

Press release

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SBO presents recalibrated strategy and new brand identity

- Realignment with diversification into new industries and market expansion
- Clear targets: Increase sales to MEUR 900 by 2030, of which MEUR 200 from new business areas; EBITDA margin of over 20%
- New brand identity reflects strategic positioning

SBO, leading global provider of high-precision technology and energy equipment, today presents a recalibrated strategy. With a clear focus on diversification, market expansion, technology leadership and operational excellence, the company is positioning itself for long-term growth in the energy sector and increasingly beyond. At the same time, SBO is launching a new brand identity that visually underlines the strategic realignment. The SBO brand symbolizes innovation and precision.

“Our precision and technological excellence are the foundation of our business – and they are the key to our future. With our strategy, we are building on our core competencies to tap into attractive growth industries outside the traditional energy sector with our technologies. We are increasingly focusing on high-precision solutions for the energy transition and other industrial applications”, says CEO Klaus Mader. “Our new brand identity clearly expresses our claim: we drive precision that changes industries.”

Strategic realignment: precision as a growth driver in new industries

Over the past decades, SBO has built up a market-leading position in the oil and gas industry. The refined strategy aims to make this technological know-how available to a broader industrial base. SBO's core competencies in precision technology, high-performance materials and innovative manufacturing processes are being transferred to new industries. The goal is to ensure growth and value creation across different industries. The two business divisions of SBO will therefore operate under the names Precision Technology (previously: Advanced Manufacturing and Services, AMS) and Energy Equipment (previously: Oilfield Equipment, OE).

“Technological progress is opening up new opportunities. Our precision technologies will continue to play a key role – in the energy transition and in many other industries”, says Klaus Mader.

Diversification as growth pillar

This diversification is a central pillar of the strategic approach. SBO is leveraging its expertise beyond the oil and gas industry and expanding into high-growth industries. An

important new focus is flow control. This area includes technologies, components and systems to direct the transmission and management of fluids in various industries. Flow control equipment is needed in a variety of industries and requires high-performance materials and the highest precision in manufacturing, for which SBO has been known for decades. With the expansion of SBO's flow control portfolio, which has been focused on the oil and gas industry until now, the company will enter new attractive niches in the flow control industry that are less cyclical than the oil and gas sector and therefore offer long-term stability and growth.

Beyond flow control, SBO continues to focus on innovations in next-generation geothermal energy and on advanced 3D metal printing – two areas in which SBO will set new standards with high-precision technologies. *“By diversifying our portfolio, we will strengthen SBO's resilience and ensure that we are well-positioned to capture growth across multiple high-value industries”*, says Mader.

Further strategic pillars: Market expansion, technology leadership and operational excellence

In addition to diversification, SBO is leveraging three other growth and value drivers: market expansion, technology leadership and operational excellence. Through continued expansion in high-growth regions such as the Middle East, Latin America and Asia, SBO is strengthening its global presence and tapping into new market opportunities. At the same time, the company is expanding its technology leadership through highly specialized materials and innovative manufacturing processes particularly for challenging applications in the oil and gas industry, in the field of energy transition (such as geothermal energy and carbon capture & storage) and in other industries such as space, aerospace and semiconductors. Operational excellence remains a priority: SBO ensures long-term value generation and competitiveness through optimized manufacturing capacities, a resilient supply chain and efficient processes.

Clear growth targets for the coming years

The diversification strategy strengthens SBO's resilience and ensures that the company is optimally positioned for sustainable growth in several high value-added industries. SBO has defined ambitious targets: Sales are to increase to MEUR 900 by 2030, of which MEUR 200 will come from new business areas. The company aims to achieve an EBITDA margin of over 20% across the market cycle. In the area of sustainability, SBO plans to reduce Scope 1 and 2 emissions by 30% and Scope 3 emissions by 10% by 2030. These targets will be supported by capital expenditures, organic growth and strategic acquisitions.

New brand identity

In line with the strategy recalibration, SBO presents a new brand identity that reflects the evolution of the company. The new brand name “SBO” represents the company's established position as a high-precision technology provider with a broader industry focus. The new SBO brand identity unites the company's appearance under a clear, future-oriented design that highlights the transformation. SBO's new website went live today at www.sbo.at. CEO Klaus Mader says, *“SBO stands for precision and innovation.*

We are already active in several industries outside the oil and gas sector. The new brand identity highlights this and sends a clear signal for growth and diversification.”

The Executive Board will propose to the Annual General Meeting in April 2025 to change the legal company name to SBO AG. This step is intended to unify the brand identity with the company name and confirm the strategic course towards diversification and future-oriented growth opportunities.

About SBO

SBO is leading in the manufacture of high-alloy, non-magnetic steels, high-precision components and high-tech equipment for the energy sector and other industrial sectors. The global precision technology group, headquartered in Ternitz, Austria, operates worldwide at more than 20 locations with around 1,600 employees. The group delivers cutting-edge technologies backed by a highly innovative product portfolio and strong intellectual property. In its Precision Technology division, SBO specializes in high-precision metal components, ranging from complex steel parts to additive manufacturing solutions for industries requiring maximum accuracy and performance. In the Energy Equipment division, SBO provides high-tech equipment for directional drilling and well completion including high-precision flow control products. Designed for extreme conditions, these solutions perform in high-temperature and high-pressure environments, serving important industries including oil and gas, energy and other industrial sectors. SBO is listed in the leading index ATX of the Vienna Stock Exchange (ISIN AT0000946652). More information: www.sbo.at

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