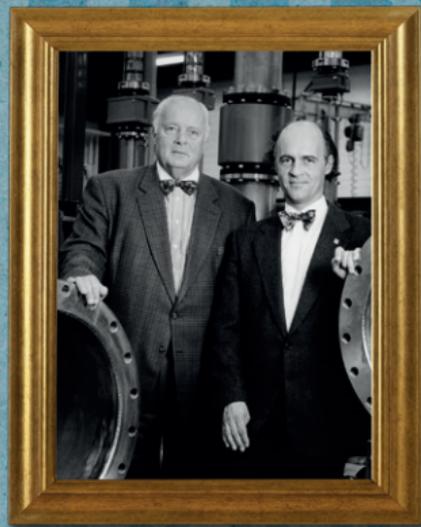


65 years in 65 photos



Six and a half eventful decades

In 2018, we are looking back at 65 years of Endress+Hauser. From its origins as a two-man company created by Georg H Endress and Ludwig Hauser on 1 February 1953 in a small apartment in Germany, Endress+Hauser has grown into a network of companies spanning the world. Today we are a leading global provider of process and laboratory measurement technology, automation solutions and services.

The history of Endress+Hauser is marked by continual change, a development that can be seen in the constant opening of new fields of activity and sales markets. Endress+Hauser has been a full-range provider of process measurement technology for many years now. We recently strengthened the area of process analysis and entered the market for laboratory analysis. Also, internationalization of our company began quite early. Today we can ensure competent sales and support in 125 countries and manufacture in all the world's major economic regions.

Despite constant change, the structure and culture of our family company ensures a high degree of continuity. This framework allows us to develop the business for the long term and drive innovation forward. Along the way we are always guided by clear principles and a strong set of values. With the motto 'first serve, then earn', the company founder left a legacy of unconditional customer focus, as well as a deep trust in people and their abilities.

Both things – our willingness to embrace change and our reliability as a partner – will also help us on the path to the future. Take for example the challenges of dealing with digitalization and opening up the opportunities that the Industrial Internet of Things offers for our customers. Rest assured you can count on Endress+Hauser in the future and build on the support of the People for Process Automation!

Yours



Matthias Altendorf
CEO of the Endress+Hauser Group





Looking ahead with confidence: CEO Matthias Altendorf (left) and Supervisory Board President Klaus Endress.

From backroom operation to global player

It was an unlikely pair that came together in 1953 to create a company: 29-year-old Swiss engineer Georg H Endress and 58-year-old German banker Ludwig Hauser. Despite their disparate backgrounds, it turned out they were a perfect match. Endress's vision and drive and Hauser's prudence and experience proved to be the cornerstones of the company's success.

L Hauser KG opened for business on 1 February. The young company was headquartered in Hauser's apartment in Lörrach in Germany, financed with modest start-up capital of 2,000 Deutschmarks. The company was named after Ludwig Hauser's wife, Luise, who is listed in the commercial register as the shareholder.

Opening new markets step by step

The young company began its activities with the sale of innovative electronic level sensors that filled a market niche. It wasn't long before Endress began to develop instruments on his own. In 1955 he registered his first patent with what is now known as the Swiss Federal Institute for Intellectual Property. Production took place in rented spaces, with the employees distributed throughout several buildings that they teasingly, but affectionately, referred to as the 'United Hut Works'.

In 1957 the company began trading under the name Endress+Hauser – and experienced strong growth. The company continued to carve out new niches. Georg H Endress compared his approach to

'rolling out the dough.' He continuously expanded the portfolio by adding new measurement principles and pursued business opportunities in other countries. The first foreign subsidiary was created in 1960 in the Netherlands. Others followed virtually every year.

Customer intimacy from the very start

The company expanded its offerings through acquisitions and start-ups. Measurement value recording, liquid analysis and flow measurement engineering were added as new fields of activity to the mix, followed later by pressure and temperature measurement technologies. Endress+Hauser evolved into a full-range provider for the process industries. By this time, the Hauser era

was already history. The Endress family became the sole shareholder in 1975.

Klaus Endress took over the reins of the Group from his father in 1995. Over the following years he expanded the business beyond process instrumentation and into services and automation solutions. He also tackled the challenges of doing business in a globalized environment. After establishing sales centers around the world, production also went global.

Family continues to shape the company

For 19 years Klaus Endress put his personal stamp not only on the Group, but also on the corporate culture. Most of all he valued communication and cooperation. Trust and loyalty supplement the deeply ingrained sense of responsibility within

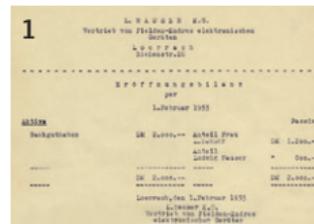
the company. The customers and their needs remain at the heart of the business, as well as the guiding principle 'first serve, then earn.' As Klaus Endress puts it, profit is not the target, but the result of doing well.

