

Communications and marketing

As a listed company, Bilfinger Berger pursues a varied range of activities in the field of corporate communications, with an impact in areas far beyond the key target group of the capital markets. Our activities here are centrally controlled and internationally oriented.

The specific requirements in our Group's individual business segments necessitate a decentralized, differentiated marketing and sales strategy, under which our branches and subsidiaries are responsible for their customer communication. Whereas we mostly work for private customers in the Services segment as well as in Building and Industrial, the Civil business segment and concession projects are dependent on public-sector regulations governing the awarding of contracts. Targeted marketing and communications activities help us meet the expectations of our customers in the different segments.

Target-group oriented dialog

Our Corporate Communications department deals with all issues of corporate communications, advises operational units where required and supports them in their marketing and sales activities. In the 2006 business year, our investment in corporate communications totaled € 5.8 million (2005: € 4.8 million). We spent € 2.6 million on publications (2005: € 2.3 million), € 1.3 million on trade fairs and exhibitions (2005: € 0.6 million), € 0.7 million on new media (2005: € 0.8 million) and € 1.2 million on other activities (2005: € 1.1 million).

We engage in constant dialog with groups of the public that are important to Bilfinger Berger. In doing so, we use communication tools that are in line with the information interests of the various stakeholder groups.

Our Bilfinger Berger magazine is primarily directed toward investors, clients and business associates. We employ professional journalistic methods to offer our readers information on the diverse aspects and the benefits of our operations. The magazine is published twice a year with a circulation of 20,000 copies in German and English. The regular updating of sales addresses makes the magazine an important means of contact with interested parties for our operational units, too. Last year, the Bilfinger Berger magazine again won a silver medal at the Best of Corporate Publishing Awards.

Our website has been fundamentally renewed. It offers interested users quick and easy access to information about our company. The capital markets and the press can obtain a deeper insight into the Group's business development. The new site provides our customers with an overview of the range of services offered by our Multi Service Group. Answers to detailed questions can be found through direct links to the websites of our operational units.

For the public at large, media reporting represents an invaluable source of information on developments at Bilfinger Berger. We therefore maintain close contact with the business correspondents of news agencies, daily newspapers and electronic media. We provide up-to-the-minute, open and transparent reports on our corporate activities.

Our staff are kept informed about the Group's targets, strategies and business development through the employee magazine. Important news is reproduced on the Bilfinger Berger intranet home page. In line with our decentralized structure, German and international subsidiaries have their own print and online media. By making our communication with employees more international, we aim to further strengthen the way in which our staff identify with the Bilfinger Berger Group.

Decentralized marketing

Our branches and subsidiaries maintain a close dialog with their clients.

On the German real estate market, our comprehensive range of consulting, construction and services package presented under the i.volution brand represents a unique basis for discussion. The interaction between building competence and the Group's own expertise in the area of facility services allow us to offer individual solutions for every phase in a property's life cycle.

Participating in trade fairs and exhibitions is an important part of the marketing and sales strategy in our operational business. In this context, we focus on the major trade fairs. For example, our Building, BOT, Facility Management and Asset and Property Management units presented themselves on a large shared stand at Munich's Expo Real, the leading international commercial real estate exposition. The stand centered on the solutions offered under the i.volution brand. Other important trade fairs last year included IFAT, the international trade fair for water, sewage, refuse and recycling, and Maintain, the international trade fair for industrial maintenance.

In conducting their acquisition activities, our operational units can access a centralized database, now also available in English since the end of 2006. This provides all Group companies with

access to a wide range of information covering descriptions of the Group, its divisions and projects, as well as reference lists, technical records and certificates. Photographs, PowerPoint presentations and links to various other marketing instruments are also included. The database system allows data to be prepared individually and processed into valuable information packages.

Umbrella brand strategy for the services business

Bringing strong brands together: In the services business, our Industrial Services, Power Services and Facility Services divisions will now have a uniform market presence under the overall Bilfinger Berger brand. Companies with an outstanding reputation in their respective industries, such as EPM Assetis, HSG, Babcock Borsig Service and EHR, will help boost the image and awareness of the Bilfinger Berger corporate brand in the services sector. The common market presence will be supported by a common color scheme: All of the subsidiaries' logos will now appear in the Bilfinger Berger corporate colors.