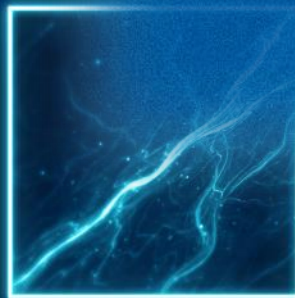


# WEG DAY

2024



Driving efficiency and sustainability



# Alternators Strategy

**JOÃO PAULO  
GUALBERTO DA SILVA**  
Managing Director  
WEG Energy



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# WEG Energy



## Complete solutions

For renewable energy generation

Wide Service Network

Marathon  
+3 factories



+  
**5,100**  
employees worldwide



+  
**30,000**  
+1,000 HP medium voltage motors delivered

**9** factories  
**in** **7** countries  
**in** **4** continents

Distributors in **+ 120** countries



+  
**132 GW**

Installed in power generation



+  
**5,000**

Turbo and hydro generators produced



+  
**1,1 GW**

Installed in wind turbines



+  
**255,000**

Synchronous alternators produced



+  
**1,300**

Steam turbines produced for thermal generation by biomass

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# Footprint

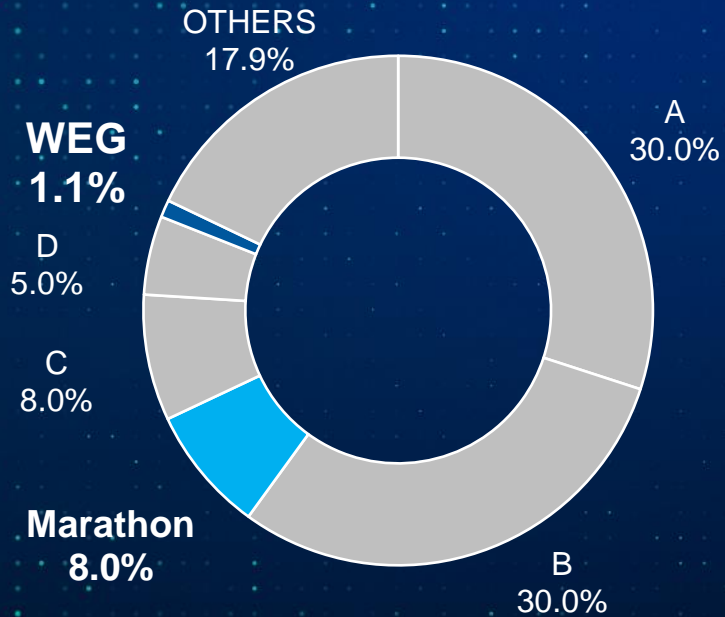


# Market Share

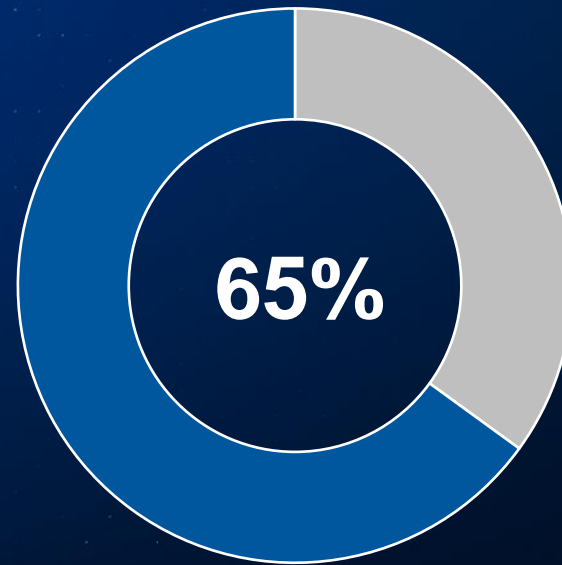


## Alternators

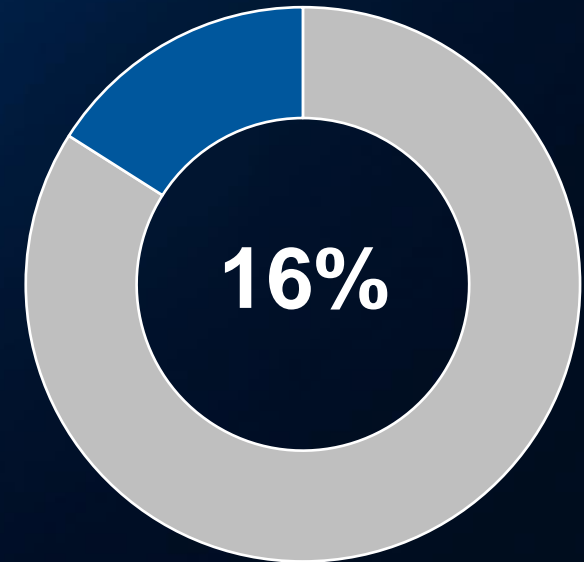
