



Corporate Identity

Hörður Arnarson CEO

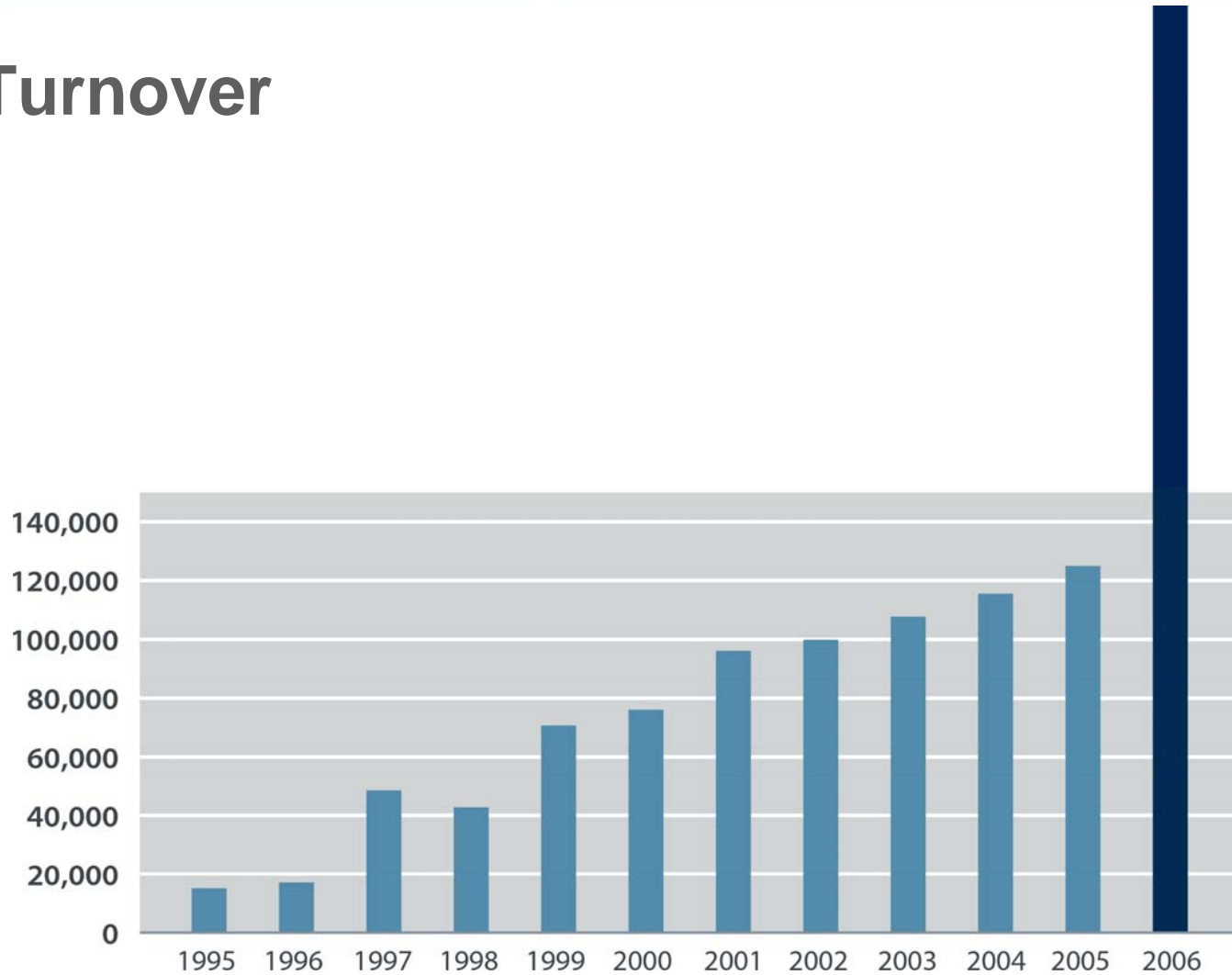
5. July 2007

Marel and the Industry

Fragmented fast growing Industry

- Total industry turnover 2006 est. € 3.000 million
 - Largest companies have ca. 10-11% market share
 - Annual industry growth has been 5,2% over the past years
 - Annual industry growth is expected to be 5,6%
-
- Marel in comparison
 - Proforma turnover 2006 was 270 MEuro
 - Marel's market share is an est. 9%
 - 20% annual growth over the past ten years
 - Marel goal is to continue to grow above the industry average

