

exyte

Bringing the future of technology to life

Exyting news

The core business activities of M+W Group will be known as Exyte as of 1 August 2018

We believe it is safe to say that we are all very proud of the strong and long-standing heritage of M+W Group. Our expertise and excellence both stem from a history of over 100-years. We are a pioneer in cleanroom technology and an expert in regulated and controlled environments. Our company has developed into a leading global engineering and construction company for high-technology facilities. Everybody who contributed to this can be very proud and we as a management are very thankful for all the efforts to achieve this.

Why a new name? Why now?

You will ask yourself: Why do we need a new name? Why change something that is well established in the market? Shouldn't we rather focus on the operational challenges?

While our history is an important aspect of who we are, we must always be looking forward to where we are going. Over the past year a tremendous effort by the whole organization has gone into strategically refocusing the company on our three strategic business segments ATF, LSC and DTC. We have concentrated on our target countries. We have implemented a new management matrix structure with regional and equally important business segments.

With our risk management we have a stronger selection in the acquisition process of projects in order to ensure an effective portfolio management. We have won great new projects and continued to put our customers at the center of all of our activities, which has resulted in the largest order intake in our history putting us on track to deliver one of our most successful years.

We are today a much stronger organization with a clear strategic direction and we are ready to tap into the huge growth potential in the markets we operate in. As a management team we believe we need a brand name that reflects this. A brand name that reflects our strategy, generates more emotion and emphasizes the future ahead of us. The new name is a logical next step in our strategic development.

What does "Exyte" stand for?

"Exyte" comes from the English word "excite" and literally means to make someone have **strong feelings of enthusiasm**. It also reflects our **engineering expertise and excellence**. We have chosen a unique spelling of the word to reflect the uniqueness of our business, to set us apart and to create awareness.

Moreover, we aimed to find a name that connects well with the brand idea, which we developed throughout the last year, and all the attributes behind our dynamic brand idea: Pioneering spirit – Cutting edge facilities – Changing market environment – Accelerating solutions – Breakthrough technologies – Commitment to perform – Agile mindsets.

What does "Exyte" mean for us?

Being excited is how we want our customers to feel about our company and working with us because we solve their biggest challenges. It is also how we want employees and leadership to feel, in order to deliver beyond expectations. We regard it as a given task, for the leadership team in particular, but also for every single employee of our company to contribute in making our organization an exciting place to work, thereby attracting and retaining the best talent also in future. "Exytement" is how we want all of us to feel, when thinking about the massive potential of our company.

When will the new brand name become effective?


The new brand name under which we will run our core business activities ATF, LSC, DTC and RSB is basically effective as of today, 1 August 2018. The largest part of the design rollout is planned to occur until 1 October 2018 and the rest by the end of the year. Exact roll out plans will be defined for all entities using the new brand. This does not mean you need to act spontaneously.



If you have any questions, please check with your managing director who will be in close contact with Corporate Strategy who leads the implementation of the new brand.

Have you changed from surprise to excitement yet?

We are "Exyted": About our company, about our people, about our potential, about our market reputation and the future that is ahead of us.


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