

ENTERPRISE STRATEGY

RENEWING OUR STRENGTHS...
...SHAPING OUR FUTURE

Best Team

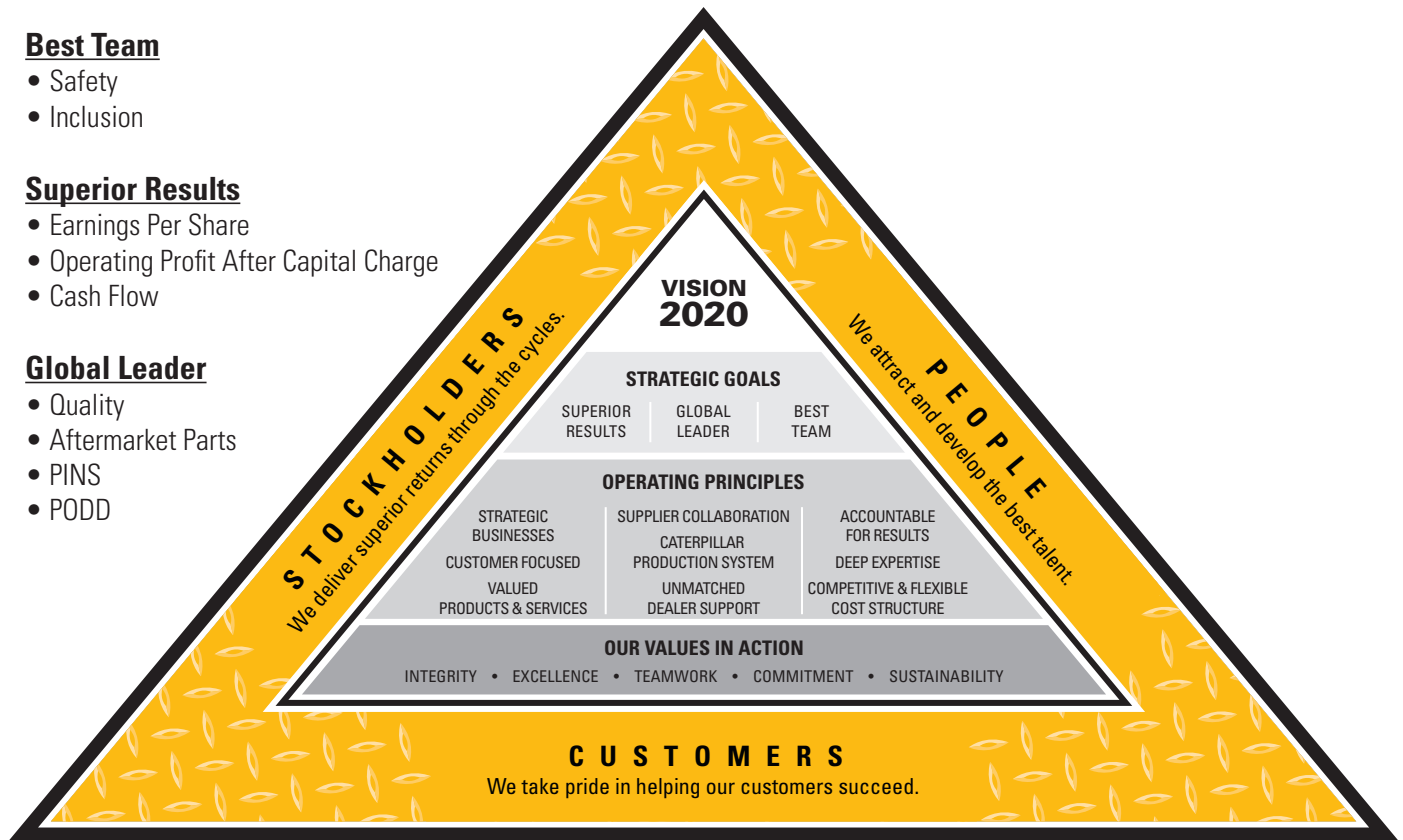
- Safety
- Inclusion

Superior Results

- Earnings Per Share
- Operating Profit After Capital Charge
- Cash Flow

Global Leader

- Quality
- Aftermarket Parts
- PINS
- PODD



OUR BIG IMPERATIVES

- Execute the Business Model ... extend global leadership and relentlessly pursue aftermarket parts, services and solutions growth
- Substantially improve dealer collaboration and performance ... implement the Across the Table initiative
- Exceed customer expectations with outstanding products and solutions ... leverage deep expertise, innovative technologies and disciplined execution with sufficient and sustained investment
- Achieve Enterprise Excellence and fulfill our service promise to customers ... drive Lean transformation and integrated value chains
- Win in China and expand our leadership in other growth markets ... continue to build out the Business Model
- Achieve industry-leading performance across our balanced portfolio ... grow Construction Industries, Resource Industries, Energy & Transportation and Financial Products

VISION 2020

- We are recognized as the leader everywhere we do business
- Our products, services and solutions help our customers succeed
- Our distribution system is a competitive advantage
- Our supply chain is world class
- Our business model drives superior results
- Our people are talented and live *Our Values in Action*
- Our work today helps our customers create a more sustainable world
- Our financial performance consistently rewards our stockholders

OUR BUSINESS MODEL

We win by delivering valued, quality products, services and solutions to our customers that provide them the best economic proposition for their business. This value proposition, enabled by our unmatched customer support, creates the largest global field population, highest customer loyalty and attractive profitability through the business cycle.

OUR VALUES IN ACTION



INTEGRITY The Power of Honesty

Integrity is our foundation. We:

- Deliver what we promise
- Are trustworthy
- Compete fairly
- Do not improperly influence others or let them improperly influence us



EXCELLENCE The Power of Quality

To achieve ambitious goals, we:

- Take pride in what we make and do
- Have an intense, acute focus on our customers
- Act with a sense of urgency
- Achieve excellence through the Caterpillar Production System and 6 Sigma



TEAMWORK The Power of Working Together

To help each other succeed, we:

- Utilize the unique talents of our team
- Strengthen our team and improve results through inclusion
- Collaborate with employees, dealers, distributors and suppliers



COMMITMENT The Power of Responsibility

To embrace our responsibilities, we:

- Are committed to Caterpillar's success
- Protect the health and safety of others and ourselves
- Are personally accountable to meet our goals



SUSTAINABILITY The Power of Endurance

To build a better world, we:

- Create and capture value through sustainable products, services, solutions and operations
- Contribute time and resources to promote the common good in our communities

CATERPILLAR®

Access the complete Code of Conduct at
www.caterpillar.com > Company > Code of Conduct

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