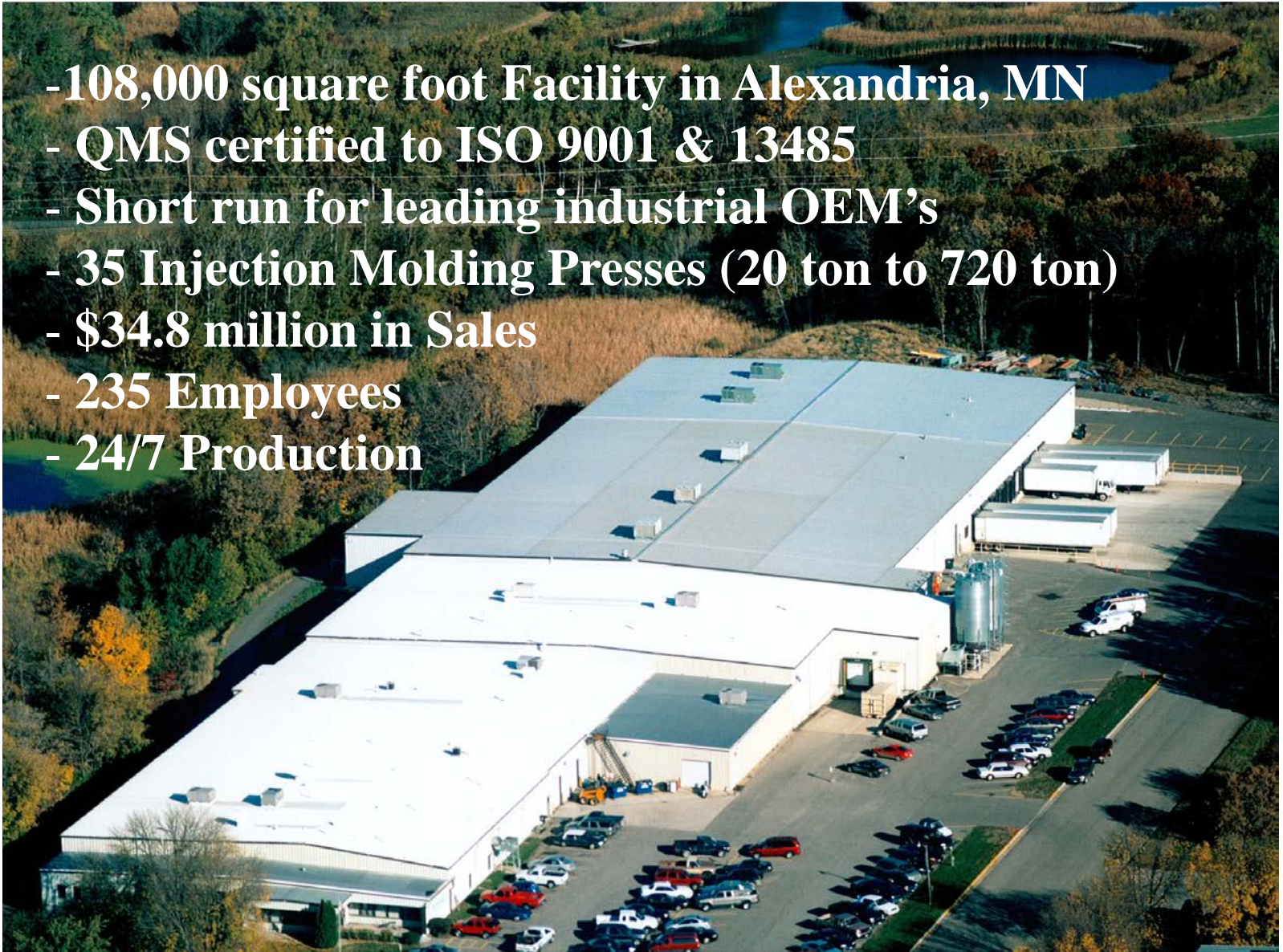


Why Strategy Matters

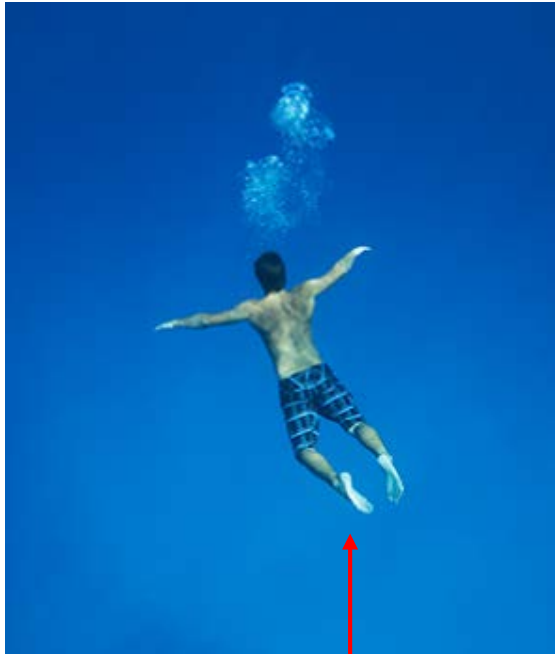
- **108,000 square foot Facility in Alexandria, MN**
- **QMS certified to ISO 9001 & 13485**
- **Short run for leading industrial OEM's**
- **35 Injection Molding Presses (20 ton to 720 ton)**
- **\$34.8 million in Sales**
- **235 Employees**
- **24/7 Production**



