

PRESS RELEASE

GEA is again the best brand for Dairy farming

Düsseldorf, February 17, 2017 – GEA has regained leadership position in the dairy farming sector on the 2016 DLG (German Agricultural Society) Image Barometer which returns it once again to the status of best brand in dairy farming business. This is the outcome of the annual and eagerly anticipated Image Barometer review conducted by DLG. For this, a survey is conducted among 700 farmers that covers criteria such as brand knowledge, brand loyalty, brand performance and brand image.

A 'brand index' is then extrapolated from this data.



GEA assesses image leadership as an important form of recognition for its dedication of consistent focus on current and future customer needs, and the result 'Smart Technologies for Future Farming', states Ulrich Rassenhövel, Vice President, Equipment Sales Germany. "Sincere thanks go to our employees as well as to our technical centres and service partners, who are out there every day working with our farmers."

Over the last few years, through continuous innovation, GEA has further developed and has repositioned its products and its service concept. This results in future-oriented technologies, an efficient service and maintenance offer and well-trained, skilled sales and service staff. With product solutions from GEA, customers can manage all processes associated with milk production more easily, more productively and more efficiently. "On that same topic, EuroTier 2016 showcased product innovations from GEA alongside automated, digital and networked offers, all of which received a very enthusiastic welcome from trade fair visitors", states Ulrich Rassenhövel. "We are really delighted to have received the DLG award, which expresses renewed evidence of the confidence people have in GEA brand products."

Corporate Media & Press:

Ilja Zeidler

Peter-Müller-Str. 12, 40468 Düsseldorf, Germany

Phone +49 211 9136-1505

ilja.zeidler@gea.com

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About GEA

GEA is one of the largest suppliers for the food processing industry and a wide range of process industries that generated consolidated revenues of approximately EUR 4.5 billion in 2016. As an international technology group, the Company focuses on process technology and components for sophisticated production processes in various end-user markets. The Group generates more than 70 percent of its revenue in the food sector that enjoys long-term sustainable growth. As of December 31, 2016, the Company employed about 17,000 people worldwide. GEA is a market and technology leader in its business areas. The Company is listed on the German MDAX (G1A, WKN 660 200). In addition, GEA's share is a constituent of the MSCI Global Sustainability Indexes. Further information is available on the Internet at gea.com.

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