



## EMPLOYEE CAPITAL PARTICIPATION AT HOLTANN

# AGENDA

WHO IS HOLTSMANN?

WHY EMPLOYEE PARTICIPATION?

EMPLOYEE PARTICIPATION IN PRACTICE

QUESTIONS AND DISCUSSIONS

# WHO IS HOLTSMANN?

Holtmann has three "Shop windows" for three specialist areas

■ HOLTSMANN  
MESSE+EVENT



:mesomondo  
MESSESERVICES  
BY ■ HOLTSMANN INTERNATIONAL



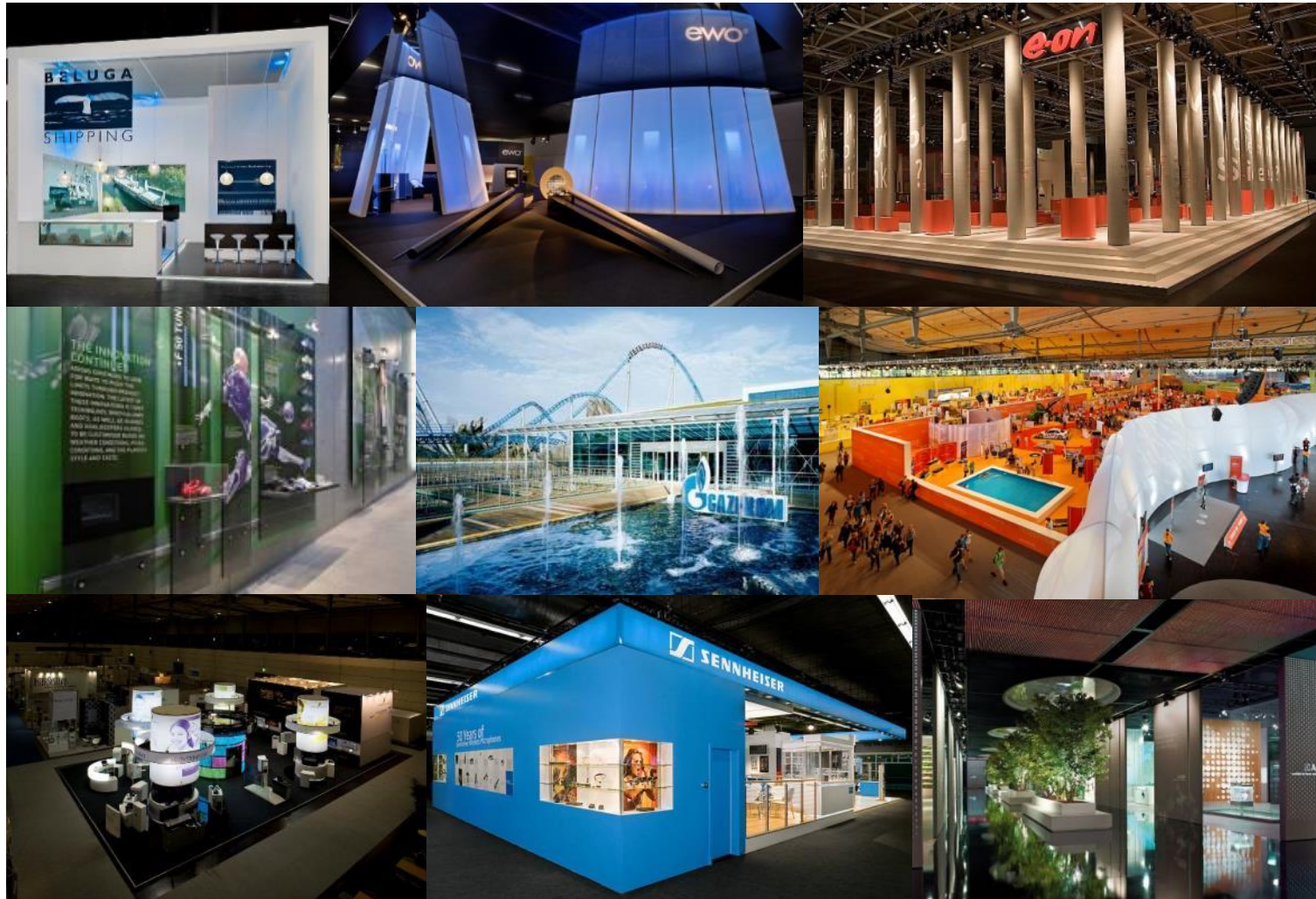
E)(POMONDO  
BRAND & EVENT ARCHITECTURE  
BY ■ HOLTSMANN INTERNATIONAL





# WHO IS HOLTSMANN?

## REFERENZEN



# WHO IS HOLTSMANN?

## REFERENZEN





# WHO IS HOLTSMANN?

## REFERENZEN



## WHO IS HOLTSMANN?

### MILESTONES

- 23.06.1950 Company founded as a joinery and carpentry workshop by Wilhelm and Walter Holtmann.
- The Fifties Business growth as an artisan workshop closely linked to the reconstruction of Hanover.
- The Sixties International trade fair construction becomes a core activity.  
Big order for 18 000 m<sup>2</sup> of roof construction over Hall 1 at the Hanover trade fair site.  
1968 relocated to what is still the company head office on Adam-Stegerwald-Strasse.
- The Seventies 1971 General contractor for equipping of the sailing Olympics in Kiel.  
Development of space cells, recognised across Germany as "GEO-Bau".
- The Eighties Trade fair construction continues to yield year-on-year revenue growth.  
General contractor activities in commercial building / logistics warehousing.

# WHO IS HOLTSMANN?

## MILESTONES

- The Nineties Outstanding construction orders such as the "Info-Box" on Berlin's Potsdamer Platz.  
Also specialist for large trade fair stands for Deutsche Telekom AG.  
Development into a service sector business.
- 2000 The special EXPO year  
Management level participation on two of the largest single orders in company history: theme park and multi-service complexes, 40,000 m<sup>2</sup> in addition to T-Digit.  
Tasks that exceed all previous activities in terms of size and complexity.
- Today The service range involves "Communication in space" = trade fair construction, brand architecture, shop systems.  
Trail-blazing complex implementation for household name customers.  
"We understand and we do" - understanding what the customer wants, and implementing the tasks associated with that to perfection.  
Core competence.  
As well as trade fair appearances, also the construction of pavilions for EXPO 2000, EXPO 2002, EXPO 2005, EXPO 2010.  
More than 500 shop out-fitting projects since 2003.  
Storage areas for customer materials incl. handling and logistics: 25,000 m<sup>2</sup>.
- Since 2011 - mesomondo -> The provision of system-based trade fair construction  
Since 2011 - Expomondo -> for world exhibitions, museums, brand worlds and experience worlds