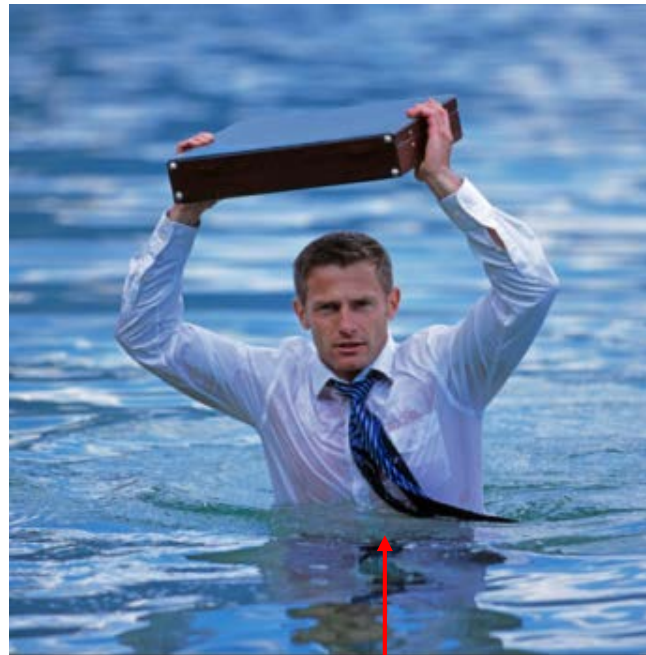
Why Strategy Matters

Donnelly Custom Molding Company founded as a Company of People

- Early strategic planning was pretty easy:



You are here



Get to there

- Focus for Donnelly was identified, communicated and pursued

Why Strategy Matters

- Focus on short-to-medium run, close tolerance injection molded parts



DONNELLY

SHORT-TO-MEDIUM RUN, CLOSE TOLERANCE INJECTION MOLDING

Why Strategy Matters

- Short-to Medium Run insulated us from the large established players
- Close tolerance implied level of engineering separating from bottom-feeders

"Time is money. And late deliveries are a real cost to you. At Donnelly, 'on time' means just that. We back up our deliveries with a guarantee. You have our word on it."

— Stan D. Donnelly,
President
Donnelly Custom
Molding Company

THE DONNELLY DELIVERY GUARANTEE

The Donnelly Custom Molding Company will manufacture and ship five (5) percent more parts than specified on the Buyer's order if delivery is later than the specified delivery date on Donnelly's acknowledgement to Buyer's purchase order. This guarantee extends and pertains to all factors that relate to deliveries within Donnelly's control.

Look for the Donnelly Guarantee on all of our Quotations and Acknowledgements.

There's no substitute for quality. And while our inspecting procedures will weed out any non-conforming parts, preventing inconsistencies is the secret. At Donnelly, all our equipment is new. We believe that state of the art equipment goes a long way toward preventing problems, rather than catching them after they exist.



