



Industrial Practice

Industrial Competitiveness is our focus

v.2020



Fast Track: Enhancing Results Today

1. Management Priorities and Action Tracking;
2. Commercial and Operational Excellence;
3. Investment Optimization;
4. BSC and Performance Teams.

Longevity: Assuring Results

1. Longevity RoadMap;
2. New Business Development and Mkt Growth;
3. Mergers & Acquisitions;
4. Capital Structuring.



COMMERCIAL DEVELOPMENT 1

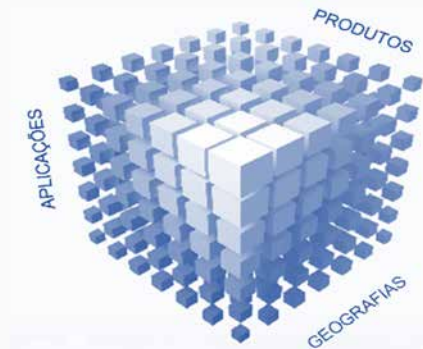
Potential Segments Plan

- » New applications
- » New products
- » Technologies Opportunities

MARKET CELLS

Automotive
Aeronautical
Rail and Road Ind.
Distribution Chanel
Health Care
Construction
Others

Mastersenso Methodologies



OPERATIONAL EXCELLENCE 2

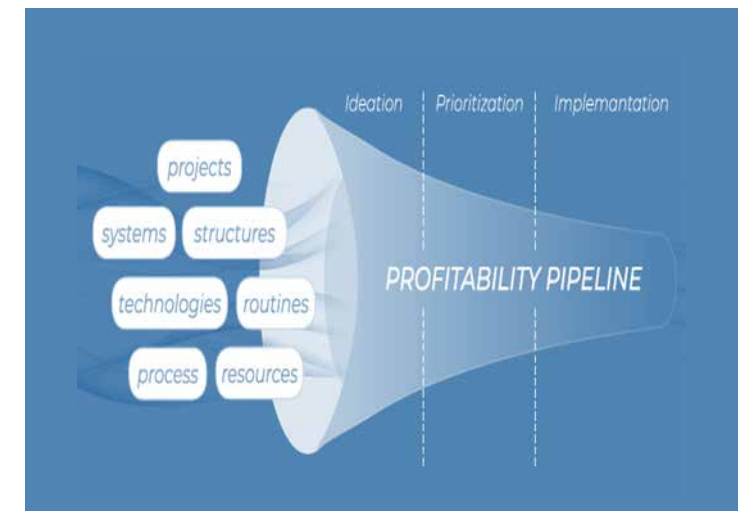
Savings Productivity Plan

Direct Costs, Expenses, Taxes & Financing

A Fast-Track Savings Pipeline organization

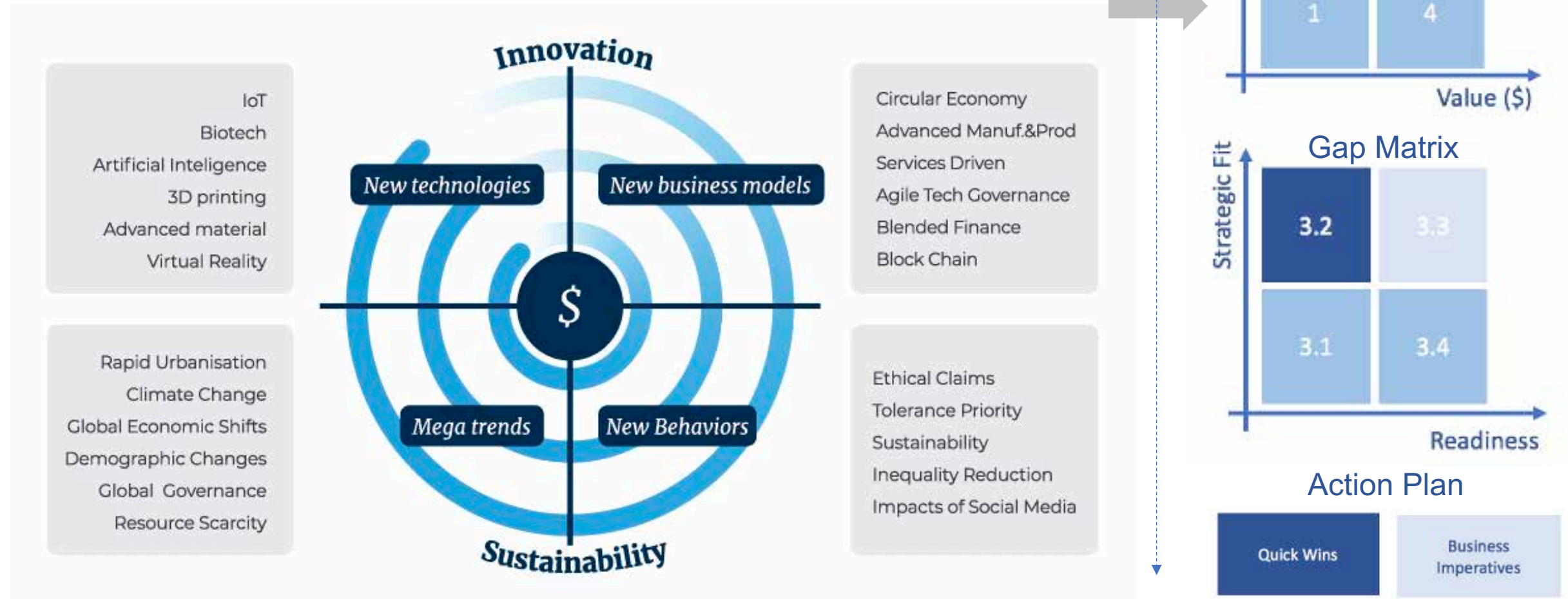
Profitability Pipeline

Opex / Capex
Operations
Supply-Chain
Energy
Credits&Taxes



Longevity: Assuring Results

Longevity Radar identifies the relevant causes that impacts your business in coming future, through a 4 dimensions and three scales time matrix, allowing to prioritize your business imperatives and quick wins. This methodology promotes an strategical thinking for the Direction team focused on actions track.



1. **Know-how e Seniority;**
2. **Taylored Methodologies and Mentoring through the entire project;**
3. **Project Team fully integrated to customers for performance and quick implementation;**
4. **Savings culture is focus;**
5. **Wide Network of specialists allowing work scope variation**
6. **Contractual flexibility to end consultancy after each individual phase;**
7. **Customers visits to add value to company image and develop customer-orientation culture.**