Turnover



Proforma*

*

Clear Vision and Strategy

- Consolidation is eminent
- The industry development over the next 3 years is expected to be either:
 - (A) 2-3 companies with 15-20% market share + smaller companies
 - (B) One company with 30-35% market share + smaller companies.
- Marel's goal is to be one of the three companies with 15–20% market share within the next 3-5 years

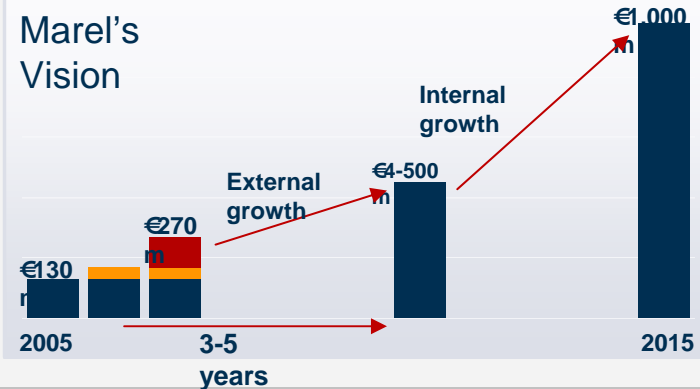
Estimated market share according to (A)



Estimated market share according to (B)



Marel's Vision



Current and future markets

- The largest markets are in North America and in Northern-Europe
- Growth markets in the near future are in Southern-Europe, Russia, Asia, the Pacific, and South-America



The starting Point

- Complex corporate image
 - Unclear towards
 - Employees
 - Customers

Marel hf or The Marel Group



The Mission

- To create a new image and corporate identity for the united company that staff, customers and shareholders can rally round
 - Preserve the value inherent in the brands
 - Be flexible in order to support the vision
 - Increase the market strength and image
 - Customer, shareholders and staff can easily relate
 - The change should reflect international market leader

The Process

- Corporate identity task force:
 - Close involvement by key people within the organization
- Hiring of branding consultants
 - The White House and Loewy Group
- New corporate identity launched in April
 - Internally and at the SPE in Brussels

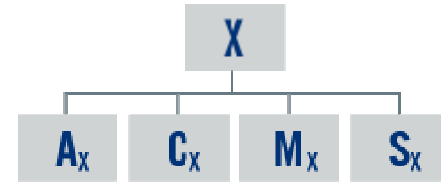
The branding process

- Proved we have so many things in common
- Innovation at all levels



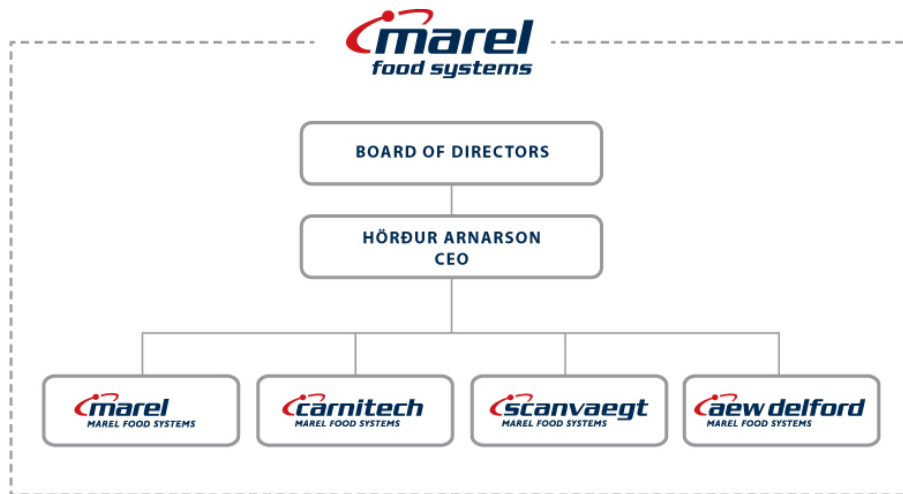
Selected branding strategy

- Mixed branding strategy
 - Preserves values
 - Is flexible
- Marel Food Systems
 - International and available
 - In use in all food industries
- Design System
 - Unified colours and font
 - Builds a seal of quality