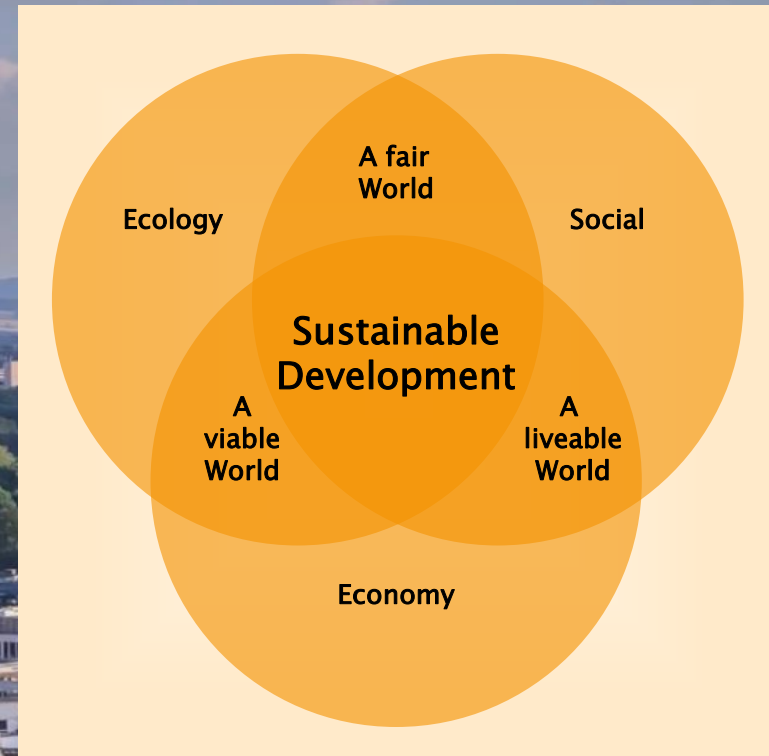
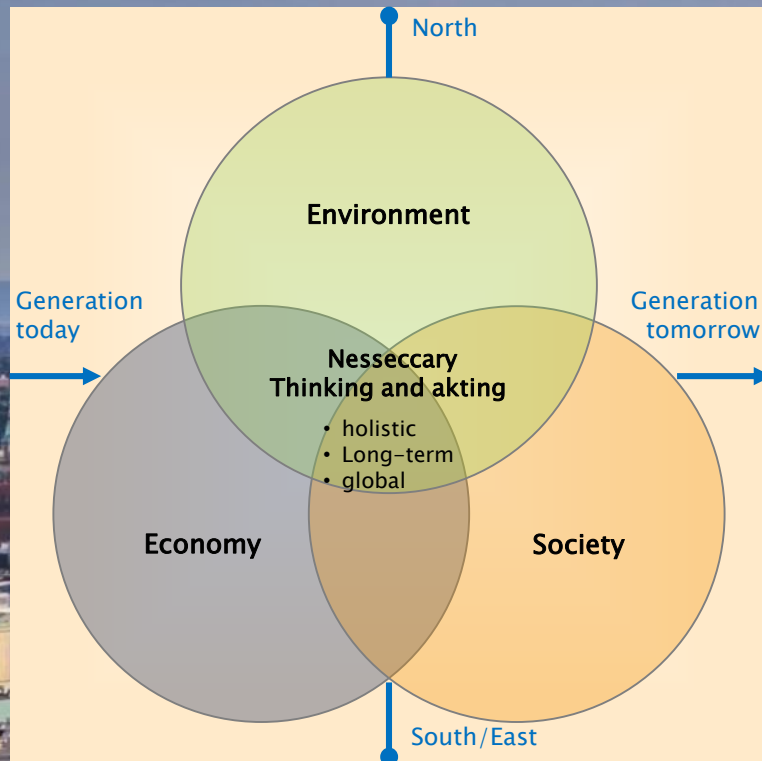
# WHO IS HOLTSMANN?

## FACTS & FIGURES

Turnover in 2016	approx. €37 million, of which €7.5 million outside Germany
Business structure	87% trade fair constructions, temporary structures, shop out-fitting 12% large projects 1% other
Employees	approx. 115 permanent staff at the Langenhagen and Nuremberg sites approx. 15% trainees and BA students
Company surface area Land areas In Langenhagen	31,150 m <sup>2</sup>
Storage areas measuring Langenhagen	18,000 m <sup>2</sup>
Company surface area Areas in Nuremberg	550 m <sup>2</sup>
Storage area in Nuremberg	7,000 m <sup>2</sup>