WEG + Marathon: 9.1%



## Brazil



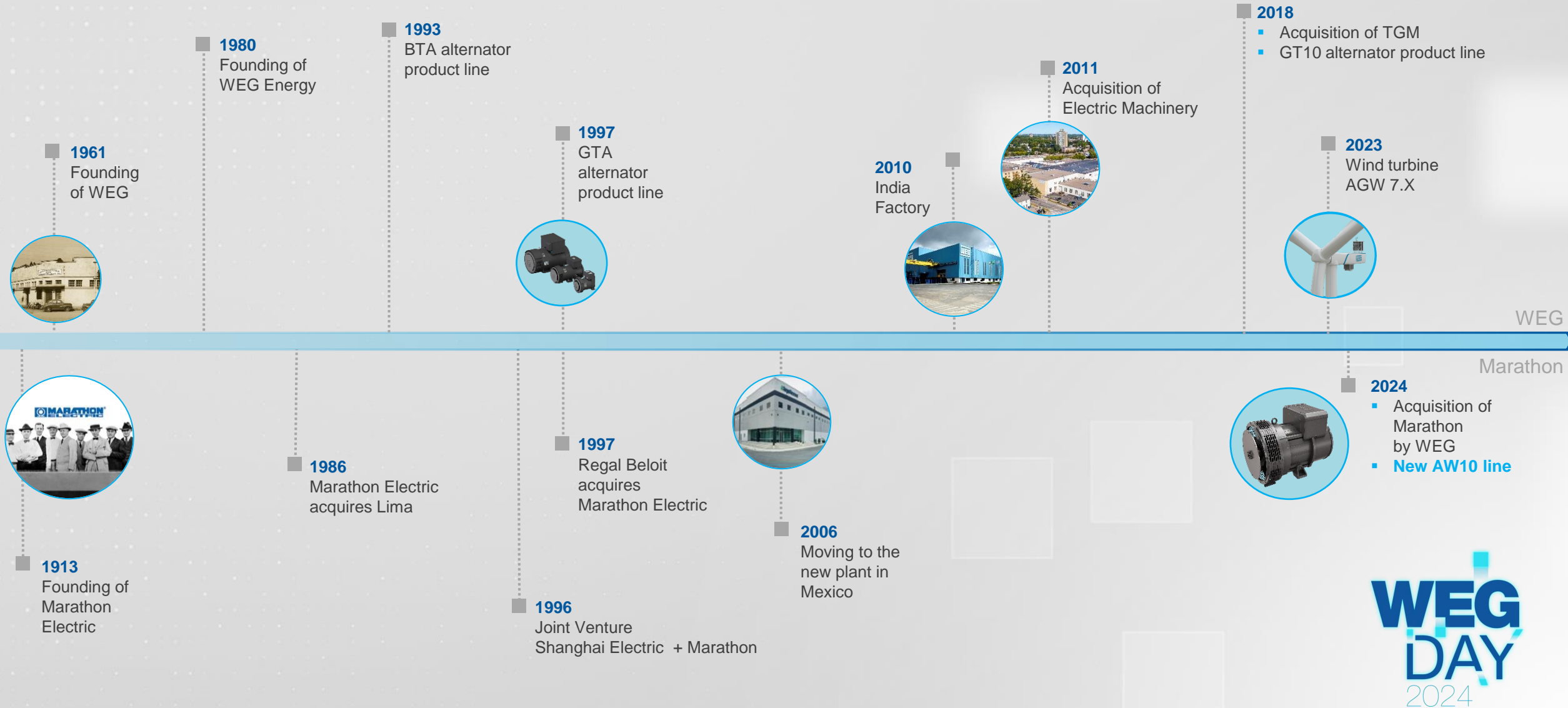
## North America



Source: Omdia



# Timeline Alternators



# Global Strategy Alternators



## North America Marathon

Traditional brand with excellent reputation

Regain market share

Dedicated production lines in the US and Mexico

Production and Engineering close to customers

Vertical integration of WEG Mexico as a supplier

Costs and lead times reduction

## South and Central America WEG

Production and Engineering close to customers

Open new markets and local support

Factory dedicated to alternator business

Important logistical gains

Good brand positioning



# Global Strategy Alternators



## China Marathon

JV 55% Marathon and 45% Shanghai Electric  
Production and Engineering close to customers  
Open new markets and local support  
Factory dedicated to the alternator business  
Important logistical gains  
Good brand positioning in the market

## Europe and Middle East Marathon

Traditional brand with an excellent reputation  
Regain customers in the medium term

