COMPANY PROFILE

- Independently owned
- Approximately 450 employees company-wide
- 11 branch locations throughout Wisconsin and Michigan’s Upper Peninsula
- ISO 9001: 2015 certified
- RDC: Over 205,000 sq. ft. of warehouse space
- > $35 million in inventory company-wide
- Over 100 stocked vendors, access to over 300 manufacturers
- Over 50 degreed engineers and technical specialists on staff
- Over 150 sales and support personnel
Disruption
HILTON GROUP

- 95 years
- 685,000 rooms
- 92 countries
- $24 billion

AIRBNB
HILTON GROUP

- 95 years
- 685,000 rooms
- 92 countries
- $24 billion

AIRBNB
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tr>
<td>Uber</td>
<td>World's largest taxi company</td>
<td>NO</td>
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<tr>
<td>Airbnb</td>
<td>World's largest accommodation provider</td>
<td>NO</td>
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<tr>
<td>Alibaba</td>
<td>World's most valuable retailer</td>
<td>NO</td>
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<tr>
<td>Facebook</td>
<td>Most popular media owner</td>
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<td>SocietyOne</td>
<td>World's fastest growing bank</td>
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<td>Netflix</td>
<td>World's largest movie house</td>
<td>NO</td>
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<td>Apple</td>
<td>World's largest software vendors</td>
<td>NO</td>
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<tr>
<td>WeChat</td>
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DisrUPTion
Transforming Disruption Into Opportunity -
Evolving to Meet the Needs of Tomorrow’s Employees and Customers

November 12, 2019
Thinking about the following factors, how has your business environment changed in the past three years?

- The amount of the workforce with skills and experience needed by your business: 24% less than before, 35% about the same, 42% more than before.
- Companies entering your market with new business models: 11% less than before, 57% about the same, 32% more than before.
- The mix of generations in our workforce: 6% less than before, 50% about the same, 44% more than before.
- Pressure to introduce new technologies for business operations: 33% less than before, 66% about the same, 66% more than before.
- Pressure for innovations in products or services: 29% less than before, 70% about the same.

On a scale of 1 to 10, with 1 being “No Risk” and 10 being “Immediate Risk,” how concerned are you that your business activities or operations will be disrupted by 2020?
Disruption at Werner Electric

- The “War for Talent” impacts ourselves and our customers
  - Impacts how we serve our customers
  - Impacts what we do internally to attract, develop, and retain our employees
  - The Mix of Generations in our Workforce

- New and Different Competitors – the ‘Amazon Impact’
  - Using services as a differentiator

- Introduce and Leverage New Technologies in our Business
  - Fleet tracking software
  - Automated Order Entry
  - Using social media to communicate new technologies, products, and services
  - Warehouse management system
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  – Automated Order Entry
  – Using social media to communicate new technologies, products, and services
  – Warehouse management system
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Employment Branding - #GreatPlaceToWork

Justin Barni
Talent Acquisition Lead at Werner Electric Supply

Savage Harry’s chili truck stopped by the office today. Garet Palischek and I devoured our bowls of chili, and Tiffany Schneider took this photo to commemorate the occasion. They’ll be back again soon, so if you’re hungry for a #greatplacetowork (and not just chili), get in touch with us or apply on our website www.wernerelectric.com!!

Werner Electric Supply

Our Executive Leaders celebrated our President, Scott Teafline, being a finalist for the EY Entrepreneur of the Year at a gala in Chicago. Due to prior commitments, Scott was unable to attend, but he was with us in spirit.

Werner Electric Supply @WernerElecWI • 16h
ICYMI: We celebrated our 70th Anniversary this past weekend at the Brewer game! #GreatPlaceToWork

Check out the photos here:

Werner Electric Supply: Milwaukee Brewers 70th A... Brewers Fun in the Hot Hot Sun! Thank you to everyone who came out to celebrate Werner Electric Supply’s 70th anniversary. We had so much fun chowing down burger... joexpert.net
Volunteerism and Community Involvement

• Volunteer day for summer interns at Riverview Gardens

• Exec Team involvement in community boards
  - Scott T: Board Member - Fox Cities Chamber of Commerce, NEW North, Fox Cities PAC, Packers Hall of Fame
  - Hillary: Board Member/Secretary - Christine Ann Domestic Abuse Services, Inc
  - Craig: Board Member - Winneconne Area Community Foundation, Advisory Board – FVTC Supply Chain Program
  - Dan: Board Member - Heart of the Valley YMCA
  - Brad: Board Member – Appleton North Girls Basketball Club, Appleton Alliance Church Finance Committee
  - Scott A: Advisory Committee- NWTC and A-Tech
  - Kai: Board Member, Crohn’s & Colitis and Foundation
  - Terry: Board Member - American Heart Association/Milwaukee

