



Photo: Hans Niede Neukircher

Customers can shop around the clock at all Würth24 shops in Germany.

The Strategy

From direct selling to a multi-channel strategy

Now as before, the partnership between Würth and its 3.9 million customers is extremely strong. The direct contact is the decisive factor for the trustful cooperation, which is why over 33,000 employees worldwide work in the sales force. Würth retains its strong focus on its customers' needs in the age of digitalization. Würth stands for multi-channel selling. This means that e-business, sales force and shops interact seamlessly with each other. A wide range of ordering options such as the online shop, the Würth App, e-procurement, scanner-supported ordering systems and Würth's availability on the phone make life easier for the customer. Customers can cover their immediate needs in about 2,300 shops all over the world.

Würth Group

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You can find us on:



Würth and the Arts

Inspiring interactions with everyday business life

"Both arts and economy live from inspiration, creativity and the guts to innovate," says Reinhold Würth. He firmly anchored fine arts in Würth's corporate culture early on. Be it fine arts, literature, music, dance or comedy: Their obvious presence in everyday business life does not only find its expression in the five German Würth museums, for example in Museum Würth in Künzelsau, which was integrated into the Group headquarters back in 1991, or in Museum Würth 2, which was added to award-winning Carmen Würth Forum by David Chipperfield Architects in 2020. Arts and culture can also be experienced in ten associated galleries at other European Würth companies.

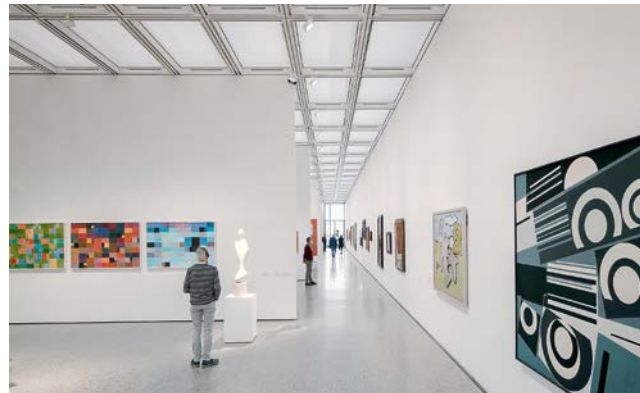


Photo: Simon Menges

"Vision", the first exhibition in Museum Würth 2, shows key pieces from the Würth Collection ranging from the late 19th century to contemporary art.

A rewarding look at over 500 years of art history

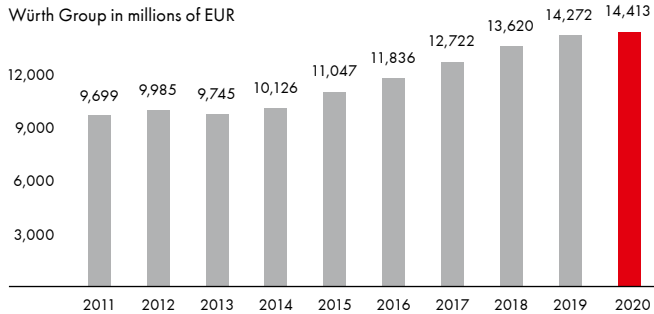
The Würth Collection comprises over 18,300 works of art from five centuries, among them masterpieces of classical modernism and contemporary art, as well as from the late Middle Ages. Other examples of the great variety of cultural activities are the classical music program of the orchestra Würth Philharmoniker under chief conductor Claudio Vandelli, the Würth Open Air featuring pop, rock and classical music, as well as the Würth Prize of Jeunesses Musicales Deutschland and the Würth Prize for European Literature.

