

The Strategy

From direct selling to a multi-channel strategy

Now as before, the partnership between Würth and its over 3.7 million customers is extremely strong. The direct contact is the decisive factor for the trustful cooperation. This is why around fifty percent of Würth's employees work in the sales force, which is about 33,000 worldwide. Würth retains its strong focus on its customers' needs in the age of digitalization. Würth stands for multi-channel selling. This means the different sales channels 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 more than 2,000 shops all over the world.

Würth Group

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Art and Culture

Carmen Würth Forum in Künzelsau completed

The annex to the culture and convention center Carmen Würth Forum in Künzelsau, Baden-Württemberg, designed by David Chipperfield Architects, has been completed. With a total floor space of 5,500 square meters, the new wing adds a multi-purpose conference area and an art museum along with café and foyer to the chamber music hall and the Great Hall. The art museum, Museum Würth 2, opened its doors to the general public on 28 June 2020. Adolf Würth GmbH & Co. KG spent roughly EUR 39 million on the annex.



Photo: Simon Menges

The completely glassed Belvedere of Museum Würth 2 opens out onto the Hohenlohe landscape and the extended sculpture garden displaying works by famous sculptors, including Niki de Saint Phalle and Tony Cragg.

Museum Würth 2 shows modern and contemporary art

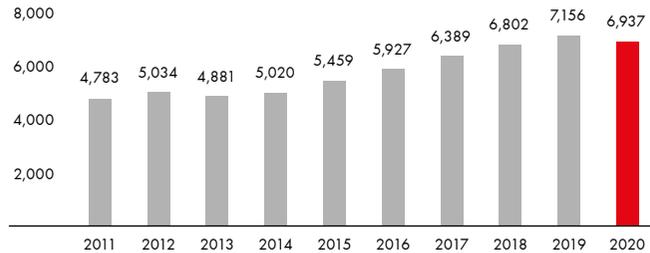
Rooms with a height of more than five meters provide ideal conditions for highlights of contemporary and modern art of the Würth Collection. Museum 2 opened with the exhibition "The Long View. Reinhold Würth and His Art Collection", a distillation of about 150 outstanding contemporary and modern works of art. Visitors will encounter classic works of the Würth Collection by Georg Baselitz, Max Beckmann, Max Ernst, David Hockney, Anish Kapoor, Anselm Kiefer, Ernst Ludwig Kirchner, Robert Longo, Pablo Picasso and Gerhard Richter.

Facts and Figures

Würth Group 1st half of 2020

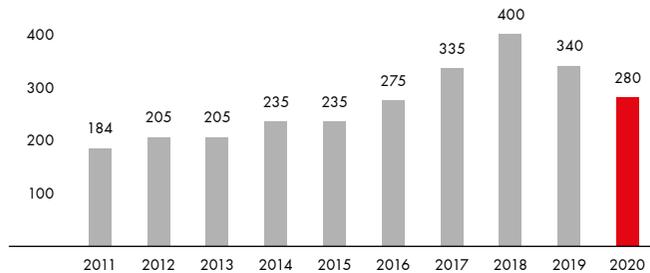
Sales in the first half of the year

Würth Group as of 30 June, in millions of EUR



Operating result before taxes in the first half of the year

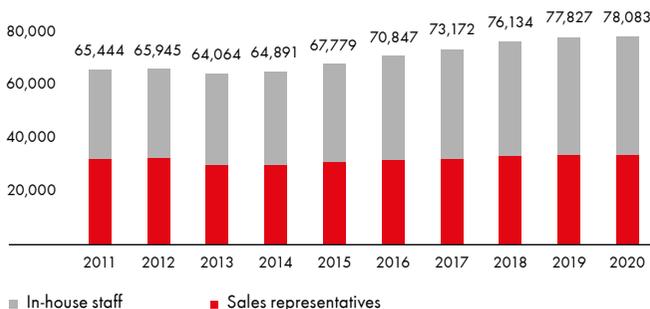
Würth Group as of 30 June, in millions of EUR



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

Employees in the first half of the year

Würth Group as of 30 June



Business Development in the First Half of 2020

The Würth Group reported sales of EUR 6.9 billion in the first half of 2020, down 3.1 percent over the same period last year. Adjusted for currencies, sales dropped by 2.9 percent. Sales declined both in Germany (-0.5 percent) and, to a greater extent, abroad (-4.9 percent). In Germany, the Würth Group generated sales of EUR 2.9 billion. The business unit Electrical Wholesale achieved the strongest growth rates, with sales up 13.7 percent. Adolf Würth GmbH & Co. KG, the parent company and at the same time the largest company of the Würth Group, achieved sales growth of 2.5 percent to EUR 1,061 million including intragroup sales in the first half of 2020.

The operating result of the Würth Group came out at EUR 280 million at the end of the first half of 2020, a significant drop on the previous year resulting from the coronavirus crisis (2019: EUR 340 million).

The number of employees was reduced by 603, from 78,686 at the end of 2019 to 78,083 in the first half of 2020. The German Group companies employ a total of 24,318 people, which is roughly on the same level as at the end of 2019. The Group currently has 33,467 sales force employees on the payroll.

Integrating development and production

For more than 25 years, the timber screw brand ASSY® has stood for innovation, quality and highest customer satisfaction. In its 75th anniversary year, Würth has developed a new ASSY® screw. The new development was made possible by the close collaboration between Würth development engineers, the production experts at SWG Schraubenwerk Gaisbach GmbH and Würth's customers. The new patented RW drive is even faster and better at transmitting torques. The new ASSY®4 screw is available in more than 1,400 different dimensions.

 For more detailed information on the Würth Group and its operational units, please refer to our website at www.wuerth.com.

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. Over 400 companies in more than 80 countries form part of the Würth Group, which currently employs over 78,000 people worldwide.

Würth Group celebrates 75th anniversary

The year 2020 marks two anniversaries that are celebrated in the Würth Group: the 85th birthday of Reinhold Würth and the 75th anniversary of the company. 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 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.



The ASSY®4 screw featuring the new RW drive has been launched in 2020.