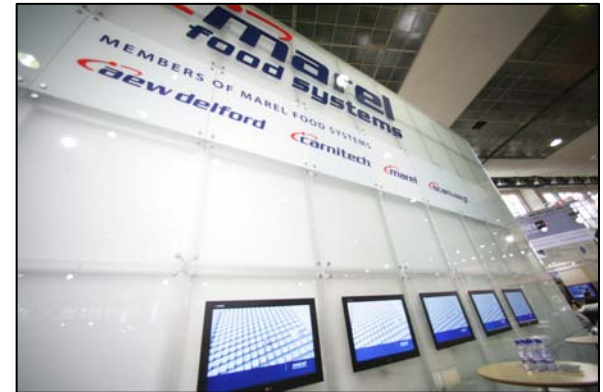
The new identity

- Well received at all operational levels
 - Internal campaign at all brand sites at the same day



Overall benefit

- Highly visible at Brussel and IFFA
 - Good and positive feedback from our **customers**
 - Stronger cooperation between **business units**
 - Enthusiastic and energized **sales and service network**
 - Sends a strong message to our **competitors**



Strengthening the brand

- We will all benefit by strong brand presence
 - Need to exchange the old identity for the new identity both within Marel Food Systems and the four brands
 - New identity has started to strengthen our presence
 - Few examples