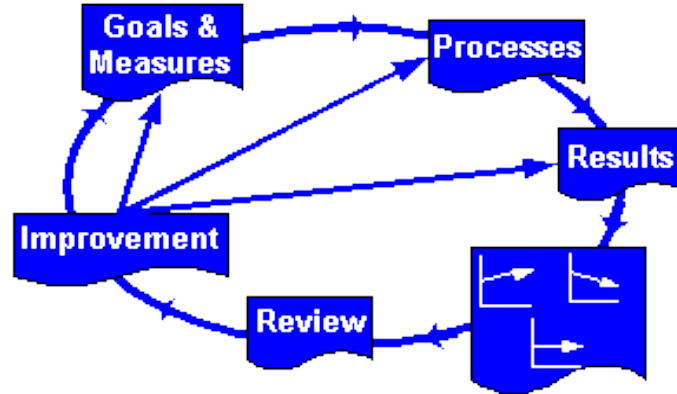
Why Strategy Matters

- Implications of going to 'professionally managed' and seeking growth

✓ Establish



✓ Adopt a Process Approach



✓ Engineering Services

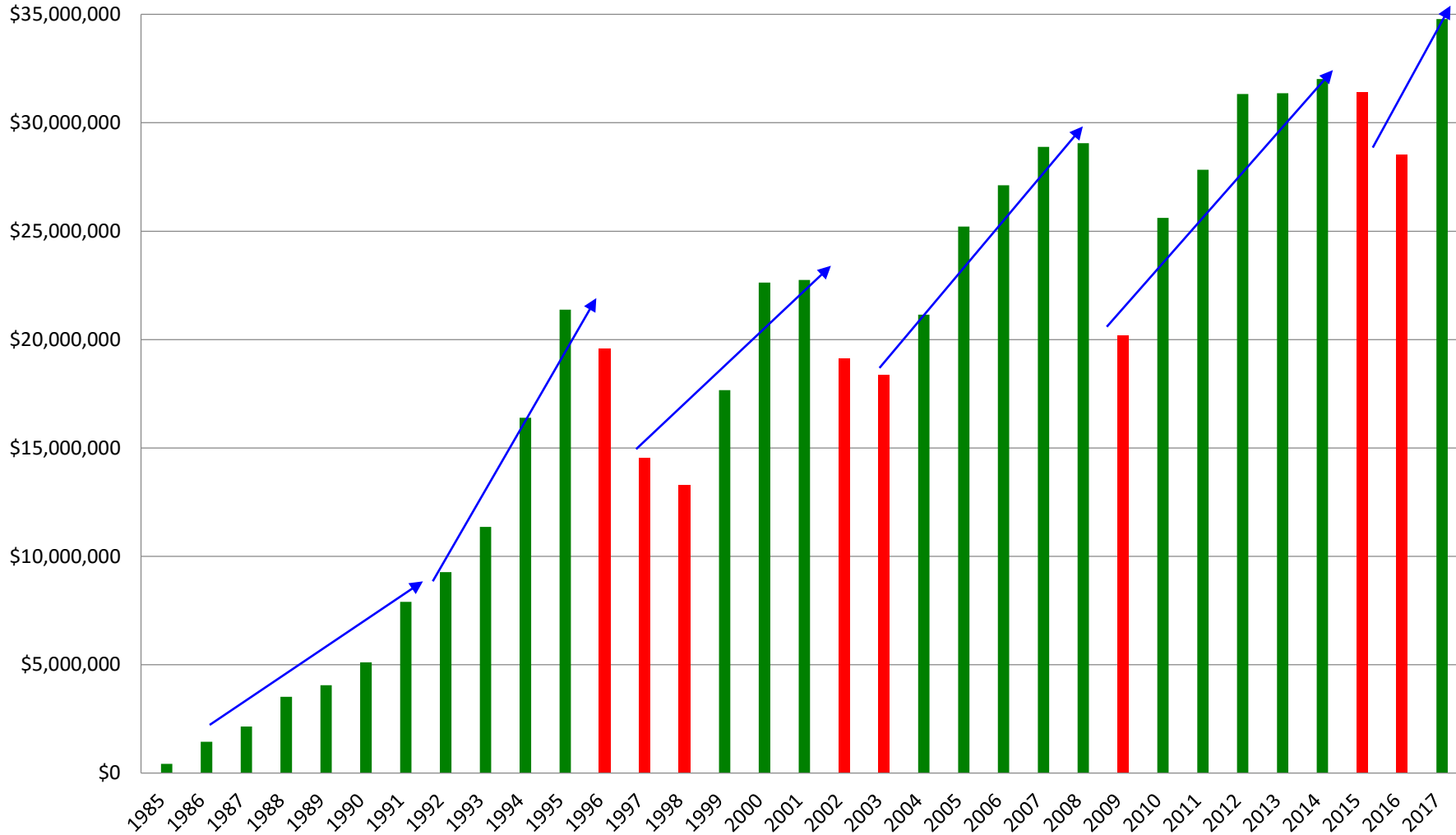
✓ Manufacturing Services

✓ Customer Services



Why Strategy Matters

Donnelly Custom Manufacturing Company's Sales History



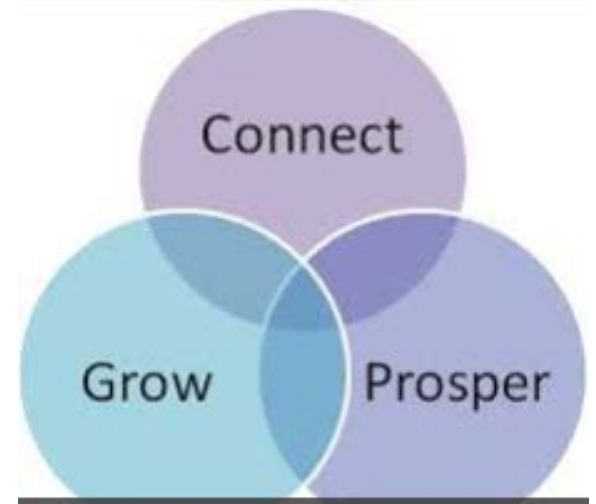
Why Strategy Matters

Renewing Donnelly's Vision in 2016

- Key Concepts:

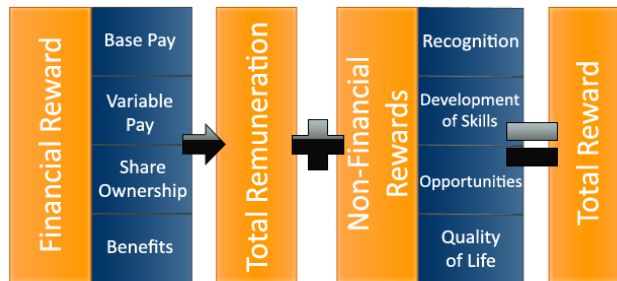


Manufacturing Matters



Trusted Partner

Components of Total Reward



Recognized Leader



True Innovator