# WHO IS HOLTMANN?

## COMPANY PHILOSOPHY

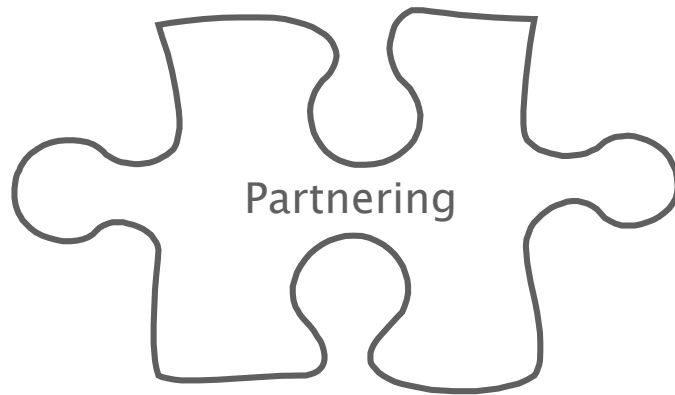


## WHY EMPLOYEE PARTICIPATION?

THE HOLTSMANN BUSINESS MODEL

### Company Culture

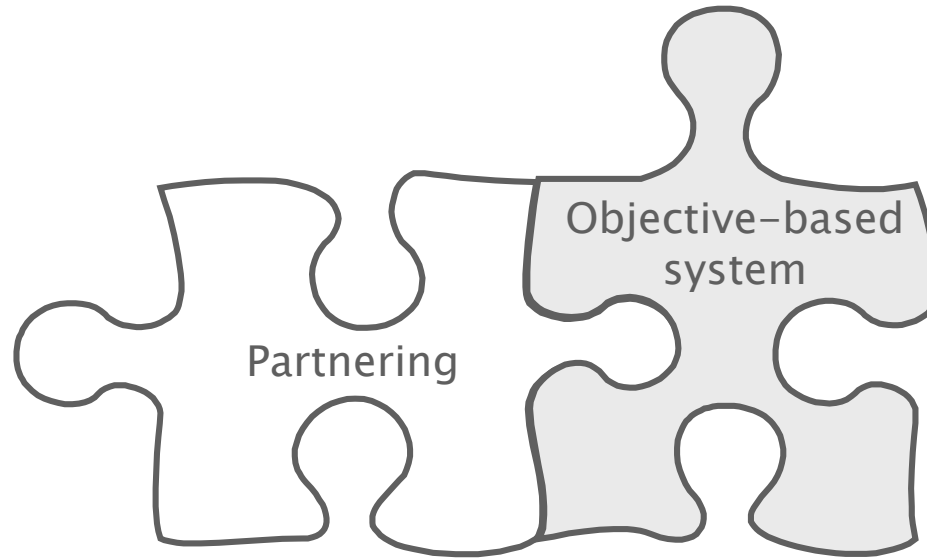
satisfaction  
confidence  
transparency