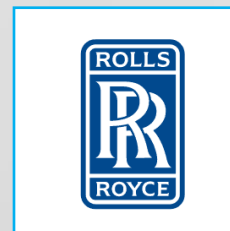




# Commercial Strategy Alternators



Focus on **partnerships** with the main OEMs in the market



# Integration Strategy



Use WEG's **vertical integration** for production and supply chain improvements

Cast iron from **Mexico** to support the Monterrey and Wausau structure

**Suppliers** of WEG units in **India and China**



**Stamping** production unit in **Mexico**

Production gains with stamped sheets **standardization**

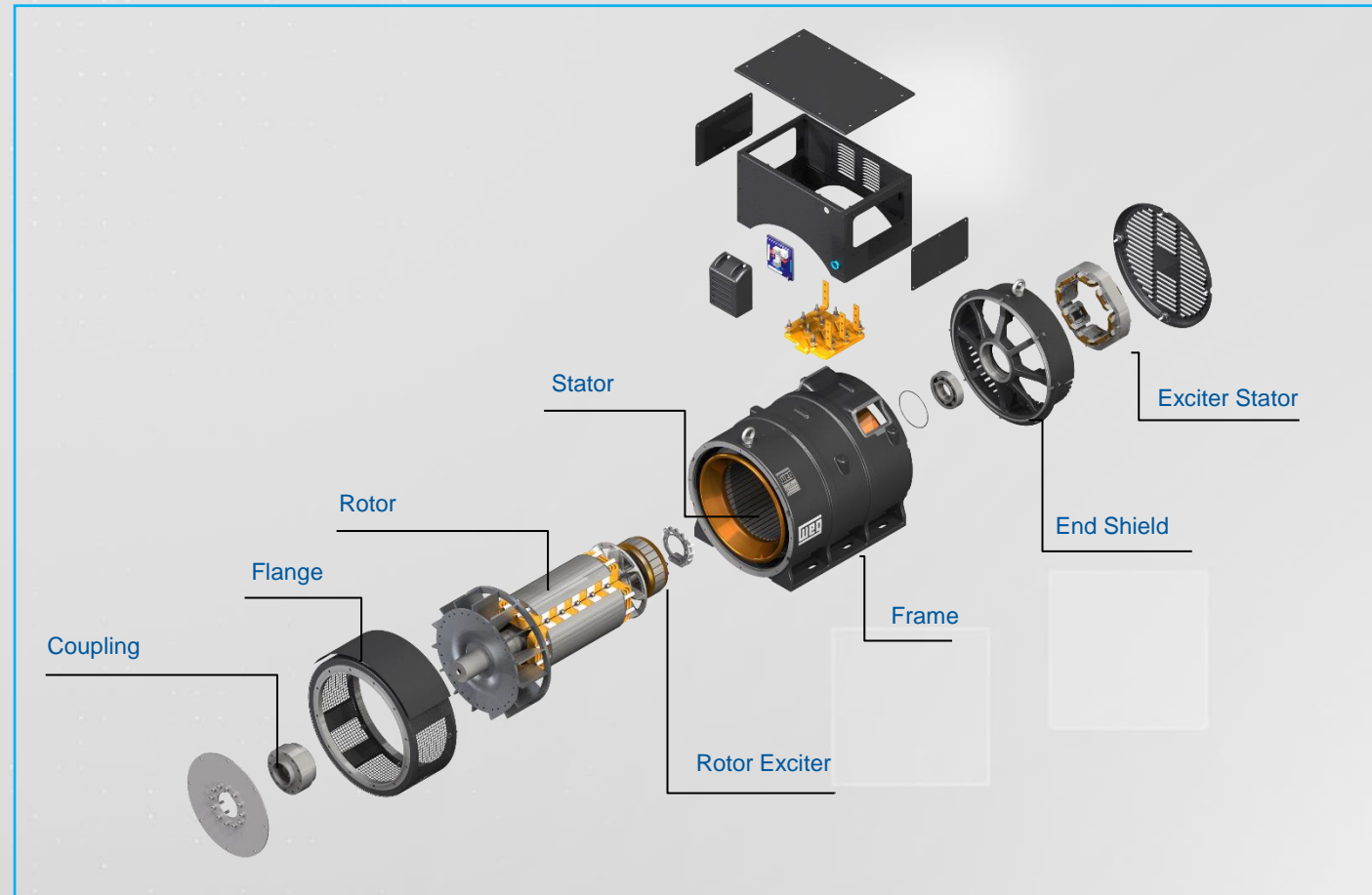


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# Integration Strategy



Use WEG's **vertical integration** for production and supply chain improvements



# Alternators Committee



## PRODUCTS

Evaluation of new products and technologies

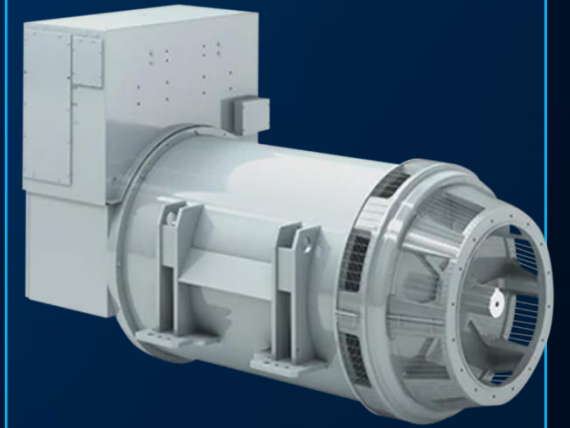
Pipeline priority validation for new products

