

# SIKA'S MEGACITIES STRATEGY: AN INDUSTRY FIRST APPROACH TO MEGAPROJECTS & KEY ACCOUNTS

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BUILDING TRUST



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# 1. SIKA'S MEGACITIES STRATEGY

# URBANIZATION AND GROWTH

An estimated

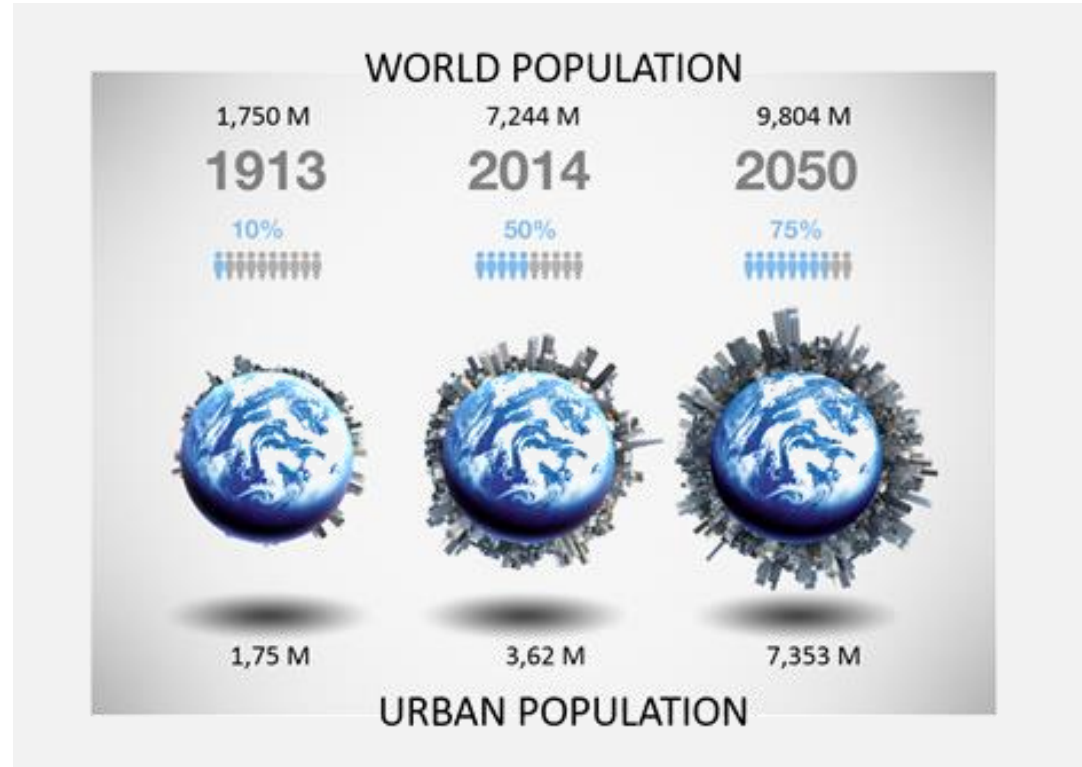
**55%**

of the world population lives  
in megacities

Annually, infrastructure  
investment of

**USD 400 BN**

is needed in the USA to  
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**55%**

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- Manufacturing and distribution boom
- Transition from “Brick & Mortar” to eCommerce
- Investments in everything from Civil Infrastructure to Data Centers





# A COMMITTED AND COMPREHENSIVE APPROACH CROSS-SELLING AS SUCCESS FACTOR

- A Sika LEGACY
  - Started this concept 10 years ago
  - Leverages a 600+ person sales force
  - Continues to evolve and remain agile to the market trends



# A COMMITTED AND COMPREHENSIVE APPROACH CROSS-SELLING AS SUCCESS FACTOR

- A Sika LEGACY
  - Started this concept 10 years ago
  - Leverages a 600+ person sales force
  - Continues to evolve and remain agile to the market trends
- A SUSTAINABLE GROWTH STRATEGY
  - Now a critical part of the Sika culture
  - National every day marketing campaign
  - Investments in corporate CRM – Salesforce.com
  - Sales enablement