## WHY EMPLOYEE PARTICIPATION?

THE HOLTSMANN BUSINESS MODEL



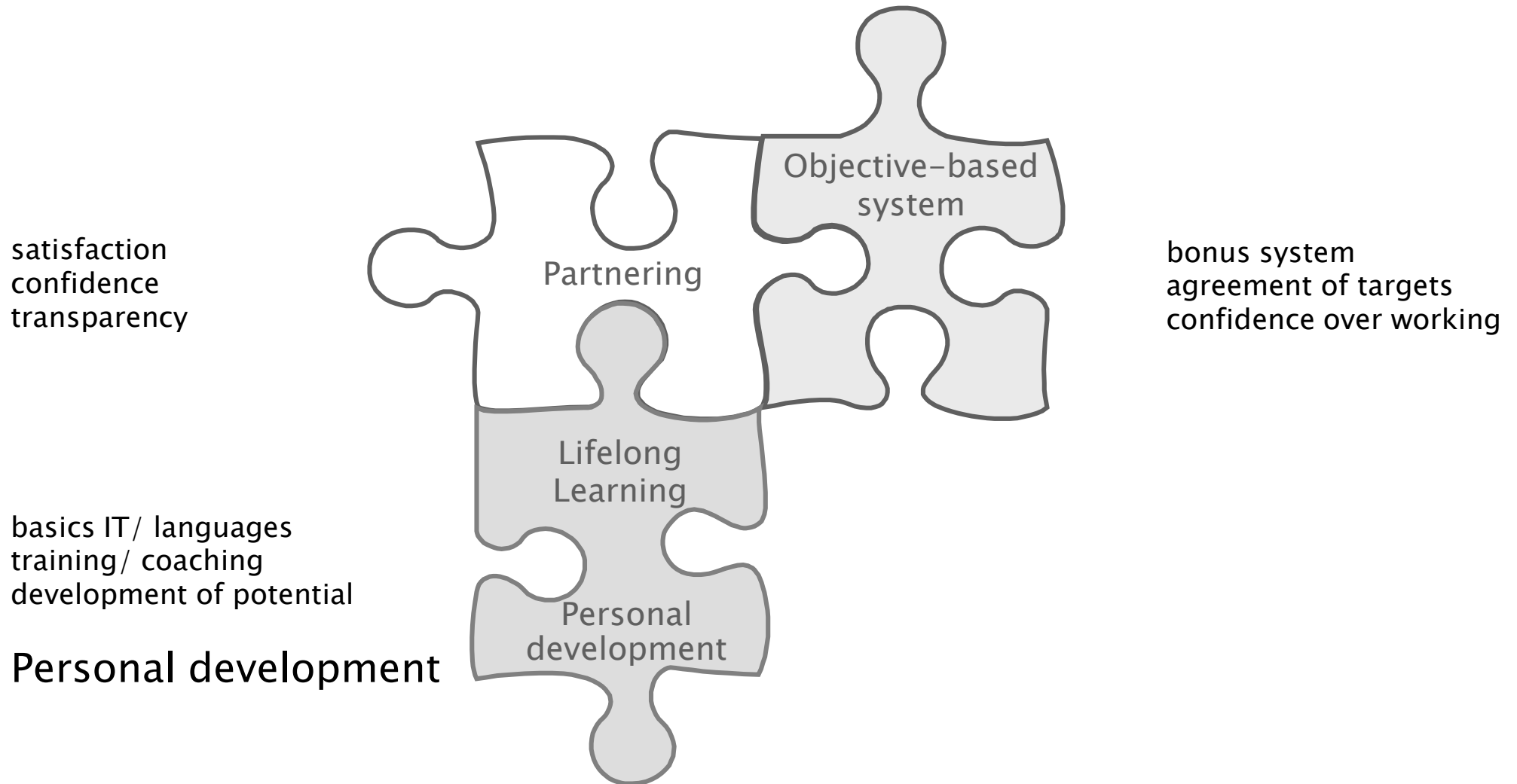
satisfaction  
confidence  
transparency

