

CONTINUITY

THE SAME SUPERIOR PRODUCTS WITH A NEW GLOBAL NAMING STRUCTURE

Continental Power Transmission Group's New Naming Structure

Continental provides top-of-the-line industrial power transmission solutions and services that contribute to our customers' and partners' success worldwide. Sometimes, **delivering the best quality requires change**. To continue offering our best-in-class products, we are aligning and enhancing our product portfolio with a globally consistent naming structure.

This **new naming structure** strengthens our brand and combines our forces to achieve a clear, comprehensive and efficient appearance worldwide. We will visually and efficiently indicate the performance level of our products with Standard, Advanced and Supreme Performance.

- **Aligning our worldwide product portfolio increases transparency and consistency**
- **Upgrading some belt series will improve performance, properties and visual appearance**
- **Adding new product lines bolsters our complete product lineup**

After announcing the name change, we will begin rolling out the transition globally starting with the Americas and covering all other regions by the end of 2023.

Our team and your contacts will stay the same and we will all continue to deliver the best-in-class quality, technology and service we always have to keep your operation running as smooth as ever.

LEARN MORE ABOUT OUR NEW GLOBAL NAMING STRUCTURE ON:

www.continental-industry.com/continuity

Questions & Answers (external stakeholders)

What does the new naming structure mean to me?

Mainly it means a name change on the product you are receiving from us. The looks of our product will change, will be unified globally, will show performance levels, will be more appealing etc. The quality will not change. The people you deal with will not change. In addition you will benefit out of certain product line performance upgrades and brand new product lines launched throughout this portfolio harmonization initiative.

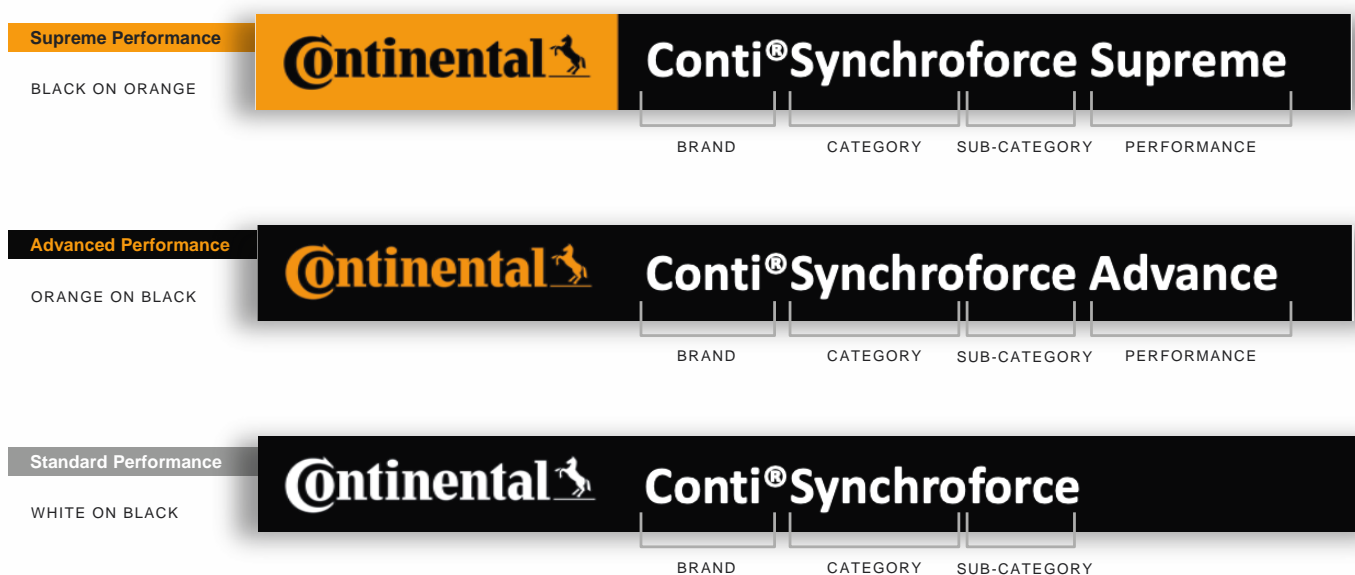
How will the product portfolio change?

