

# SKETCHES OF THE ANNUAL REPORT STORY FOR THE MARKET



## Heroes create myths, myths become brands.

The Business Report for 2016 exposed supposed myths.

*In 2017, we placed POSITIVE milestones. We bet on heroes,  
because heroes are the ones who write the real myths.*

Heroes everyone knows, or almost everyone;  
heroes that stand for something, one way or another.

Taken together they produce an image of *a new FP, a smart hero for the digital age:*

*smart* = self-confident, it can talk about unpleasant subjects,  
it can take hits like Max Schmeling,

*smart* = shows attitude like Sidney Poitiers,

*smart* = is fit and a strong team player like the man on the moon –  
space travel is the result of a remarkable team performance,

*smart* = proud of its knowledge, which makes it capable of  
solving challenges and cases like Sherlock Holmes,

*smart* = part of the great tradition of quality promises,  
connecting it worldwide with “Made in Germany” and Konrad Zuse,

*smart* = ideas and visions for the future, and confidence in these ideas,  
in itself and its own creativity, like Hannah Höch.