### Success factors

bonus system  
agreement of targets  
confidence over working

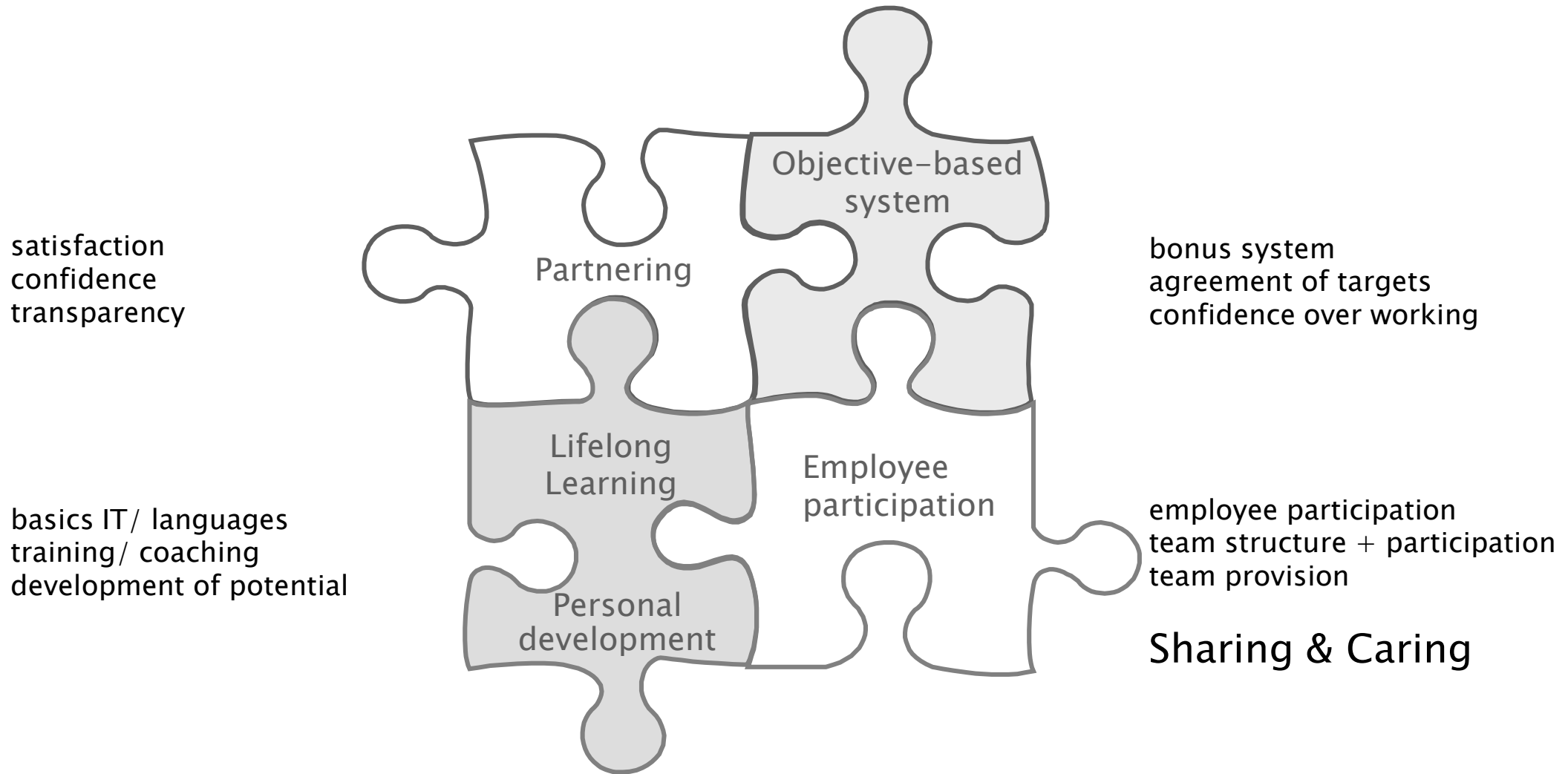
# WHY EMPLOYEE PARTICIPATION?