The websites

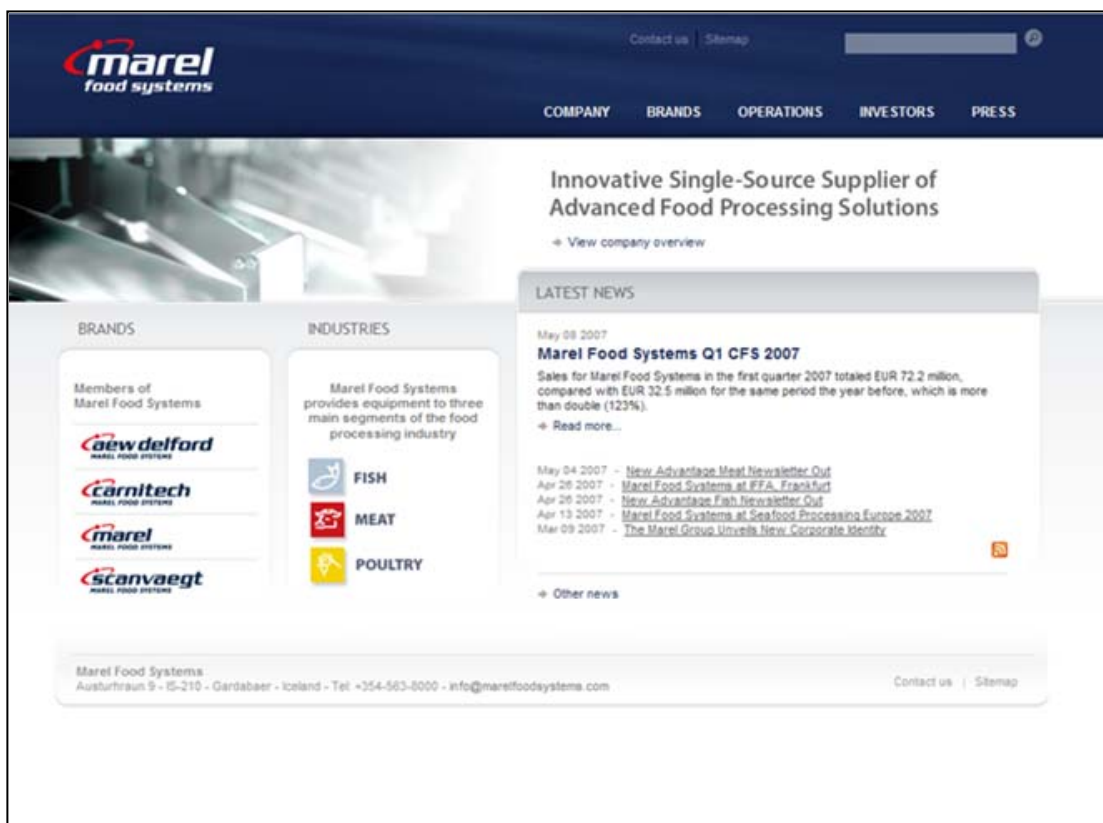
before



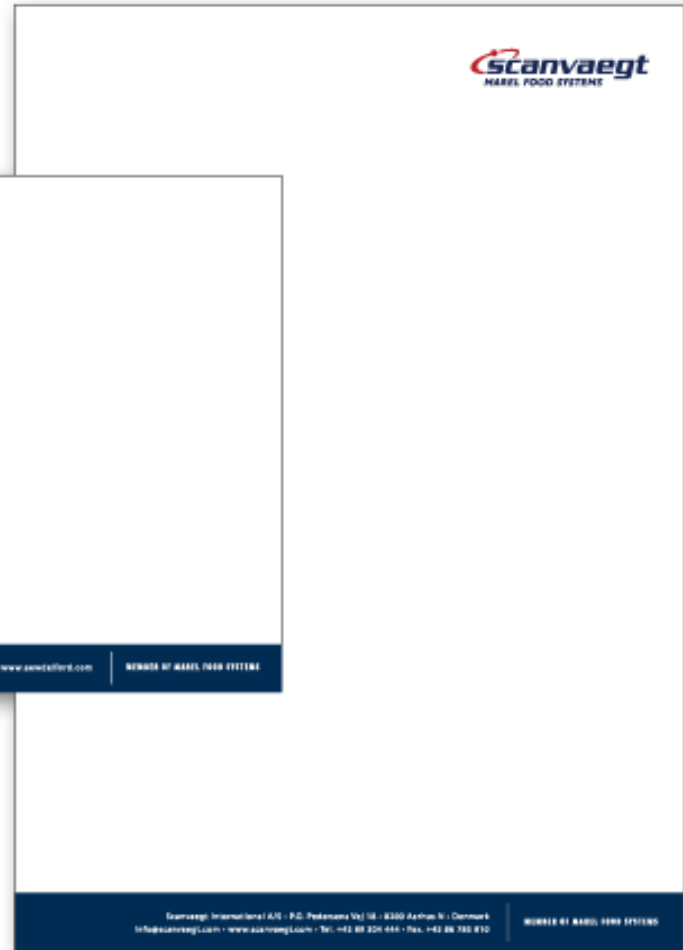
After



www.marelfoodsystems.com



Stationaries and biz cards



Folder, ringbinder and sketch pads



Corporate Brochure 20x20



Cutting Edge

Marel Food Systems provides advanced food processing machines and systems for use in all major segments of the food processing industry.

Return on Innovation

Marel Food Systems is a leader in the food industry's use of innovation. Our commitment to innovation is the key to our success. It is our passion for innovation that drives us to create the most advanced food processing machines and systems in the world. Our commitment to innovation is the key to our success. It is our passion for innovation that drives us to create the most advanced food processing machines and systems in the world.

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MEMBERS OF MAREL FOOD SYSTEMS

new delford | carnitech | marel | scanvaegt

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RETURN ON INNOVATION

Global Reach

Marel Food Systems is a global source supplier offering local sales and services on a global scale.

Worldwide service

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RETURN ON INNOVATION

Power point templates

- 1 About Marel Food Systems
- 2 The Food Processing Industry
- 3 Operating Units
- 4 Opportunities
- 5 Strategy and Vison
- 6 Other

