

# What will the world look like in the future?

Annual Report 2008

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**SIEMENS**



# Answers

We're tackling the toughest questions of our time.  
And providing answers.



## Our vision

A world of proven talent,  
delivering breakthrough innovations,  
giving our customers a unique competitive edge,  
enabling societies to master their most vital challenges,  
creating sustainable value.



## Our values

### Responsible

Committed to ethical and **responsible** actions.

### Excellent

Achieving high performance and **excellent** results.

### Innovative

Being **innovative** to create sustainable value.





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// A technical invention only achieves value and importance if industrial art itself has so far progressed that the invention is a practical one and supplies a need.”

Werner von Siemens  
*Memoirs*, 1892





Climate change, soaring energy costs, limited resources – these are only a few of the challenges now facing humankind. By the mid-21<sup>st</sup> century, our planet will be home to nine billion people, most of whom will be living in large cities. This development raises questions that we have to answer now. How can we meet the growing worldwide demand for energy? How can we maximize the reliability of energy supplies while minimizing their environmental impact? The list goes on and on.

For over 160 years, Siemens has been working to answer such questions. And although the challenges and needs have changed over time, the source of our inspiration has always remained the same: responsible people dedicated to creating outstanding innovations.

Today, the Siemens Environmental Portfolio exemplifies how, as a global player, we're honoring our commitment to sustainable development. Our renewable energy technologies, our exceptionally energy-efficient products and solutions and our environmental technologies are creating benefits on three fronts. First, for our customers – whose success is being driven by lower energy costs and higher productivity. Second, for the societies of which we're a member – by supporting ecofriendly power and environmental protection and enhancing the quality of life for future generations. And third, for our own Company – which we're positioning for profitable growth in attractive markets.

These are just a few of the ways we're creating lasting value for our shareholders and customers while providing answers to the toughest questions of our time.

Peter Löscher  
President and Chief Executive Officer  
Siemens AG

# Contents of Book I

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## **At a glance**

8	Managing Board of Siemens AG*
10	Our employees – A diverse, highly qualified team
12	In dialogue with our investors
14	Our innovators and innovations

---

## **Products and solutions**

24	The Siemens Environmental Portfolio
26	Industry Sector
40	Energy Sector
54	Healthcare Sector
65	Cross-Sector Businesses
67	Cross-Sector Services
68	Equity Investments

---

## **Fit42010**

74	Unleashing the potential of an integrated technology company
76	Performance
78	Portfolio
80	People Excellence
82	Operational Excellence
84	Corporate Responsibility

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\* The Siemens Corporate Structure is shown on the foldout inside the back cover.



## At a glance

For over 160 years, Siemens has stood for technical excellence, innovation, quality, reliability and internationality. In some 190 countries, we're giving customers a competitive edge by supporting them with innovative technologies and comprehensive know-how.

*Page 4*

## Products and solutions

Leveraging the future-oriented technologies and solutions of our three Sectors Industry, Energy and Healthcare, we're answering the toughest questions of our time. For instance, we offer a broad spectrum of products and solutions that benefit the environment and help combat climate change.

*Page 20*

## Fit42010

Our values – responsible, excellent, innovative – are the foundation of our Fit42010 program. Building on these values, we're implementing a strategy to unleash our potential as an integrated technology company and achieve world-class performance.

*Page 70*