The shareholder family created a family charter while Dr Georg H Endress was still alive. It states: Endress+Hauser shall remain a family company oriented toward sustainable success. After the death of the company founder in 2008, this statement became his corporate legacy.

Klaus Endress handed over leadership of the company to Matthias Altendorf in 2014. Although not a member of the family, the new CEO has been with the company for more than 25 years. The Group had already acquired laboratory

instrumentation specialist Analytik Jena and further strengthened the segments of process analysis and measurement of quality parameters through additional acquisitions. Besides this strategic focal point, the issue of digitalization is another major factor driving the company forward. New technologies and business models place further demands on the Group while simultaneously creating opportunities for the future.

A journey through time...



Birth certificate
With funding of 2,000 Deutschmarks, 'L Hauser KG' was established in 1953. The company's name came from Ludwig Hauser's wife Luise.



Where it all began
The site in Lörrach's Zeppelinstraße in 1955, called United Hut Works by the employees.



A man of action
Company founder Georg H Endress (1955).



Group portrait with ladies
The first female employees with their boss in 1955.

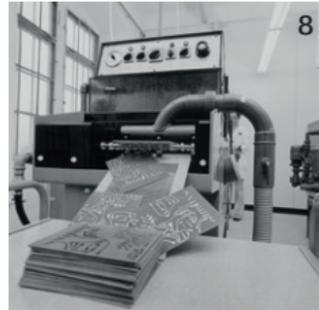


Leading by example
Georg H Endress (right) in 1957, visiting a customer.



6

On the way
One of the first company vehicles in front of the imposing alpine mountains (1960).



8

Exhibition on wheels
A minibus takes the product range to customers in 1960. The first sales center abroad opens the same year in the Netherlands.



10

Diversification
In the 1960s, Endress+Hauser measures levels with ultrasound, radiometry, electromechanics and conductivity.



12

Expansion
The demo bus keeps on running; the customer base keeps on growing (1970).



14

New era
Ludwig Hauser – then aged 76 – retires in 1971. Production starts in the United States in the same year.



16

Modern times
A snapshot of 1975 – the Maulburg site keeps on growing. Aged 80, co-founder Ludwig Hauser dies; the Endress family becomes sole shareholder.



17

20th anniversary
Company parties have always enjoyed a great tradition at Endress+Hauser – like here in 1973 in Maulburg.



15

New markets
In 1970, a sales center opens in the US. In Japan, Endress+Hauser acquires a share in tank gauging specialist Sakura.



13

Clean and lean
Tidy workplaces and clearly defined processes: as important in 1966 as they are today.



11

Set for growth
A look into the new Maulburg production facilities (1963).



9

Transistors replacing tubes
Printed circuit board production in 1960.



7

Always ready for a laugh
Georg H Endress (right) with senior partner Ludwig Hauser (1960).



18

New dimension
Magnetic flowmeters with large nominal diameters (1978).



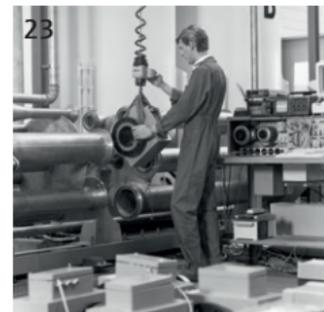
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Say cheese
The people for process automation proudly presenting their instruments in 1981.



22

Family photo
Georg H and Alice Endress with their children Klaus Endress, Karin Endress, Hans-Peter Endress, Yvonne Endress, Urs Endress, Christa Endress, Dr George A Endress and Jasmin Schellenberg-Endress (from left).



23

Know-how
Endress+Hauser acquires early expertise in calibration (1984).



24

Honor
Georg H Endress is awarded the German Federal Cross of Merit First Class in 1984.



25

Growth
View of the new flowmeter production facilities (1985).



26

Progress in bits and bytes
Electronics and digitalization taking huge strides (1986).



27

Ahead of time
As early as 1984, computers were a common sight at Endress+Hauser.



28

High-tech in 1988
Testing a Swingwirl flowmeter.

New frontiers
Starting in 1977, Reinach-based Flowtec manufactures flowmeters.



19

Strong presence
Trade shows promote brand awareness – the company stand at the 1980 EnviTec in Düsseldorf.



New fields of activity

The Bavarian company Wetzter covers measurement recording and later also temperature measurement technology.



