

TRUST IN TOMORROW

Hirotec
TECHNICAL SERVICES.



**WITH THE RIGHT
PEOPLE FOCUSED ON
THE RIGHT ACTIVITIES,
OUR FUTURE IS BRIGHT**

Hirotec was started by the Sicari family in 1972, with humble beginnings as a Sydney-based air conditioning business. Over the last three decades, Hirotec has evolved into a complete integrated facilities services business and is today one of Australia's leading privately owned facilities maintenance businesses.

While Hirotec is no longer the small family business it started as, we still aren't a large corporate or public company; so I never want to lose the passion and commitment that has made Hirotec the success story it is and I want to ensure that each and every staff member knows they are a proud part of the Hirotec 'family'.

We couldn't have become the company we are without the talent and hard work of our dedicated team over the years and we can't continue that success without the invaluable contribution of each and every one of you - and a strong plan for the future.

We operate in a highly competitive and important industry where we are judged by the quality of our work, the speed of our response and our pro-activeness in offering better solutions. To excel in these areas requires the right people with the right training guided by strong leadership.

We also need to get out of our comfort zone with regards to our service offering and areas of expertise. Most companies are looking to reduce risk and an easy way to reduce risk is to reduce suppliers - we must ensure we are the 'go to' technical services provider that offers exceptional services on a national basis.

While our board has a vision of being the Number One supplier of technical services in Australia, it's not about being the biggest in regards to staff numbers or revenue. It's about being the preferred supplier to the industries we selectively choose to target and becoming the leading choice for the companies which we know we can add great value to.

Being the best means we need to be a united and strong team of motivated and passionate professionals. From our end, as the management team, we are committed to better communication within the company, increased training to build on your skills and to listening to your valuable input to strengthen our business.

Therefore I sincerely encourage you to come forward with any ideas you have to make Hirotec a better company to work in - and a company that always delights our customers.

This brand book has been developed so each and every one of you understands what we are trying to achieve and how we want to present Hirotec to the market.

THE HIROTEC BRAND VALUES

Our brand values are those fundamental beliefs that guide how we do business. Brand values influence organisational behaviours and are the intangibles that will make Hirotec a great company to work for and do business with.

RESPECT

We will always act with integrity and honesty

We will always do what we say we are going to do; management for staff, staff for each other; and all of us for our customers. This builds business relationships where our customers can always count on us and company relationships where we can always count on each other. We will consider safety and the environment in everything we do; ensuring every one of our employees, customers and contractors is free of injury, is our number one priority. Through open, honest and transparent dealings between our staff and with our customers we will be an exceptional company to work for and a company that customers want to work with.

The result: Hirotec will be Trusted to deliver on our promises

PASSION

We will seek creativity and innovative ways to continually improve

To build on our success, best serve our customers and provide a stimulating environment for our staff, we will continually look for better ways of doing things. We love what we do and will always positively challenge the status quo. Through improved training, services, reporting and customer solutions we will provide the optimum customer experience and ensure we are not just meeting, but productively leading, change in our industry.

The result: We will be Trusted to keep our customers at the forefront of innovation

LOYALTY

We will work together to achieve great results

We value our team and will maintain a culture of belonging, to ensure Hirotec is always a company where staff, initiative and ideas can thrive. This means being pro-active and supportive of each other in all our roles in every regard and maintaining clear, honest and constructive communication at all times and in every aspect of our business. This loyalty and co-operation within our business will underpin that shown to our customers, who will know that Hirotec can always be trusted to deliver on our commitments.

The result: Hirotec will be Trusted to care

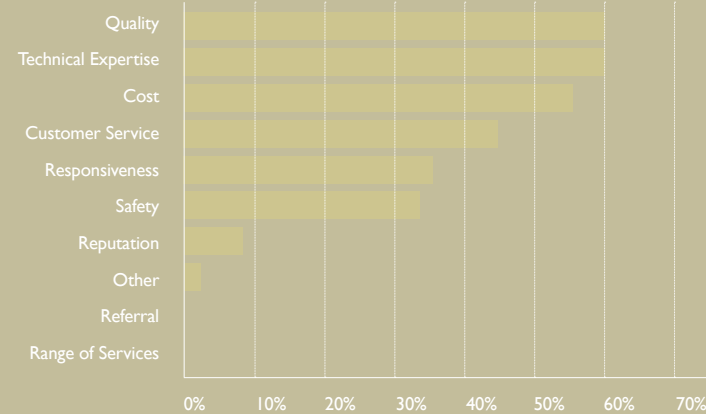
WHAT OUR CUSTOMERS VALUE

**(An extract from research commissioned
by Hirotec in October 2014)**

WHAT ARE THE 3 MOST IMPORTANT CRITERIA WHEN CHOOSING TECHNICAL SERVICES?