## SALES & MARKETING

Product portfolio

Sales Analytics

Trends and market segments



## QUALITY

Product Certification  
Governance

Products, Laboratories and  
Manufacturing Plants

## OTHER INITIATIVES

Competition Mapping

Customer Movements

Best Practices/Tactical Plan  
Promotion

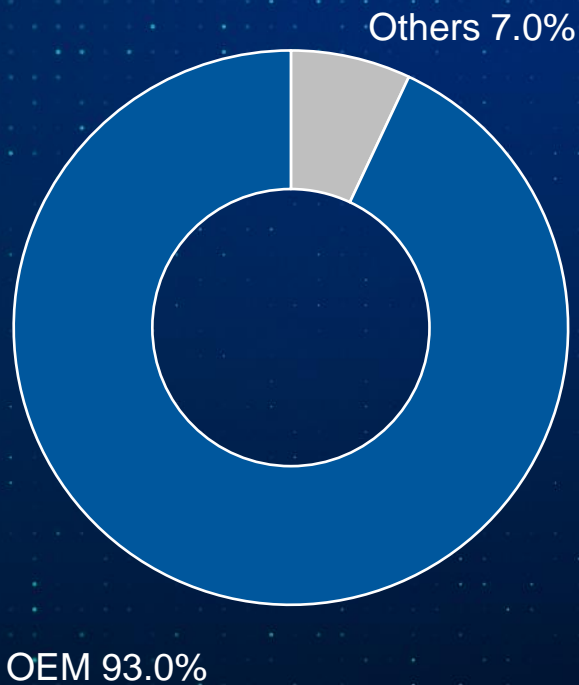




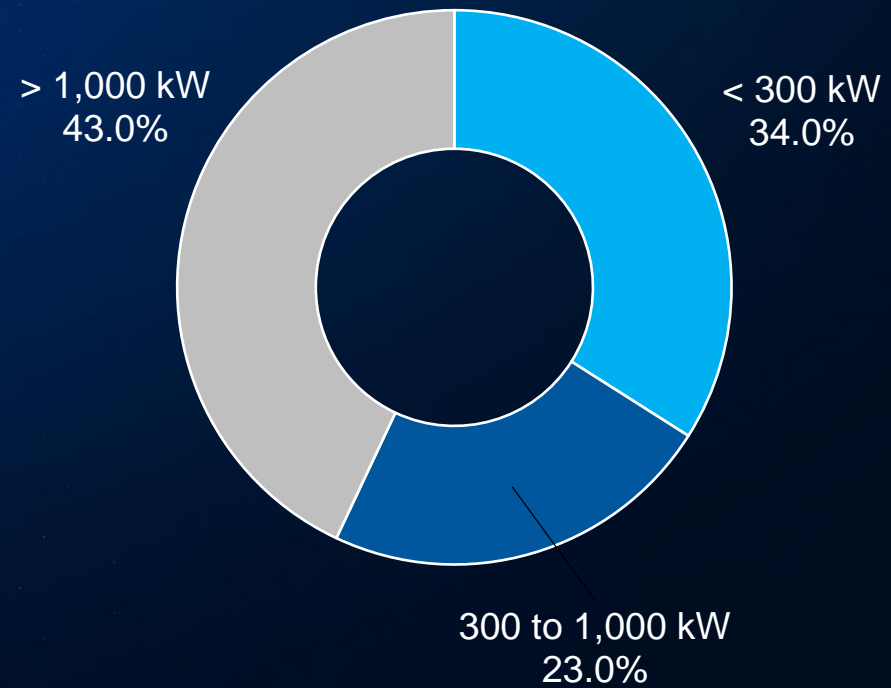
# Global Sales 2023



## Sales Channel



## Product Type



Source: Omdia



# Alternators Business Strategy



Continued use in critical applications such as hospitals, airports, telecommunications

Advancing AI and cloud services increases demand for Data Center applications

Energy consumption grows faster than new sources of generation

More frequent blackouts due to high power usage

EVs<sup>(1)</sup> growth adding demand to an already saturated grid



(1) Electric Vehicles



# Key Messages



**Marathon Business  
Integration**

**Important market  
for WEG Energy**

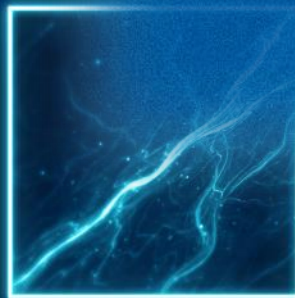
**Consolidation of  
global presence**

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Driving efficiency and sustainability