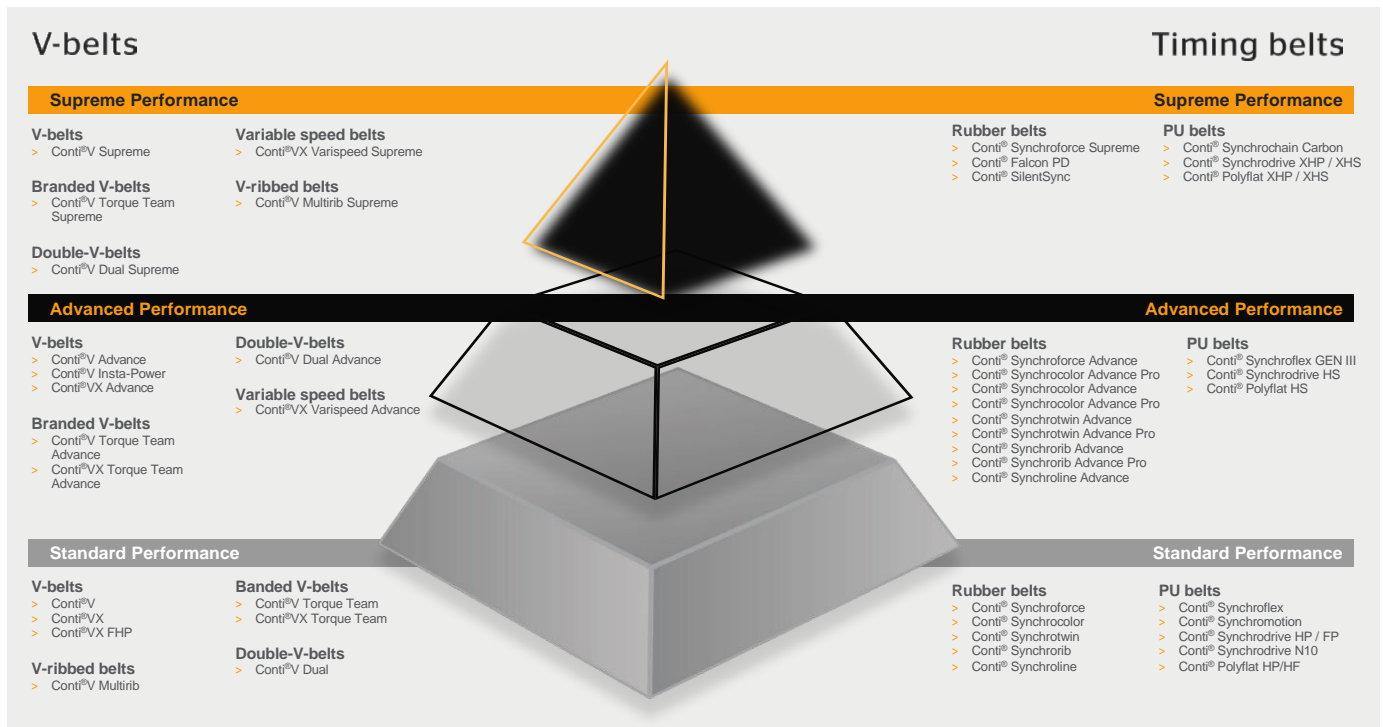
1. The majority of the product portfolio, in terms of product specification will remain untouched, only the name will change. Since the name will be harmonized, additional sizes of some product will become suddenly available in regions previously restricted to their own produced sizes.
2. For certain specific product lines, we are undergoing performance upgrades, therefore in due time, the changes will be announced to you in detail. These products will only see the name change when the specification change is also completed.
3. Finally, there will be additional products introduced to our industrial portfolio, widening the range.

What will the new names look like?

Our goal is to create a harmonized, globally consistent naming structure that increases clarity, transparency and efficiency.

The new belt names will follow a clear naming structure:





What is the new branding all about?