ABOUT MAREL FOOD SYSTEMS

Marel Food Systems

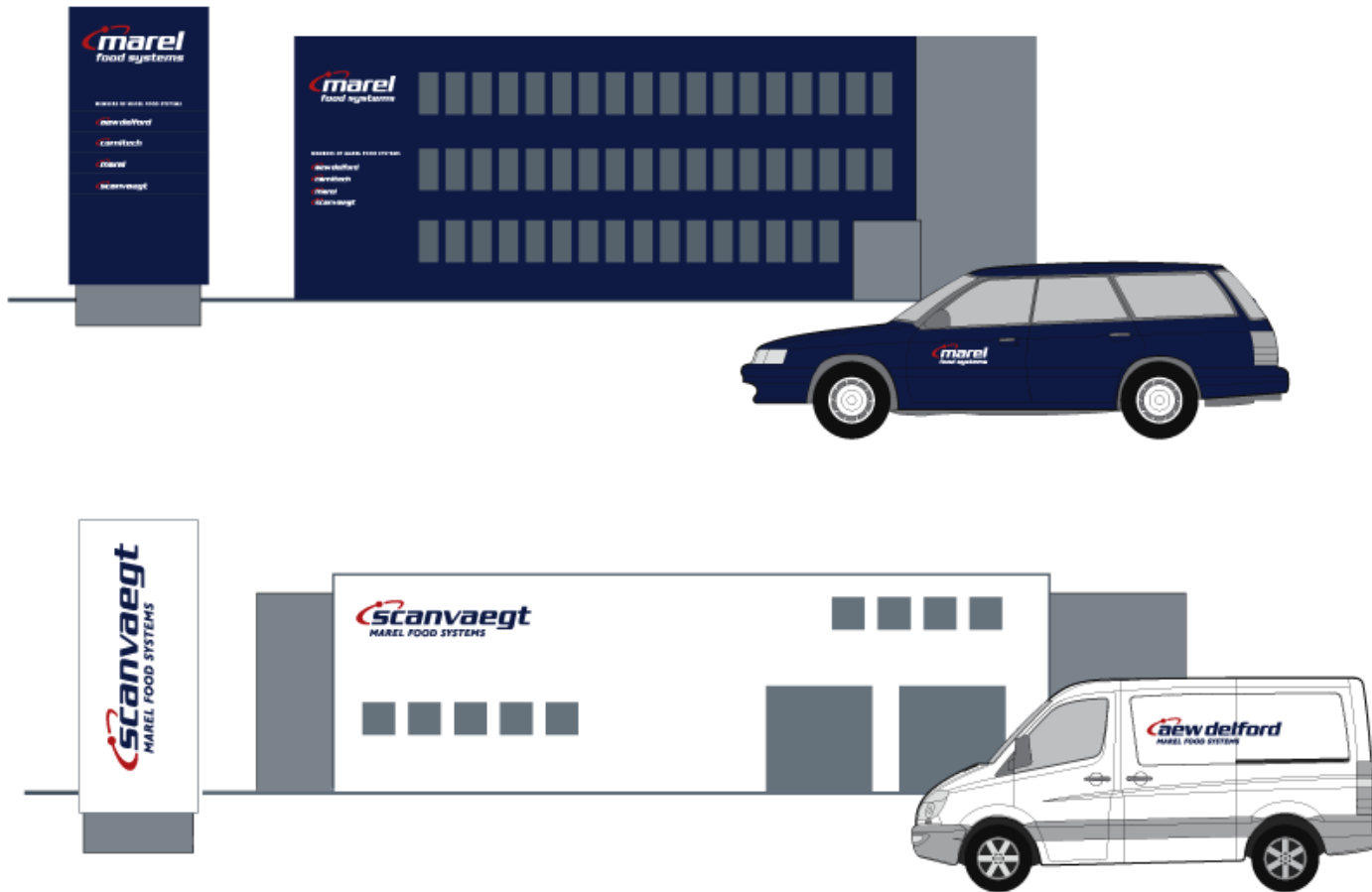
- Four main brands: AEW Delford, Carnitech, Marel and Scanvaegt
- Production in 6 countries
- Subsidiaries in 22 countries
- Network of 60 agents and distributors covering over 40 countries

BOARD OF DIRECTORS

HÖRÐUR AERNARSON
CEO

MEMBERS OF MAREL FOOD SYSTEMS | *Aew delford* *Carnitech* *Marel* *Scanvaegt*

Building and car signage



Clothing



Newsletter

ADVANTAGE

NEW DEVELOPMENTS IN THE MEAT PROCESSING INDUSTRY









May 2007 - Volume 1



"Meat processors can expect to see an increased effort to provide new and innovative solutions to solve production challenges from Marel Food Systems"
Mikko Arvola, CEO Marel Food Systems