THE HOLTSMANN BUSINESS MODEL



# WHY EMPLOYEE PARTICIPATION?

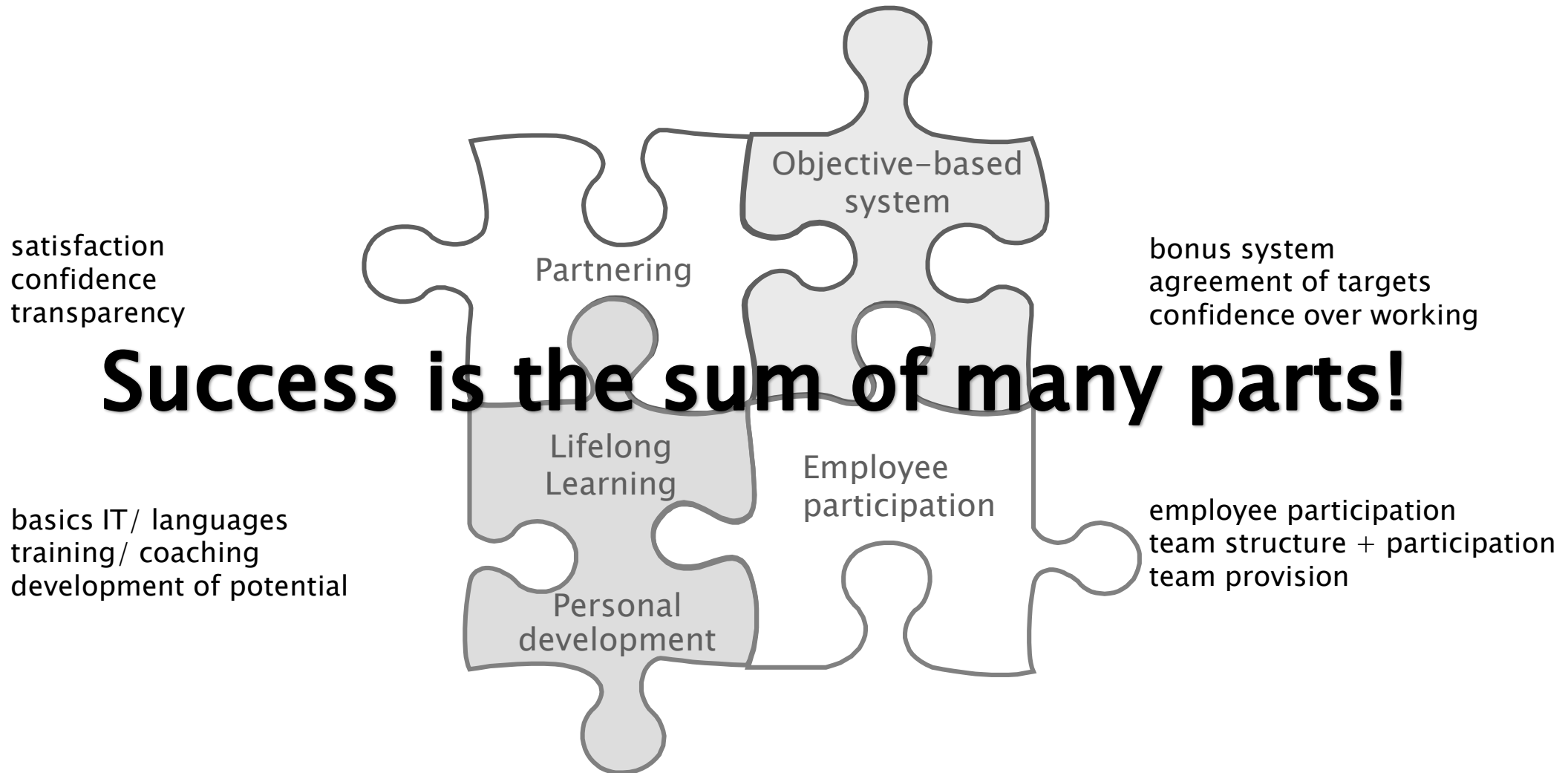
THE HOLTSMANN BUSINESS MODEL





## WHY EMPLOYEE PARTICIPATION?

THE HOLTSMANN BUSINESS MODEL



## WHY EMPLOYEE PARTICIPATION?

### OBJECTIVES OF THE PARTICIPATION MODEL

- Raising of collaborative business awareness among employees
- Boosting of motivation and identification
- Satisfaction and employee involvement
- Future-oriented way for employees to build up a personal wealth fund
- Increase in the share of equity (risk capital) and an improved credit rating
- Creation of a contribution towards company financing

# WHY EMPLOYEE PARTICIPATION?

## OBJECTIVES OF THE PARTICIPATION MODEL

Employee participation in the SME sector: Expectations and implications.  
 Results of the preliminary study: Survey of AGP members in 2011





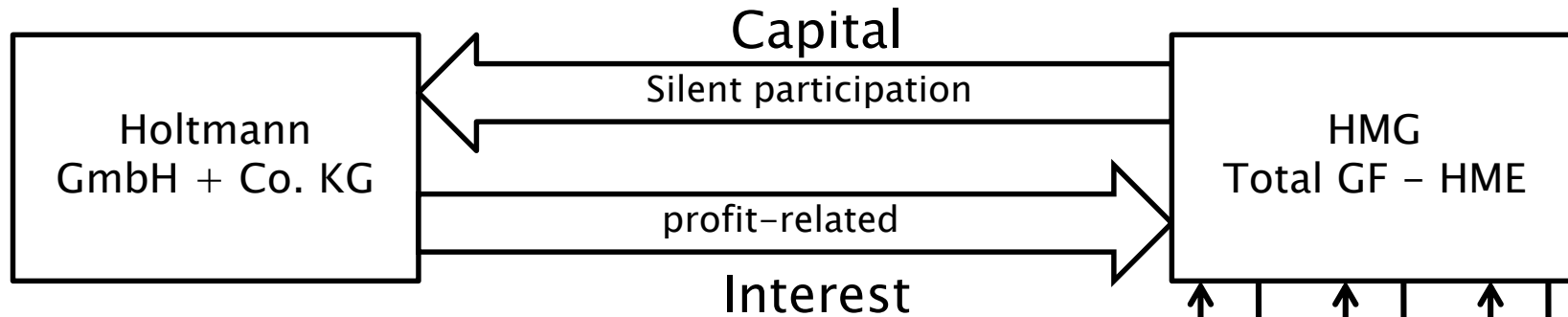
## WHY EMPLOYEE PARTICIPATION?

