

Strategy and objectives

Bodycote's objective is to create superior shareholder returns through the provision of selected thermal processing services that are highly valued by our customers, giving full regard to a safe working environment for our employees and minimal environmental impact.

Our strategy is based on the following fundamentals:

- Serving the aerospace, defence and energy markets, with a focused network of globally coordinated facilities, attuned to these customers' specific needs and requirements.
- Serving the automotive and chosen general industrial markets through a regionally organised business, catering for these customers' specific local needs and proximity requirements.
- Capitalising on our selected technologies to provide our customers with the ability to create innovative, differentiated products.
- Achieving the highest levels of customer service in terms of quality, delivery, reliability and technical problem solving.
- Expanding with our customers to emerging markets with an emphasis on Eastern Europe, Brazil and China.