

Report of the Month

ReportWatch e.com

November 2009

Strabag

Vienna, Austria

LET'S GET TO WORK



ANNUAL REPORT 2008

STRABAG
SOCIETAS EUROPAEA

Report Facts

Company name: Strabag SE

Fiscal year end: December 31, 2008

Report title: *Let's get to work*

Chairman of the Board and CEO:

Hans Peter Haselsteiner

Number of books: One

Report length: 160 pages

Auditors: KPMG Austria

Design: Strabag

E-mail: pr@strabag.com

Report Rating: ★★★★★

(Rating scale below)

Profile-Products (Excerpts, as from the report)

As one of Europe's leading construction groups... we generated an output of around € 13.7 billion... From our core markets Austria and Germany, we are present... in all countries of Eastern and South-East Europe...

services span the entire construction industry and cover the entire value-added chain in the field of construction.

(Italics are own company's words excerpted from the annual report)

Key Figures

Revenue: EUR 12,22.8 million

EBITDA: EUR 647.7 million

Net income: EUR 166.4 million

Earnings per share: EUR 1.38

Dividend per share: EUR 0.55

Return on capital employed: 5.3%

Equity ratio: 30.5%

Number of employees: 73,008

(Source: 2008 figures sourced from the annual report)

Competitors or Rivals

- Hochtief
- Bilfinger Berger
- Bouygues
- Vinci
- Bechtel
- Fluor
-

Report Rating: ★★★★★

Triple A

- > The report is delivered with a pair of gloves. Not a purposeless gimmick at all, as it tells about the business and kicks off the report theme.
- > Maximized use of covers, front and back, outside and inside, for communication: a strong message, key figures, a mailing card, and *Why Invest in Strabag SE?* as back cover (see Selected Page below).
- > Extremely comprehensive key figures, placed in the inside front cover: over 5 years, aggregate and by segment, stressing output, backed with charts.
- > *Strabag at a Glance* makes up a clear introduction to the group and its business areas.
- > Strategy at the reader's fingertips –literally: from group principles to market position, from access to resources to the business model, from acquisitions to cost control.
- > Special section about *Order Backlog*, which is key to (understanding) business development.

Double A

- > Good *Shares, Bonds and Investor Relations* chapter, that includes comments, contacts, practical information, a number of share-based figures and ratios, and bonds.
- > Financial performance and financing condition well analyzed.
- > Transparent boards' details.

Simple A

- > Major sustainability issues addressed, but left out of the core annuals.
- > Notes to statements do their job, but could tell more.

B sides

- > Not the lightest volume.
- > Dividend not highlighted.
- > Photos tell about projects but seem to be pushed or stuck where and when some space is available.

Rating Scale

★★★★★: First-rate ★★★★★(★): Excellent ★★★★★: Very good ★★★★★(★): Sound ★★★★★: Average

★★(★): Uneven ★★: Common ★(★): Substandard ★: Poor (★): Uncompetitive

The rating is based on ReportWatch internal desk research and does not take into account the independent Rating Panel's judgment. It may therefore differ from ratings (to be) published in the **Annual Report on Annual Reports**.

How does the company report in key areas? What are the main report pluses and minuses?

*The **Report Scan** gives an overview of strengths and weaknesses, and scores each item.*

Contact e.com@reportwatch.net

WHY INVEST **IN STRABAG SE?**

STRONG MANAGEMENT TEAM AND EMPLOYEES (PAGES 30-38)

- ... because our management board has worked together for over twenty years.
- ... because the average period of employment is significantly over ten years at the next management level as well.
- ... because our STRABAG Academy is open to all employees.

LEADING MARKET POSITION (PAGES 16-17)

- ... because we are the number 1 in Austria, Germany and Hungary.
- ... because we are the leading construction company in Central and Eastern Europe.
- ... because we generate 80 % of our output volume in countries in which we hold a top 3 market position.

SUCCESSFUL ACQUISITIONS (PAGES 26-27)

- ... because we acquire companies that complement our value-added chain.
- ... because we integrate these companies into the group immediately.
- ... because we value existing employees during acquisitions.

ALL-IN-ONE PROVIDER (PAGES 6-7)

- ... because we offer all services from planning to facility management.
- ... because no other construction company in Europe is geographically and technologically as broadly positioned as STRABAG.

CENTRAL BUSINESS UNITS AND UNIFORM REPORTING (PAGES 8-9)

- ... because with our management information system we can manage all our corporate units.
- ... because the operating areas are supported by group-owned service companies so that they can concentrate fully on their actual business – the business of building.
- ... because every day we know where we stand – on all construction sites.

STRABAG TEAM CONCEPT (PAGE 27)

- ... because we work together with our clients as partners.

OWN RAW MATERIALS BASIS (PAGES 18-21)

- ... because our access to raw materials gives us a competitive advantage.
- ... because from stone and gravel to asphalt and concrete we produce every thing ourselves.
- ... because our raw materials have made us independent for over 100 years.

FOR FURTHER QUESTIONS PLEASE REFER TO OUR INVESTOR RELATIONS DEPARTMENT:

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This Annual Report is also available in German.
In case of discrepancy, the German version prevails.

