

Siemens AG, P&O EHS DE HM, Gateway Gardens, De-Saint-Exupery-Str. 5,
60549 Frankfurt am Main, Germany

To Whom It May Concern

Name	Klaus Pelster
Department	P&O EHS DE HM
Telephone	+49 (162) 4362430
E-Mail	klaus.pelster@siemens.com
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PCM Referenzschreiben

Ladies and gentlemen,

From 2012 to 2015, SIEMENS engaged KCO/Werner Naef to conduct PCM training sequences for a group of 134 healthcare management employees who were responsible for the well-being of SIEMENS' approximately 130,000 employees in Germany at the time.

The included target group of company physicians, who are often skeptical of profiles, leadership, and communication (areas they traditionally consider their strengths), found that this program exceeded their expectations and opened doors to personal and professional development. The same experience was made by the occupational groups of company social counselling and prevention experts (mainly sports and health scientists), who were also included in the qualification.

The impact of PCM training became an integral part of our organizational language. Although it also required senior employees to step down from their duties for three days, the training proved to be an investment that SIEMENS would undoubtedly make again.

This investment enabled SIEMENS' in-house healthcare professionals to overcome barriers to teamwork, productivity, healthy conflict resolution, meaningful outcomes, and creative reshaping of their leadership. KCO's Werner Naef brought immediate operational credibility to the application of concepts of human behavior with his extensive leadership experience in high-risk, high-tempo, high-stress environments. His ability to apply these concepts immediately and directly in the professional and personal environment of the participants was invaluable.

Eight years after the first PCM training cycle, SIEMENS decided to expand the PCM training to more than 100 medical assistants who support occupational physicians in company medical practices throughout Germany. This underlines the sustainable impact of the programme. In March and April 2024, KCO/Werner Naef will once again conduct a three-day face-to-face PCM training for over 100 SIEMENS employees.

We can recommend this training to every company that wants to invest in improving communication structures and behavior in order to sustainably promote its employees.

Siemens AG
People & Organization; Management: Judith Wiese
Environmental Protection, Health Management and Safety; Management: Ralf Franke

Gateway Gardens
De-Saint-Exupery-Str. 5
60549 Frankfurt am Main
Germany

Tel.: +49 69 797 0
www.siemens.com

Siemens Aktiengesellschaft: Chairman of the Supervisory Board: Jim Hagemann Snaube;
Managing Board: Roland Busch, Chairman, President and Chief Executive Officer; Cedrik Neike, Matthias Rebellius, Ralf P. Thomas, Judith Wiese
Registered offices: Berlin and Munich, Germany; Commercial registries: Berlin-Charlottenburg, HRB 12300, Munich, HRB 6684
WEEE-Reg.-No. DE 23691322

Sincerely yours,

Siemens Aktiengesellschaft

i.V.

Klaus Pelster



Joachim Holzschneider