

Orlando / Munich, May 17, 2011

### **Siemens receives award for best key account management**

**Siemens AG has been recognized by the Strategic Account Management Association (SAMA) for its successful customer management program. Siemens CEO Peter Löscher accepted the award for the best key account management program, in Orlando, Florida. “Proximity to our customers is decisive for our business success. I myself spend more than half my time with customers,” said Löscher. Regarding the award, SAMA President and CEO Bernhard Quancard explained, “Siemens impressed us with its ongoing cultivation of customer relationships, its fostering of promising and talented sales employees and its practical implementation of customer proximity at the Managing Board level.”**

Under the company’s Executive Relationship Program, the ten members of Siemens’ Managing Board cultivate contacts with some 80 top customers. In order to better meet the needs of Siemens’ international customers, Managing Board meetings have for several years regularly been held outside Germany and have also entailed customer participation. Most recently, the Managing Board convened in China, India, Brazil, Russia, the U.S. and Mexico, among other countries.

Worldwide, more than 1,200 key account managers at Siemens serve over 2,000 customers, who generate 40 percent of the company’s revenue. To further expand its key account management system, Siemens is investing an amount in the triple-digit millions-of-euros range in the medium term. The investments will be used, among other things, to further expand the key account management system, provide training and continuing education for sales employees and develop improved software for managing customer processes.

The **Strategic Account Management Association** (SAMA) is the benchmarking and competency-building leader in the art and science of strategic customer-supplier collaboration. Since 1964, SAMA has been a knowledge-sharing organization devoted to developing, promoting and advancing the concept of strategic account management through communities of practice. Based in Chicago USA, SAMA’s value comes from the 5000+ individual members and 57 corporate members who are willing to benchmark and share best practices. For further information, visit [www.strategicaccounts.org](http://www.strategicaccounts.org).

**Siemens AG** (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the industry, energy and healthcare sectors. For over 160 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is one of the world's largest providers of environmental technologies. More than one-third of its total revenue stems from green products and solutions. In fiscal 2010, which ended on September 30, 2010, revenue from continuing operations (excluding Osram and Siemens IT Solutions and Services) totaled €69 billion and net income from continuing operations €4.3 billion. At the end of September 2010, Siemens had around 336,000 employees worldwide on the basis of continuing operations. Further information is available on the Internet at: [www.siemens.com](http://www.siemens.com).