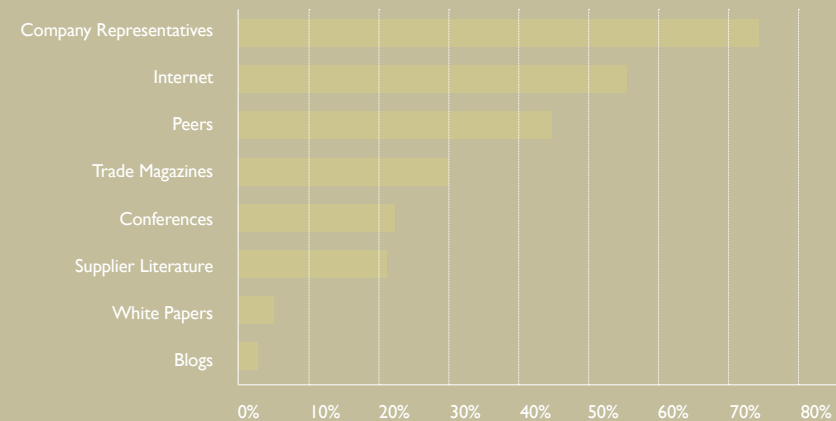
Respondents were also asked to force-rank each of the identified attributes in order of importance. This showed that three value proposition elements clearly ranked as the most important decision factors:

Quality 59% | Technical Expertise 59% | Cost 56%



WHERE DO YOU GET YOUR INFORMATION TO KEEP YOU INFORMED WITH REGARDS TO TECHNICAL SERVICES?

Respondents report that company representatives are a key source of information about technical services and products. This is particularly relevant to Hirotec when viewed in relation to the level of contact its Account Managers are having with customers. Industry peers are also a key source of information, so our customers speaking highly of us to their peers will have a positive impact.



OUR NEW BRAND PROMISE;

TRUSTED

Trust – it's a word that answers all the needs of a Hirotec customer.

It leverages all that is valuable from Hirotec and gives employees a clear direction on how to become a trusted advisor.

Can the customer trust my advice/promises/actions?

This, in turn, drives customer service behaviour and perception of Hirotec.

The ultimate compliment would be for a customer to publicly say; "I trust Hirotec with all my technical services".

It provides a relevant basis for development programs – if you are trusted to provide 'X' service to a customer do you have the skills to earn and justify the necessary level of trust?

It is a powerful platform to drive the business from. It is aspirational. If we are saying we can be trusted, we need to ensure every customer touchpoint supports this positioning.

It's a powerful, emotional word. It is of importance in life, as a brand or a person, to be trusted. It needs no explaining.

Works across all messages

Trusted has limitless use to promote services, people, training, community programs and proposals:

Trusted... to provide compliant services and products

Trusted... to provide qualified people

Trusted... to provide expert advice based on experience

Trusted... to reduce environmental impact

Trusted... to be transparent in our dealings

Trusted... to develop careers

Trusted... for over 40 years

Trusted... by Australia's largest organisations

Trusted... to care about our local communities

Trusted... to provide a safe working environment

OUR STORY

TRUST

There are three things owners and tenants of facilities need to trust from their technical services provider:

- 1.** Trust that the tasks are done by qualified people, to appropriate standards, when they need to be done.
- 2.** Trust that the provider is utilising an innovative approach that delivers the optimum solution to satisfy cost, safety, integrity and environmental goals.
- 3.** Trust that the relevant and timely data is provided to enable strategic decisions to be made for a more effective and efficient operation.

The Hirotec Elevator Pitch

TRUSTED TO SEAMLESSLY DELIVER INNOVATIVE TECHNICAL SOLUTIONS

At Hirotec, we are eminently positioned in the Australian market to be trusted to deliver on these needs – with the key word being ‘trust’. There is a world of difference between being a partner and being a trusted partner, which is why the word ‘trust’ word drives everything we do. You can’t ask to be trusted. You have to earn it. This is how we’ve earned it:

The Hirotec approach is straightforward, passionate, respectful and brutally honest. We believe this is the only way to act to create a relationship based on trust. This approach is born of our being a family business and therefore not constrained by the politics and policies found in the large, hands-off structures of multinationals.

