OUR SOLUTIONS HELP OUR CUSTOMERS BUILD A BETTER WORLD.

PROFITABLE GROWTH

- Profitability and growth go hand in hand – both are necessary for our long-term success.
- To maintain our competitive position, we need not only growth from increased sales and revenues, but also a concerted focus on growth from selling products and services that generate higher earnings.
- As we focus on profitable growth, Our Values in Action remain the foundation of everything we do, defining what we stand for and how we conduct ourselves. The Operating & Execution Model is the way we will run the business, helping us understand where and why we are profitable, so we can make smart, quick decisions to strategically allocate and prioritize resources.
- Our customers, partners and people are who we engage to achieve our strategy: Our customers are at the center of everything we do, we drive alignment with our partners, and our people ultimately make the difference.
- Long term profitable growth allows us to reinvest in our company and improve our position as a global leader – providing better solutions to customers, more opportunities for our dealers to expand in new markets and the ability to reward and further develop our people. When our business wins and we grow profitably, it benefits our customers, our partners, our people and our shareholders.

STRATEGIC FOCUS AREAS

OPERATIONAL EXCELLENCE
We continue to build upon our core competencies – safety, quality, Lean and a competitive and flexible cost discipline – to build and maintain a sustainable advantage.

EXPANDED OFFERINGS
We enable customer success by understanding their needs and delivering integrated and differentiated solutions around the highest-priority opportunities.

SERVICES
We increasingly rely on services to deliver a superior customer experience with a focus on digital-enabled solutions and aftermarket growth.

To learn more, visit caterpillar.com/strategy
DRIVING OUR STRATEGY

Building on our core capabilities – safety, quality, Lean and a competitive and flexible cost discipline – is what will result in strong operational performance. Expanding product and service offerings through the O&E Model, and investing in emerging technologies, is what will enable our customers’ success. Growing services with a focus on digital enabled solutions and the aftermarket is how we will deliver value and earn customer loyalty over the life of the relationship.

• Leveraging the Operating & Execution Model to accelerate profitable growth and improve capital efficiencies
• Building on a strong foundation of operational excellence by focusing on quality, Lean and competitive and flexible cost structure
• Helping new and existing customers succeed with expanded offerings across lifecycle performance, lifecycle value and utility applications
• Delivering Cat® Connect services and technologies to create more productive, safe and sustainable jobsites

• Synchronizing the value chain and eliminating waste
• Partnering with customers at their sites to reduce cost per ton
• Expanding offerings to meet diverse customer requirements
• Accelerating services with a focus on site automation

• Focusing on operational excellence with Lean and a competitive and flexible cost structure
• Offering expanded products with an emphasis on increasing power density, improved efficiencies and lower customer operating costs
• Providing integrated solutions for well stimulation and marine, and offering digital solutions from simple to comprehensive
• Growing and expanding on the successes of strong service offerings to provide exceptional value to customers

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