

FROST & SULLIVAN

BEST PRACTICES RECOGNITION

2016 European Generator Set Growth Excellence Leadership Award

Himoinsa PRESS STATEMENT

Who is Frost & Sullivan?

Frost & Sullivan is a leading 56 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

What are the Best Practices Awards?

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan 2016 Growth Excellence Leadership Award is a compelling, third-party validation of a company's growth strategy and execution. Himoinsa's Best Practices Award is a very strong indicator to employees, investors, customers, and the public that it has superior solutions and a viable strategy in the generator set market.

Why Himoinsa?



Himoinsa has established itself as a leader in the genset space with high-quality, efficient and reliable products by leveraging its years of experience in providing power solutions across industries and geographies. It combines good relationships with key suppliers, to provide tailor-made and innovative solutions to clients as per their requirements, hence enabling them to solve some of their critical power needs. Himoinsa's specialized products are well suited for a wide range of end-user applications such as telecommunications, datacenters, hospitals, shopping malls, etc. It has also been able to expand geographically by establishing several subsidiaries across the globe as well expanding its brand accross Europe. According to recent Frost & Sullivan analysis, Himoinsa is one of the top 5 companies in the European diesel generator set market with a share of 8% in 2015.

With its strong growth strategy, high-quality products and world class service, Himoinsa has earned Frost & Sullivan's 2016 European Growth Excellence Leadership Award in the generator set market.

Best Practices Award Analysis for Himoinsa



What is the Growth Excellence Leadership Award?

Growth Excellence Leadership Award recipients excel in driving growth, strive to be best-in-class, and creatively and profitably deliver value to customers by helping them set up their businesses for long-term, rapid growth.

Key Benchmarking Criteria

For the Growth Excellence Leadership Award, Frost & Sullivan analysts independently evaluated two key factors — Growth Performance and Customer Impact — according to the criteria identified below.

Growth Performance

- Criterion 1:* Growth Strategy
- Criterion 2:* Above-Market Growth
- Criterion 3:* Share of Wallet
- Criterion 4:* Growth Diversification
- Criterion 5:* Growth Sustainability

Customer Impact

- Criterion 1:* Price/Performance Value
- Criterion 2:* Customer Purchase Experience
- Criterion 3:* Customer Ownership Experience
- Criterion 4:* Customer Service Experience
- Criterion 5:* Brand Equity

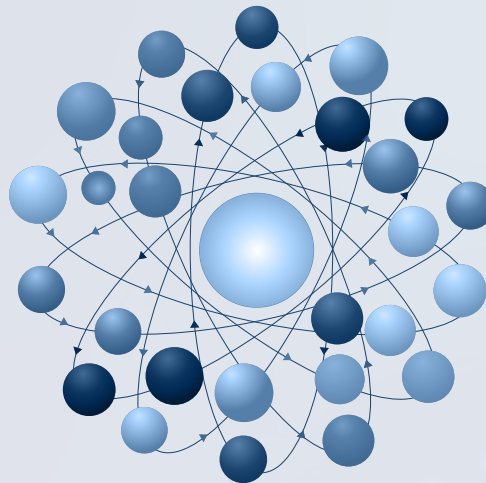
Significance of the Award

To receive the Frost & Sullivan Growth Excellence Leadership Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Companies that creatively and profitably deliver value to customers ultimately set up their businesses for long-term, rapid growth. This is what Growth Excellence Leadership is all about: growth through customer focus, fostering a virtuous cycle of improvement and success.



The 360-Degree Research Approach



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses.

The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

Questions?

Cristina Avilés
Communication Manager Sales & Marketing Department
caviles@himoinsa.com
+34 902 19 11 28
www.himoinsa.com