### SELECTION CRITERIA

- Easy of operation
- Low-cost processing
- Indirect participation

# WHY EMPLOYEE PARTICIPATION?

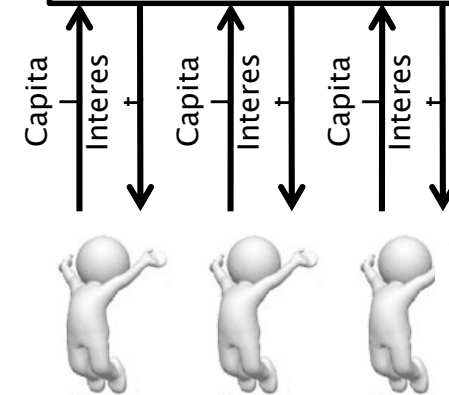
## THE FINAL MODEL



Return on sales	Profit-sharing in % (=interest on share in profits)
Less than or equal to 0.5%	1%
Less than or equal to 1%	3%
Less than or equal to 2%	5%
Less than or equal to 3%	7%
Less than or equal to 4%	9%
Less than or equal to 5%	11%
Greater than 5%	13% (max.)



Value of the holding	Holtmann promotion	Purchase price for employees
€250	€50	€200
€500	€100	€400
€750	€135	€615



Employees = Silent shareholders



**Lebensqualität  
Heute & Morgen ...**

**... durch  
GEMEINSCHAFTLICH  
umgesetzte  
Ziele**

Hier können Sie Ihre persönlichen Werte abrufen. Bitte geben Sie Ihre Benutzerkennung und Online Pin ein. Zusätzlich müssen Sie bei jeder Anmeldung die im Feld Zugriffsnummer angezeigten Ziffern eingeben. Bestätigen Sie anschließend Ihre Eingabe mit Klick auf 'Anmelden'.

**Anmeldung**

Benutzerkennung:

Online Pin:

Zugriffsnummer: **928747**

Anmelden

**Zukunft gemeinsam gestalten**



## EMPLOYEE PARTICIPATION IN PRACTICE

- Founding of HMG in December 2006
- Every full-time employee receives a gift in 2006 of a share certificate to the value of €250
- Employees are restricted to an annual purchase of shares to the max. value of €5000
- Retention period: No return of shares permitted for 5 years
- The employees (silent shareholders) elect a three-person shareholder committee that can, among other things, participate in decision-making about how funds should be used with the HKG
- Interest is paid out to employees and the capital transfer tax (incl. SolZ) is deducted at source
- The Accounts department assists employees with their annual tax declaration
- Since 2011, scope for saving from net salary with a monthly deduction
- Since 2016 saving of interest towards the future purchase of shares

## EMPLOYEE PARTICIPATION IN FIGURES

- An average of 40 % employees participates.
- To date, employees have purchased 800 shares (€ 200,00) and the trend is rising all the time
- The colleagues who purchase new shares average 5 shares a year
- In total, the current participating employees each hold an average of about 17 shares
- Interest is paid at between -1% and 9% (average 4.12%)
- Acquisitions: Trucks, format circular saws, kitchen main building, market place furniture, team meeting in Berlin



## SUMMARY

- Easy to implement
- Simple to explain
- Easy to operate
- Good acceptance level from employees
- But also: promotional efforts enable the business to thrive!



**ILKA SCHULZE**  
GESCHÄFTSFÜHRERIN

+ 49 511 740 74 29  
ILKA.SCHULZE@HOLTMANN.DE

ADAM-STEGERWALD-STR. 9-15  
D-30851 HANNOVER/LANGENHAGEN  
GERMANY  
WWW.HOLTMANN.DE