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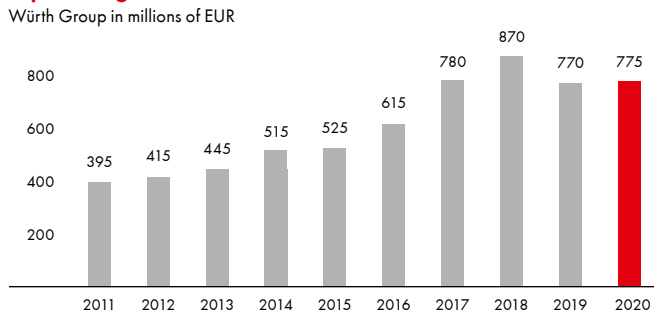
Facts and Figures

Würth Group 2020

Sales

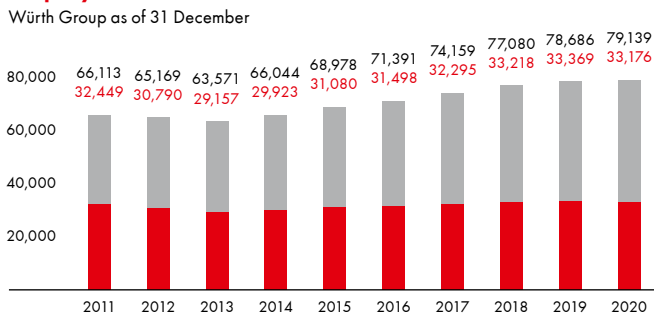


Operating result before taxes



The consolidated financial statements of the Würth Group are prepared in accordance with the International Financial Reporting Standards (IFRS).

Employees



■ Sales force employees

The 2020 Fiscal Year

The Würth Group reported a sales volume of EUR 14.41 billion in 2020 (2019: EUR 14.27 billion). This corresponds to 1.0 percent growth. Adjusted for exchange rate effects, growth came out to 2.0 percent. In Germany, the Würth Group achieved sales growth of 2.9 percent, while Adolf Würth GmbH & Co. KG, the parent company of the Group, grew by 7.4 percent. Outside Germany, the Würth Group had to take a sales decline of 0.4 percent.

The operating result of the Würth Group is slightly up on the previous year with EUR 775 million (2019: EUR 770 million).

The number of employees rose by 0.6 percent to 79,139 in 2020. In Germany, the number of employees grew to 24,514 employees in total (2019: 24,344). The Group currently employs a global sales force of 33,176 (2019: 33,369).

New service offering for customers

Logistics is one of the Würth Group's main fields of expertise. To support customers with a high ordering frequency in making their inventory management more efficient and reliable, Adolf Würth GmbH & Co. KG is now offering the new "Würth Delivery Day". This means: Different individual orders of the same customer are consolidated into one fixed delivery date per week. The customer picks a delivery date in the online shop. Customers can benefit from this solution in many different ways: They will have to handle less packaging and packing materials and need fewer deliveries, which automatically means less resources used and a smaller environmental impact. In addition, customers can better plan their personnel needs in line with their delivery schedules.

The Corporate Group

The success story of the Würth Group

The core business of the Würth Group entails the sale of fastening and assembly materials. Adolf Würth laid the foundation in 1945 when he set up Adolf Würth GmbH & Co. KG in Künzelsau, today's parent company of the Würth Group. After his father's early death in 1954, Reinhold Würth took over at the helm of the family business at the age of 19. The company began to expand into international territory in 1962 as the first foreign company was founded in the Netherlands. Today, over 400 companies in more than 80 countries form part of the Würth Group, which currently employs over 79,000 people worldwide.

Würth Group celebrates 75th anniversary

The screw hardware store Adolf Würth was entered into the commercial register in Künzelsau on 16 July 1945. This date marks the beginning of a global enterprise. The year 2020 marked two anniversaries that were celebrated in the Würth Group: the 85th birthday of Reinhold Würth and the 75th anniversary of the company.

The Operational Units of the Würth Group

The Würth Group is divided into two operational units: Würth Line and Allied Companies. In the Group's core business, the Würth Line, the sales program for the skilled trades and industry comprises more than 125,000 products: from screws, screw accessories and anchors to tools, technical chemicals and personal protective equipment. The Allied Companies of the Würth Group, which either operate in business areas related to its core business or in diversified business areas, round off the range by offering products for DIY stores, material for electrical installations, electronic components such as circuit boards, hand sanitizers and surface disinfectants as well as financial services.