Full solutions from a single source >> PAGE 3

<p style="font-weight: bold; margin: 0;">Enhancing performance at Tulip</p> <p style="text-align: right; font-size: 8px; margin: 0;">>> PAGE 21</p>	<p style="font-weight: bold; margin: 0;">Achieving total yield control at Gilde</p> <p style="text-align: right; font-size: 8px; margin: 0;">>> PAGE 17</p>	<p style="font-weight: bold; margin: 0;">Dungannon Meats group meatling needs</p> <p style="text-align: right; font-size: 8px; margin: 0;">>> PAGE 11</p>	<p style="font-weight: bold; margin: 0;">High-volume portioning solution at Mountain City Meat</p> <p style="text-align: right; font-size: 8px; margin: 0;">>> PAGE 19</p>
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Give away items



Advertisements

aew delford
MAREL FOOD SYSTEMS

Bacon. The inside story

The ingenious vision system inside AEW Delford's new 8022000 Bacon Grinder precisely measures each slice for length at the blade, before it is cut.

This information is essential for achieving high on-weight, minimum giveaway and accurate, consistent grinding. New innovations provide quality, safety, high yield and superb package presentation.

Call Chris Hayes Full Time at 1.800.888.0107 for the full inside story on high performance bacon grinding.

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Carnitech
MAREL FOOD SYSTEMS

Improve Your Daily Grind
with Carnitech's innovative grinding systems

The innovative grinding system processes all of the beef, pork and lamb carcasses, eliminating the need for manual grinding.

Our Grinding design criteria is simple: High-capacity • Robust • Safe • Versatile

Call Chris Hayes Full Time at 1.800.888.0107 for details on the benefits of Carnitech's grinding systems.

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MEMBERS OF MAREL FOOD SYSTEMS |

A new future with Marel Food Systems

The world's leading manufacturer of high-tech equipment for the food processing industry

Our renowned global brands, AEW Delford, Carnitech, Marel and Scanvaegt, that have become a benchmark for consistent reliability and service, now have a united identity. Marel Food Systems, aimed at strengthening our sales and service network and bringing more value to our customers.

Marel Food Systems provides cutting edge equipment to all segments of the food processing industry, increasing the quality and value of fish, meat, poultry and other prepared food products around the world. Our innovative solutions – from single solutions to turnkey solutions – always result in significant additional value for processors, retailers and end consumers.

RETURN ON INNOVATION www.mareloffoodsystems.com MAREL FOOD SYSTEMS

Image Advertisements

The profit of innovation

Our job is to make your job easier in an ever-changing market and maximise your return on investment. We do this by annually investing far more than the industry average in R&D, providing high-yield solutions to customers worldwide – from small producers to the world's largest.

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MEMBERS OF MAREL FOOD SYSTEMS *Geew delford* *Carnitech* *Marel* *Scanvaegt*

The art of innovation

We've got innovation down to a fine art. At Marel Food Systems we provide state-of-the-art food processing equipment, from single scales to turnkey solutions. Our resourceful specialists work side-by-side with customers to constantly extend the boundaries of food-processing performance.

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Image Advertisements

The taste of innovation

Marel Food Systems offers a comprehensive portfolio of products and services to meet the entire spectrum of requirements for portioning and traceability in food processing facilities. Resourceful specialists work side-by-side with customers, constantly providing the best solutions wherever and whenever they are needed.

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The spirit of innovation

Marel Food Systems invests far more in Research and Development than any other producer of food processing equipment. This results in 15-20 breakthrough products each year. We enjoy being at the forefront of innovations and we work closely with food processors worldwide to solve their production challenges.

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Image Advertisements

The joy of innovation

Working out new innovations and solutions for the food processing industry is at the very heart of Marel Food Systems. We invest far more in R&D than the industry average, resulting in 15-20 breakthrough products that cause a stir every year. Every thought-out detail is aimed at optimising your end result and providing 100% safety and reliability.

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The pride of innovation

I am proud to be part of the strongest R&D team in the food processing industry. Every year our team produces 15-20 breakthrough products aimed at optimizing your end result and maximizing product safety. Our ambition is to provide the best solutions and service, so that, like me, you can sleep soundly.

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