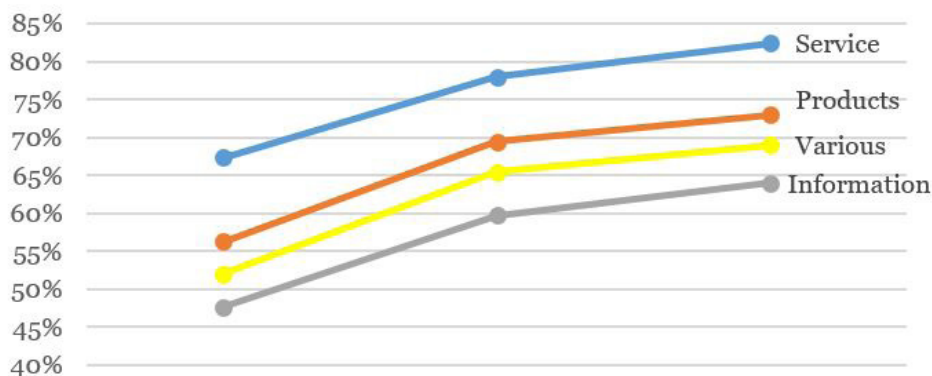


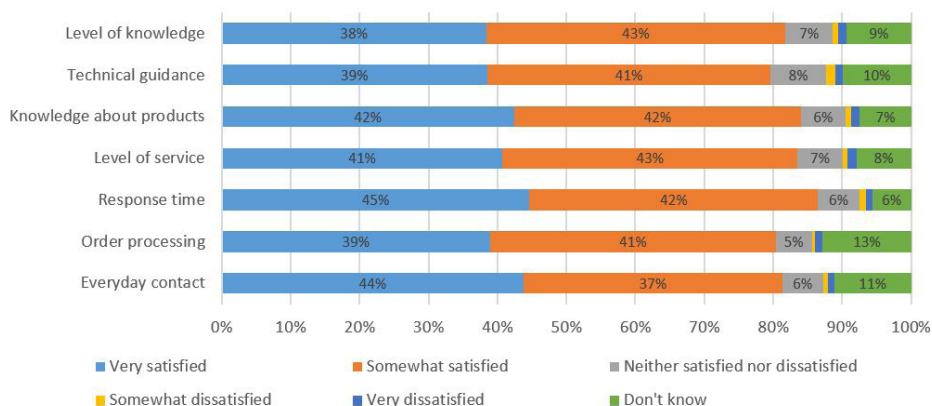
The annual customer satisfaction survey is conducted to ensure continuous improvement of the organisational performance. Hoyer customers are asked about experienced performance within the areas of service, product and access to information. Furthermore they are asked for advice for future improvements. In total 1208 customer contacts participated in the 2016 survey giving a response rate of 13,3%.

The organisation has been performing well throughout the year. Customers are satisfied and all areas have improved compared to the 2015 survey. Furthermore the customer loyalty towards the Hoyer brand has improved by 30% when looking at the Net Promotor Score.

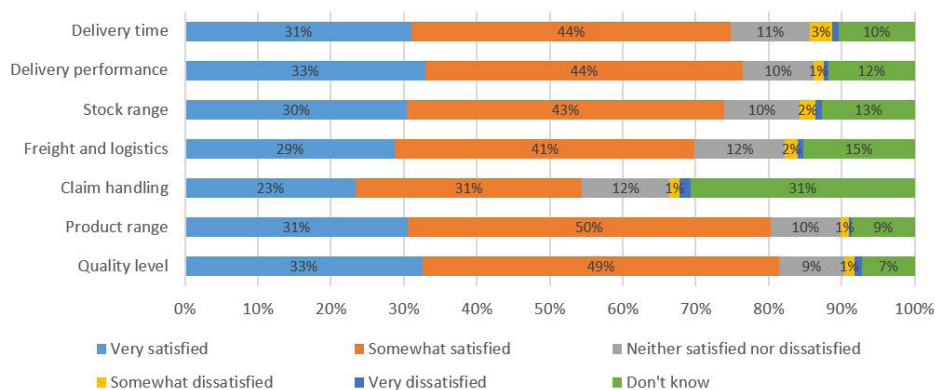
## Development in customer satisfaction



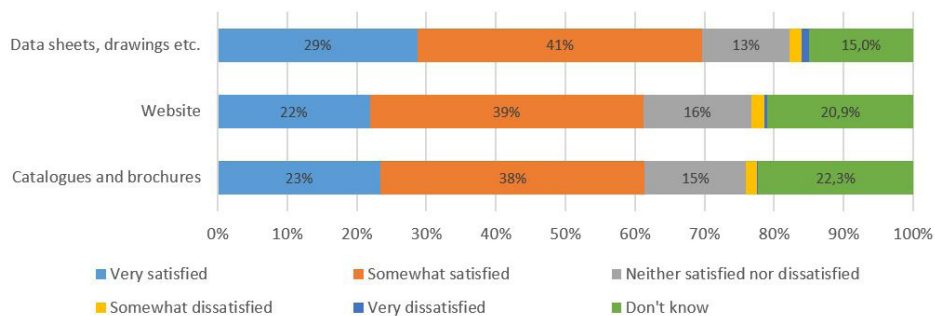
Please indicate your satisfaction with Hoyer's service in each of the following areas (2016):



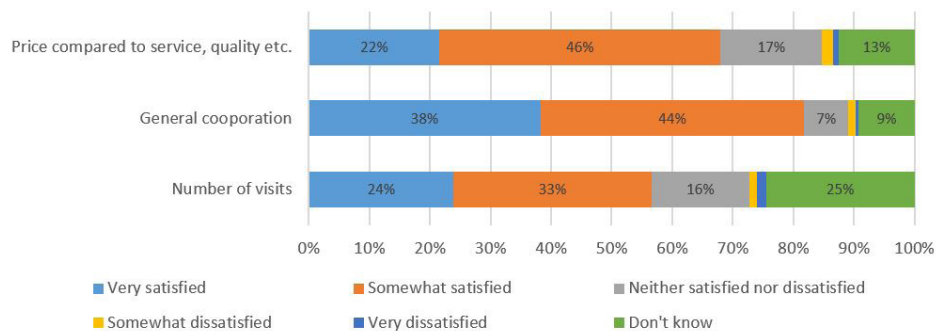
Please indicate your satisfaction with Hoyer's products in each of the following areas (2016):



Please indicate your satisfaction with Hoyer's information in each of the following areas (2016):



Please indicate your satisfaction with Hoyer in each of the following areas (2016):



How likely is it that you would recommend Hoyer? NPS (2016)