Across our nationwide network are 250 enthusiastic, talented and dedicated people who never give up until they have found the best solution to deliver the best result for the customer. To make this possible, we ensure our people have the necessary skills and authority to make it easy...to remove obstacles...to just get the job done.

We draw upon our 40-year history and extensive skills base to manage your building and its technical services better than anyone else. We do this by staying ahead of the game on technical services innovations and by delivering a seamless solution across all services through one company, with one contact.

Whether you deal with one of our owners, a technician in your premises or a member of our customer support team, you’ll find we are all driven by doing everything possible to ensure Hirotec adds strategic and operational value to your business by providing expert advice, quality people and reliable performance. With our decades of experience, we understand our customers’ needs and we ensure that the only surprises are pleasant ones.

When you work at Hirotec you truly understand the importance of being...Trusted.

BECOMING A TRUSTED ADVISOR

IMAGINE A WORLD WHERE CUSTOMERS:

- » Reach for your advice
- » Accept or act on your recommendations
- » Involve you early
- » Respect you and treat you well
- » Share more information
- » Pay bills without question
- » Refer you
- » Give you the benefit of the doubt/forgive you
- » Protect you/warn you
- » Trust your instincts and judgement
- » Are more loyal

THE TRUST EQUATION

$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy} + \text{Passion}}{\text{Avoid Self-Orientation}}$$

1.

Build Credibility

You must build a perception of credibility with your customers so they feel they can trust what you say, that you are genuine experts in your field, and are outstanding at what you do.

2.

Build Reliability

You must be perceived as totally reliable and seen as a firm which delivers on its promises. You do what you say you will do. You communicate strongly and regularly with your customers. No surprises. On time. On budget. Honest. Genuine. True to your word.

3.

Build Intimacy

You must build a close, sincere relationship that extends beyond the day-to-day imperatives of getting great work done. The customer has to feel comfortable with you as people, and trusting of your intent. A client does not care about how much you know until they know about how much you care.

4.

Deliver Passion

Do everything with enthusiasm and optimism. Be a 'can do' person. Really care about that customer and its fortunes. Feel it in your heart.

5.

Avoid Self-Orientation (at all costs)

The customer must believe your every motivation is about them and their success. Your motives must be around delivering great outcomes for the customer - never about self-serving interests. It's all about the customer...always.



1972

Started in NSW by Rocco Sicari as a single service provider in the HVAC area.



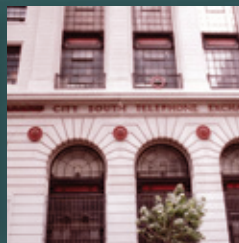
1997

Opened up operations in Victoria.



2001

Consolidated the Group into a single "Technical Service" offering under the Hirotec umbrella.



1986

Commenced the distribution of specialised Data Centre Equipment and Chillers.



1999

Opened up operations in the Australian Capital Territory.



2003

Continued commitment to opening offices in new markets with the new Hirotec look.



2004

Commenced servicing clients in the QLD, NT, SA and WA markets.



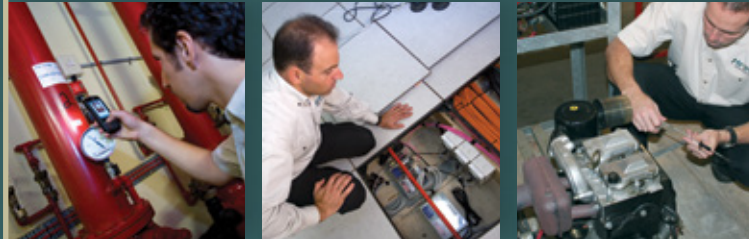
2011

Opened up office in Queensland.



2012

Board set up to take business to the next level.



2005

Insourced "fire services" to ensure all technical services (Mechanical, Electrical and Fire) were delivered in-house.
"..Your building is our Business.."

Hirotec
YOUR BUILDING IS OUR BUSINESS.



2012

Opened up office in Western Australia.



2015

New position "TRUSTED".

Hirotec
TECHNICAL SERVICES.

Hirotec
TECHNICAL SERVICES.