30

Father and son

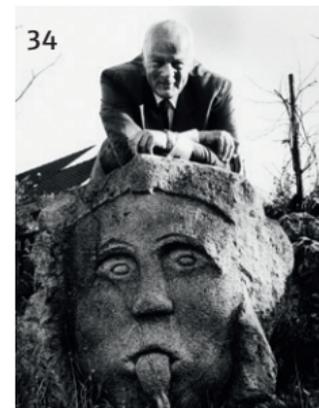
Georg H Endress and Klaus Endress look ahead with confidence in 1989.



32

Success

The company's headcount in 1990 is 4,000; sales reach 500 million Swiss francs.



34

Sign of the times

Urs Endress, Georg H Endress and Klaus Endress (from left) in 1992.



36

Small work of art

A printed circuit board in the late 1990s.



38

Analytical specialists

Since 1977 Conducta has expanded the portfolio with liquid analysis.



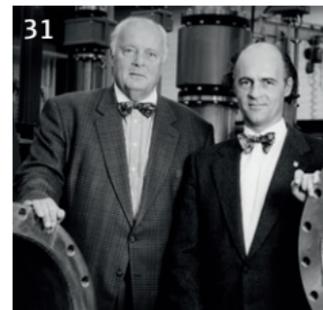
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29

Management team

Peter Wetzter, Klaus Riemenschneider, Georg H Endress, Dieter Schaudel and Thomas Vogel (from left) in 1989.



31

Progress

PCBs and electronic components become smaller and more complex (1989).



33

A soft spot for art

Company founder Georg H Endress shows his self-deprecating sense of humor (1992).



35

Four brothers

Klaus Endress, Urs Endress, Hans-Peter Endress and Dr George A Endress (from left) in 1995.



37

Expansion

A new building for research and development and for the production of electronics opens in 1997 at Flowtec in Reinach.



39

Growth market

Endress+Hauser now has its own sales center in Thailand.



41

Management conference
The Group's executives meet for the 1990 Groupcon in Japan.



42

Side by side
Dr Georg H Endress (1924–2008) and his wife Alice Endress-Vogt (1919–2016).



43

Laying of the foundation stone
Construction work for the new 'Sternenhof' building in Reinach is in full swing in 2005.



44

New headquarters
In 2006 Endress+Hauser moves into the 'Sternenhof' building in Reinach, Switzerland.



45

Clear signal
On its 40th anniversary, Endress+Hauser UK moves into a new building in Manchester.



46

Bundled expertise
In Suzhou, China, Endress+Hauser assembles flow, level, pressure, temperature and analytical measurement devices.



47

Growth in the States
Endress+Hauser expands flowmeter manufacturing in Greenwood, Indiana in 2010.



48

Powerful presence
Measurement instrument production in Aurangabad, India (2012).



49

Worldwide quality
The same standards apply to all manufacturing sites (Aurangabad, India, 2012).



50

Ready for delivery
Thousands of instruments are shipped to customers every year (Dispatch center in Cernay, France, 2012).



51

Acquisition
Analytik Jena opens the door to the laboratory business in 2013. SpectraSensors and Kaiser Optical Systems expand the analytical portfolio.



52

Changeover
Matthias Altendorf follows as the Group's CEO in 2014; Klaus Endress becomes Supervisory Board President.



53

Digital age
Mobile applications are state-of-the-art in 2015.



54



55

Three generations
The Endress shareholder family in 2017.



56

Sustainable development
Further growth in Reinach: new buildings are inaugurated in 2017.



57

The Supervisory Board of the Group
Dr Heiner Zehntner (Secretary), Thomas Kraus, Dr Hans Jakob Roth, Michael Ziesemer (Vice President), Klaus Endress (President), Antonietta Pedrazzetti, Hans-Peter Endress and Mathis Büttiker (from left).



58

The Executive Board of the Group
Pieter de Koning (IT), Roland Kienzler (HR), Dr Luc Schultheiss (CFO), Dr Heiner Zehntner (Legal), Matthias Altendorf (CEO), Dr Manfred Jagiella (Analytical Business), Nikolaus Krüger (Sales and Services) and Dr Andreas Mayr (Marketing and Technology) (from left).



59

Trademark
The young company's first logo.



60

In the course of time
In 1980, the company logo gets a modern makeover.



61

Enhancement
Colored stripes behind the logo symbolize new fields of activity in 1987.



62

Change of color
Further new fields of activity put an end to the color symbolism. The stripes become blue in 1995.

63
Endress+Hauser 
People for Process Automation

A good name
The 2004 logo combines wordmark
and lettermark.

64
Endress+Hauser 
People for Process Automation

Modernization
In 2012, the company logo was again
carefully revised.



**The past and the
future**
You are a living part of
our history!

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