenberg Bank, DZ Bank, Landesbank Baden-Württemberg, Merrill Lynch investment bank, Metzler bank, and WestLB continuously reported about Bechtle's performance and issued their recommendations.



» NEW BUILDINGS

More Space

In 2008, Bechtle had numerous building sites. This shows the growing need for space, the economic stability, and the anticipation of future growth. In Neckarsulm, Germany, the office space at the company headquarters was increased from 14,500 m² to about 19,000 m². At the same time, the storage space in the logistics building was expanded by 2.000 m² to 13,450 m².

Neckarsulm and elsewhere

The company headquarters were not the only location that was expanded: For the Bechtle IT system house in Würzburg, Germany, the relocation to the 1,000 m² building marked the beginning of a new era in the 15-year company history. In Garching, Germany, Bechtle Munich moved to a floor covering 1,300 m² in a newly erected office building. In Stuttgart, Germany, a state-of-the-art floor with more than 1,500 m² in the new Stuttgart Engineering Park was prepared for the company's individual needs. The decision in and for Gaildorf, Germany, was also made in 2008: The construction of a 2,000 m² building started in March 2009. The group finance and address management employees will be relocated there in about a year's time.



» RESTRUCTURING

All Sails Set

Well-managed enterprises have the potential to outperform the market even in times of economic hardship, fierce competition, or difficult framework conditions. "Well-managed" also means making the right decisions concerning the company organisation at the right time. Bechtle completed this restructuring in 2008.

Expanded Executive Team

With the so-called "structure 2006 plus", the strategic business and the operational business were separated from each other at the top executive level. Since January 2009, the group has been headed by three Executive Board Members: Dr. Thomas Olemotz (Spokesman of the Executive Board), Michael Guschlbauer (IT system house & managed services), and Jürgen Schäfer (IT e-commerce) are responsible for the strategic development of the two business segments and of the Bechtle Group as a whole. The operational management of the individual companies continues to be taken care of by the directors, who are responsible for the performance of their units and are supported by the regional division heads. Thus, Bechtle has established a structure that takes the growth of the company into account and forms the basis for the implementation of the Vision 2020.