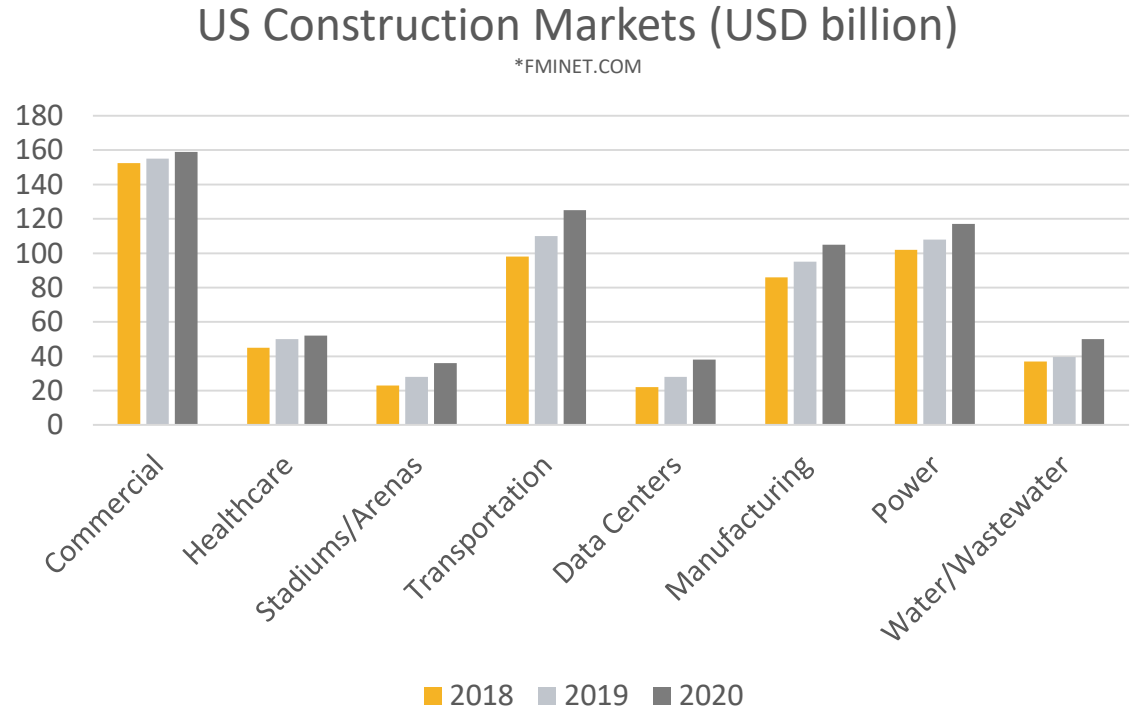


# AN INDUSTRY FIRST STRATEGY

## CROSS-SELLING AS SUCCESS FACTOR

- NATIONAL LEVEL

- Vertical Market Managers
- Targeting Growth Markets





# AN INDUSTRY FIRST STRATEGY

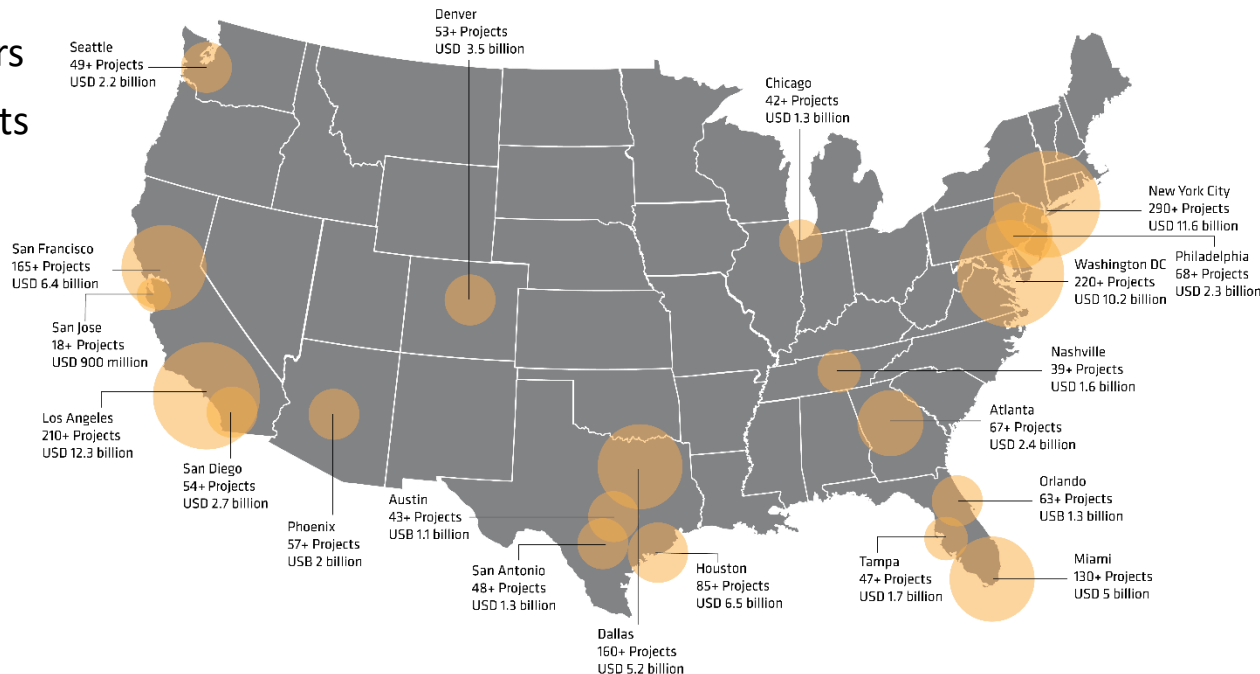
## CROSS-SELLING AS SUCCESS FACTOR

- NATIONAL LEVEL

- Vertical Market Managers
- Targeting Growth Markets

- LOCAL LEVEL

- Building Envelope Specialists
- Regional Cross-Selling Teams



# AN INDUSTRY FIRST STRATEGY

## CROSS-SELLING AS SUCCESS FACTOR

- NATIONAL/LOCAL LEVEL
  - Key Accounts/Key Projects
  - Cover the entire project life cycle
    - Planning/Design – Owner/Architects/Engineers
    - Bidding – General and Sub Contractors
    - Construction – General and Sub Contractors
    - Design/Build Projects – Owner/Architects/Engineers/General Contractor



## 2. MEGAPROJECTS

# MEGAPROJECT

## VOLVO MANUFACTURING, SOUTH CAROLINA



### Project Description

Volvo automobile factory

1<sup>st</sup> U.S. based facility

Plant size: 800,000 sf (74,300 m<sup>2</sup>)

Plant expansion planned to double in size to 1.6 million sf (148,600 m<sup>2</sup>)

Project value: USD 550 million

### Project Position

Watertight concrete opened the door for other Sika product opportunities - established trust with the General Contractors

### Sika Products

Sika Admixtures, Flooring, Curing, Sika Hydrotite Waterstop, Sikafloor®, X-Plug

# MEGAPROJECT

## RAIDERS STADIUM, LAS VEGAS, NEVADA



### Project Description

Professional football stadium

Seating capacity: 65,000

Project value: USD 1.9 billion

### Project Requirements

High performance and quality control, high temperature compatibility, ease and efficiency of installation

### Sika Products

Sika Admixtures: Sika® Plastiment® XR, Sika® Plastocrete®-161, Sika® ViscoCrete®-2100, Stabilizer 4R; Sarnafil® Roofing