• Feed the Body/Feed the Soul: 56 Werner volunteers packed 48,000 lbs of rice, pasta, and beans

• Contemplating new initiatives to promote Werner as a premier employer:
  - United Way: Employees’ contributions directed to their locally selected service provider(s)
  - Habitat for Humanity House in 2020? Habitat Shed Build?
Disruption at Werner Electric

• The “War for Talent” impacts ourselves and our customers
  – *Impacts how we serve our customers*
  – *Impacts what we do internally to attract, develop, and retain our employees*
  – *The Mix of Generations in our Workforce*

• New and Different Competitors – the ‘Amazon Impact’
  – *Using services as a differentiator*

• Introduce and Leverage New Technologies in our Business
  – *Fleet tracking software*
  – *Automated Order Entry*
  – *Using social media to communicate new technologies, products, and services*
  – *Warehouse management system*
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New Online Competition
WERNER UNIVERSITY
Milwaukee and Green Bay Events

Milwaukee Attendees
222 Customers

Do you have a project where you could use these products?
54 - Yes
27 - Maybe

How soon would you like follow-up?
46 – ASAP
26 – 2 to 3 weeks
7 – 30 Days
2 – 60 Days

Green Bay Attendees
261 Customers

Do you have a project where you could use these products?
51 - Yes
30 - Maybe

How soon would you like follow-up?
51 – ASAP
27 – 2 to 3 weeks
6 – 30 Days
2 – 60 Days
Featured Tracks:
- Pulp & Paper
- Food & Beverage
- Connected Enterprise
- Customer Success Stories

New Technologies Expo
Hands on Labs
Services as a Differentiator

• Inventory Management
• Engraving
• Job Trailers
• Technical Support
• After-Hours Emergency Service
• Technical Training
• Lighting Layout
• Energy Audits
• Safety Audits
• Quotations
• Project Management
• Project Delivery Staging
• Product Selection

• Network Design
• Start-up Assistance
• Maintenance Contracts
• Same/Next-Day Delivery
• Motor Control Center Design
• Wire Cutting/Paralleling
• Enclosure Modifications
Modification/Assembly Services

- Enclosure modification machine
- Wire striping machine
- Conduit benders
- Conduit threader
- MC cable cutter
- Strut cutter
- DIN Rail cutter
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  − Using services as a differentiator

• Introduce and Leverage New Technologies in our Business
  − Fleet tracking software (Samsara)
  − Automated Order Entry (Connexion)
  − Using social media to communicate new technologies, products, and services
  − Warehouse management system (TecSys)
Social Media Impressions

Social Media Impressions Monthly

August, September, October, November, December, January, February, March, April, May, June, July, August, September, October, November, December, January, February, March, April, May, June, July

 Impressions Monthly  Linear (Impressions Monthly)

179,881 July
Social Media to Reach Customers; Focused “Channels” with Specific Content
EXAMPLES

Chris Heling @WES_Heling · Jan 11
Avoid enclosure condensation issues with the help of @HoffmanGlobal!

Werner Electric Supply: Avoiding Enclosure Conde...
Hoffman Helps Avoid Condensation Issues. You ensure that the equipment within your enclosures remains cool, but excess moisture due to differing air and equipment...
joexpert.net

Chris Heling @WES_Heling · Jan 5
Werner Electric Supply's flatbed wire delivery saves time & money as well as eliminates set up time!

Pat Stilp @WES_Stilp · 19h
With @AppletonEC fittings, there is no need to worry about flammable vapors, dust or other dangers!

Werner Electric Supply: Appleton Products for Har...
Appleton Explosion Proof Solutions. Do you work in hazardous environments? Appleton has electrical products designed to protect people and equipment who...
joexpert.net

Pat Stilp @WES_Stilp · Jan 18
The @AppletonEC Mercmaster #LED Generation 3 industrial lighting solution has the versatility you need for your industrial lighting application!

Werner Electric Supply: Appleton - Mercmaster™ L...
Feature-rich with Application Versatility. Applicable for ordinary or rugged and corrosive environments, the industrial Mercmaster™ LED Generation 3 lighting...
joexpert.net

Pat Stilp @WES_Stilp · Jan 16
The Color-Keyed Compression System by @TNBCorporate ensures a reliable, high quality connection for the installer every time! #Coding

Werner Electric Supply: Thomas & Betts - Color-Ke...
Ensuring a Proper Crimp. Thomas & Betts Color-Keyed® compression system helps to match the right connector to the right tool and die for every crimping application.
joexpert.net
Click here for video.
RDC Productivity

Leveraging WMS Capabilities

- Completed Slotting of Top 1000 movers in Pick Module
- Updated Storage Sequence and Storage Rules in Pick Module
- Ability to Capture Submit Serialization Information
- 2019: Real-Time Package Tracking From Pick Thru Delivery

28% Improvement

RDC Overall Productivity

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