The new branding comes with a **globally consistent look and feel to reflect the superior product quality of Continental belts**. The visually appealing branding will indicate three different performance levels: Standard, Advanced, Supreme (Good, Better, Best respectively). Our products will fit into these three performance categories.

What else is going to change?

Our portfolio harmonization will consist of different interconnected pillars:

- We are **harmonizing our global product portfolio** to offer the same products worldwide
- Renaming our products creates a **consistent naming structure worldwide**
- **Enhancing the visual appearance** of our belts with a new product branding reflects the superior quality of the products and indicates the performance level at a glance
- We are **upgrading some of our belt series** to improve performance and properties
- Adding new product lines bolsters our complete product lineup

What will change for me as a customer?

Our superior products will have new names and a new branding. You will also have access to the broadest product portfolio in the industry worldwide under the Continental brand. **We will also continually update and support you throughout this transition.**

What does the new naming look like?

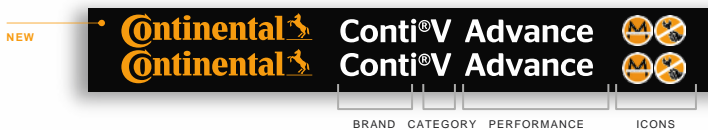
The new branding will enable you to easily recognize the performance level of a belt at a glance.

New Branding Sample:

SYNCHRONOUS BELTS



V-BELT



SILENTSYNC



(Product line unique to the world, will also change appearance, but we will keep the name as an exception)

What are the overall benefits?

- We will all benefit from a **transparent and broad global product portfolio** with a consistent naming structure
- New naming protocol will make it **easier for customers** to find, see and get the right Continental belt worldwide
- Naming structure helps us achieve a **clear, comprehensive and efficient appearance worldwide**
- Customers will easily identify the performance level and belt properties based on the branding
- Performance properties of some selected product lines will be improved
- Completely new belts will also be added during the naming transition
- You will have **access to a broader product portfolio** featuring Continental's quality lineup

When will I begin seeing belts with the new branding?

This is a running change and a global project. The first to implement the changes are North and Middle America in 2022. EMEA, APAC and South America will follow in 2023.

When will the rebranding be completed/what is the timeline?

We will start implementing the changes in North America toward the end of 2022. In 2023, APAC, EMEA and South America will follow. We are planning to complete the transition by the end of 2023.

Will belts from different plants be interchangeable and able to be used together in matching sets since you're offering the same products worldwide?

Our existing guidelines remain in place: We do not recommend changing single belts within an existing and already running set. If a belt within a set is broken, we recommend exchanging the whole set.

We will continue to supply you from regional production facilities. With the global naming structure, we may turn to a different production facility, in case of need. This leads to an overall better product availability.

Will the orders placed before the rebrand be fulfilled?

Yes. There will be **no disruption to service** because of our new brand names. Any orders placed before the rebrand will be delivered as scheduled. You can get in touch with your local Customer Support team if you have any order-related questions.

Will there be mixed deliveries with old and new product names on it?

Possibly. Because this is a global transition project, many of the belts we are shipping now and in the near future may carry the old branding as we work through existing inventory. There may also be a possibility that a shipment could contain both the old and new branding.

What happens to existing stock of "old" products?

We plan on a rolling change. Meaning, as soon as old names run out we will supply the products with new names.

You can continue selling the product under the old name, as there are usually no changes in the product quality or properties. There is no need to return the products. If there are any changes in the product properties, we will certainly inform you ahead of time.

Does the change of the portfolio also affect the prices?

No. Prices will not be affected by the name changes.

Will customers need to rebrand their existing inventory?

No. There won't be a requirement to rebrand your current inventory. You can continue to offer the existing products.

Will any of the products or composition be different with this name change?

Names might change, but the quality and the properties will remain the same.

During this transition, we will be upgrading some of our products and introduce completely new product lines to our portfolio. If there will be changes in the specifications, we will inform you.

Will there be a new sales structure and will I have a new contact person?

No. All your contact persons will stay the same and we will continue to provide the same best-in-class quality, products and service.