### Sika Opportunities

Flooring, Liquid Applied Membranes, Sealants, Vertical Glass GG735, Traffic Coatings, Color Concrete

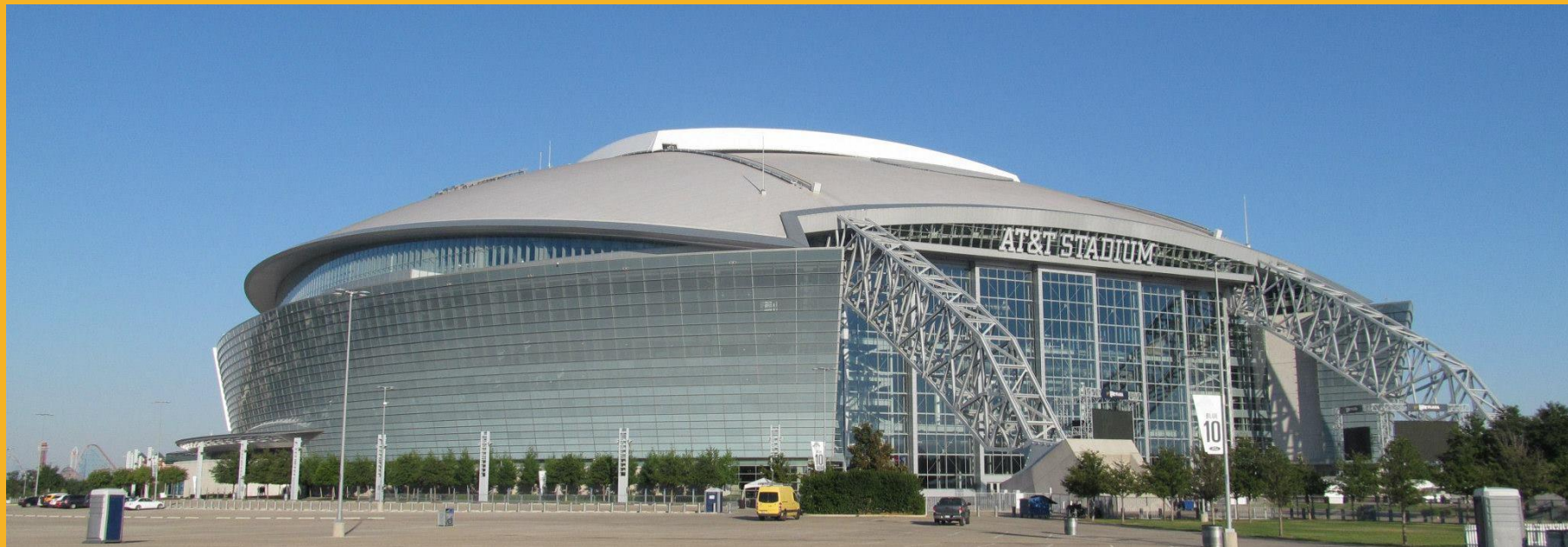
### 3. VALUE ADDED SOLUTIONS



# VALUE ADDED SOLUTIONS

- MARKET-SPECIFIC SOLUTIONS TO CAPTURE MORE MARKET POTENTIAL
  - Contractor's influence on product choices increased
  - Sika responds with industry-leading product solutions:
    - Cold weather and rain slows or completely stops construction
    - Sika cold-weather products extend the construction season
      - Sikaflex®-2c NS Arctic
      - Sika AnchorFix®-2 Arctic
    - Sikaflex®-1 A allows for application on green and wet concrete





THANK YOU FOR YOUR ATTENTION

PICTURE ABOVE: DALLAS COWBOYS STADIUM MEGAPROJECT FEATURING MANY SIKA PRODUCTS INCLUDING A SIKA SARNAFIL® ROOF

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