

Communication and Marketing

As a listed company, we primarily focus our corporate communication on the demands of the capital market. The instruments used are oriented towards the individual information needs of important target groups with which we maintain a continuous dialogue. Our corporate communication activities are controlled from headquarters, have an international reach, and are effective far beyond the core target groups.

Communication with customers is in the hands of our branches and subsidiaries. They know the specific environment and act on the basis of differentiated marketing and sales strategies: In the Services and the Building and Industrial segments we primarily work for private-sector clients, while the Civil and Concessions segments mainly do business with the public sector.

Corporate Communications

Corporate Communications is responsible for the instruments of corporate communication. It controls the communication activities that are relevant for the Group around the world, advises the operational units and provides support, if required, with local marketing and sales activities. In 2007, a total of €6.7 million was invested in corporate communication (2006: €5.8 million). We spent €2.8 million on publications (2006: €2.6 million), €1.8 million on trade fairs and exhibitions (2006: €1.3 million), €0.8 million on new media (2006: €0.7 million) and €1.3 million on other activities (2006: €1.2 million).

The complete revision of our website that we completed at the beginning of 2007 met with a positive reception. It offers fast, clear and constantly up-to-date access to information on the Bilfinger Berger Group. The number of users per

month has increased by more than one third. The most popular sections of the website are those pages providing information for the capital market and the press portal for job applications and careers. On our operational units' websites, customers can find answers to detailed questions on the Multi Service Group's range of products and services.

The contents and design of the Bilfinger Berger Magazine reflect current trends, as is typical of a publication targeting a wide readership. The magazine is directed at clients, business associates and investors, and appears twice a year in an issue of 23,000 copies in German and English. Bilfinger Berger is one of the first German companies to provide its customer magazine in electronic form. The e-paper is closely linked with the Group's website. The contents are supplemented by photo galleries, video streams and lists of links, which enhance the attractiveness of the online version. The number of users has quadrupled since the service was launched.

In our press communication, we aim to report on the development of the Bilfinger Berger Group in a timely, open and transparent manner. We are in close contact with the business journalists of the news agencies, daily newspapers and electronic media, because reporting in the press, radio and television is a major source of information for members of the general public who are interested in Bilfinger Berger.

We continuously develop our internal communication in order to improve the exchange of information within the rapidly growing Bilfinger Berger Group. In addition to the communication instruments of our operational units in Germany and abroad, we also make information available to the staff through central media on the Group's strategy, goals and business development. The employee newspaper provides explanations of important issues and their background, while news on current topics is provided via the intranet and electronic newsletters targeting specific groups.

Decentralized marketing

Our branches and subsidiaries maintain a close dialogue with their clients and focus their communication activities primarily on that target group.

Participation in trade fairs and exhibitions is an important element of the marketing and sales strategy of our business operations. We concentrate on the major trade fairs in this context. These include the Construction Technology Fair which was held in Mainz in 2007 and the conference of the Research Association for Underground Transportation Facilities (Stuva Conference) which was held in Cologne last year. These special exhibitions for construction companies, civil-engineering offices and manufacturers of equipment and components were once again part of the International Forum of Civil Engineering and, as usual, recorded high numbers of exhibitors and visitors. At Expo Real in Munich, the leading international trade fair for commercial real estate, our Building, Public Private Partnership, Facility Management and Asset and Property Management units jointly presented their range of products and the Group's expertise on all phases of a building's lifecycle. Participation in Munich's Maintain, the leading international trade fair for industrial maintenance, is particularly important for Bilfinger Berger Industrial Service. And Bilfinger Berger Power Services presented its range of services for power plants at major trade fairs in Moscow, Rome and Salzburg.

To support their acquisition activities, our operational units use a centralized database that provides access to a wide range of information on 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.

Further strengthening of the corporate brand

The Bilfinger Berger Group has grown considerably in recent years, primarily due to acquisitions in the services sector. Against this backdrop, the strengthening of the corporate brand plays an important role in our communication strategy. Our concept for a uniform image projected by the Industrial Services, Power Services and Facility Services divisions was implemented in 2007: The operational units now all do business under the overall brand of Bilfinger Berger. This facilitates the perception of the corporate brand among our business associates in the services sector. The Bilfinger Berger logo is the basis for global identification and differentiation; it distinguishes our brand world and is the symbol of our success. Together with additional standardized elements such as font, color and picture language, it communicates the brand and its values both externally and internally.