

# KUKA

**Geopolitische Risiken im Maschinenbau**  
- **Einschätzungen aus Sicht des VDMA**  
und aus der Praxis der KUKA AG

\_RMA RMC\_08.05.2023





**\_you encounter KUKA everywhere**







The Full Picture  
\_our business segments



2022/Release of the detailed full year figures only by Apr 28th, 2023

Why KUKA?  
\_the numbers speak for us



## \_Connecting industries, applications & technology makes us different

### Industry Know How

#### Automotive/Tier1



#### Electronics



#### Metal, Plastic



#### E-Commerce/Retail



#### Consumer Goods



#### Medical



### Application & Process Know How

#### Welding



#### Assembly



#### Intralogistics



#### Battery



#### Picking



#### Mobile Manipulation



### Latest Automation Technology

#### Digital Factory



**VISUAL  
COMPONENTS**

#### Easy-to-use



**iiQKA**

More to  
come

#### Data Insights



**DEVICE  
INSIGHT**

» Innovate by understanding unmet scalable customer needs

## Stakeholder Management CHINA Business

Foster information and communication flow

In order to understand business opportunities and the respective risks we ensure a broad stakeholder management.

Information is key:

- KUKA China: JV exchange with Midea
- Customers in local market – corporation in Europe
- VDMA and other associations
- Political actors – exchange with Bavarian government
- Business intelligence providers







## \_Risk Management Approach

Improve decision making and business development through holistic risk analysis



IT Enterprise Architecture  
Data Management  
R&D, IP Management  
Cyber Security  
Supply Chain  
Competence & Talent Management  
Customer and Product Management  
Legal (Sanctions-Liabilities)  
Finance & Insurance  
M&A  
Brand/Marketing  
Communication  
...other

**Vielen Dank!**

**KUKA Aktiengesellschaft**

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