



Rolls-Royce is a global business, providing and supporting integrated power systems for use on land, at sea and in the air. The Rolls-Royce Group has a broad customer base including more than 600 airlines, 4,000 corporate and utility aircraft and helicopter operators, 160 armed forces, more than 2,000 marine customers, and energy customers in nearly 120 countries. With facilities in over 50 countries, it employs 39,000 people worldwide.

**Market**

Annual sales for Rolls-Royce are more than £10 billion, half of which comes from services. The Group's order book by the middle of 2010 stood at £58.4 billion.

The Group operates in four long-term global markets – civil and defence aerospace, marine and energy. These markets create a total opportunity worth some US\$2 trillion over the next 20 years. The markets have a number of similar characteristics: they have very high barriers to entry; they offer the opportunity for organic growth; and they feature extraordinarily long programme lives, usually measured in decades.

The size of these markets is generally related to world gross domestic product growth or, in the case of the defence markets, global security and the scale of defence budgets.

**Product**

Rolls-Royce is the world's number two aero engine manufacturer and its Trent family of engines is a leader in modern widebody aircraft. Rolls-Royce is also a market leader for business jet engines.

In civil aerospace, Rolls-Royce powers more than 30 types of commercial aircraft, from business jets to the largest widebody airliners. A fleet of 13,000 engines is in service with 600 airline customers and 4,000 corporate operators.

Rolls-Royce is also the leading military aero engine manufacturer in Europe and the number two military aero engine manufacturer in the



world, powering approximately 25 per cent of the world's military fleet.

In the marine market, Rolls-Royce serves more than 2,000 customers and has equipment installed on 30,000 commercial and naval vessels operating around the world. Its products and services include established names such as Kamewa, Ulstein, Aquamaster and Brown Brothers which, together with a

strong focus on research and development, have made Rolls-Royce a pioneer of many important technologies, including aero-derivative marine gas turbines, controllable pitch propellers and water jets.

The Rolls-Royce energy business is a world-leading supplier of power systems for onshore and offshore oil and gas applications, with a growing presence in the electrical power

generation sector. It supplies products to customers in more than 120 countries and its main products include the industrial Trent and industrial RB211 gas turbines.

**Achievements**

Rolls-Royce is ranked in several external indices that benchmark corporate responsibility performance, including the Dow Jones Sustainability World and European Indexes – in both of which it has retained its position for eight consecutive years.

In 2009 it achieved Gold status for the third year running in the Business in the Community Corporate Responsibility Index; the Group's dedication to reducing its environmental and social impact translated into an overall score of 93 per cent.

For the second consecutive year, Rolls-Royce has been included in the FTSE 350 Carbon Disclosure Leadership Index, run by the Carbon Disclosure Project (CDP), in which the quality and depth of a company's response to the annual CDP questionnaire is scored.

**Recent Developments**

Among its ongoing corporate social responsibility activities is the Rolls-Royce Science Prize, an annual awards programme that helps teachers implement science teaching ideas in their schools and colleges. There is a total of £120,000 worth of prizes to be won each year. The competition builds on the Group's commitment to Project ENTHUSE, a £30 million partnership between industry, the Government and the Wellcome Trust that provides teachers with funding to cover the cost of attending courses at the National Science Learning Centre.

At major Rolls-Royce sites, the Group also sponsors a range of education projects. Employees get involved with local schools



to support young people and promote STEM subjects – Science, Technology, Engineering and Maths.

**Promotion**

The strategy for the Rolls-Royce Group centres on five key elements: addressing the four global markets; investing in technology, infrastructure and capability; developing a competitive portfolio of products and services; growing market share and installed product base; and adding value to customers through product-related services.

Over the past five years Rolls-Royce has invested £4 billion in research and development and it invests approximately £25 million annually in training.

The Group is determined to give an effective response to the problem of climate change and other environmental concerns and is committed to a programme of continuous improvement for its production and service activities around the world.



Similarly, it is committed to significant annual investment in research and development in order to provide leading-edge technologies that reduce fuel burn, emissions and noise across all its products. It is also at the forefront of research into advanced technologies that could provide entirely new approaches to low carbon energy solutions.

**Brand Values**

Rolls-Royce is one of the most famous brands in the world. The Rolls-Royce brand means more than engineering excellence – it is a standard of quality across all the company's activities. The brand is at the heart of everything Rolls-Royce does. Its brand values are reliability, integrity and innovation and its brand positioning statement is 'Trusted to deliver excellence'.

**Things you didn't know about Rolls-Royce**

Rolls-Royce invests nearly £900 million annually in research and development.

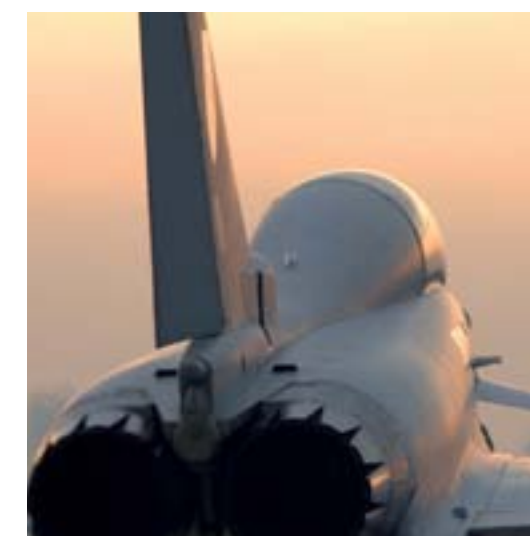
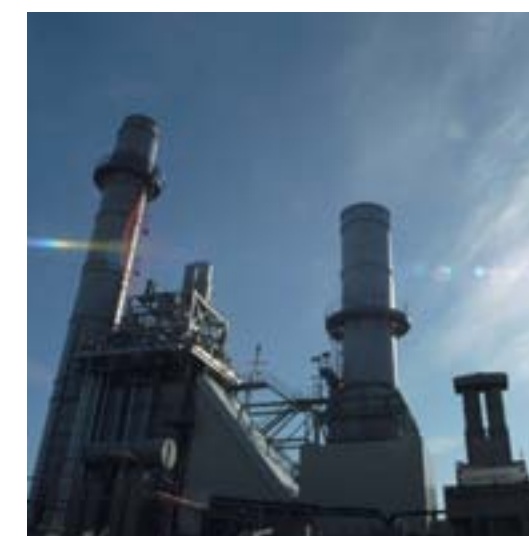
The company celebrated its centenary in 2004.

Rolls-Royce was selected as first to power the Airbus A380 and the Boeing 787 into service.

The company has announced a new business to address the expanding market for civil nuclear power.

Its UT-Design of offshore vessel is the most successful in the world, with sales in excess of 500 units.

Rolls-Royce reactor plant designs power all of the nuclear submarines for the Royal Navy.



1904	1914	1940	1953	1966	1976
Henry Royce meets Charles Rolls, whose company sells high quality cars in London.	At the start of World War I, Royce designs his first aero engine, the Eagle, which goes on to provide half of the total horsepower used in the air by the allies.	Royce's Merlin powers the Hawker Hurricane and Supermarine Spitfire in the Battle of Britain. Four years later development begins on the aero gas turbine.	Rolls-Royce enters the civil aviation market with the Dart in the Vickers Viscount. It becomes the cornerstone of universal acceptance of the gas turbine by the airline industry.	Bristol Siddeley merges with Rolls-Royce.	Concorde, powered by the Rolls-Royce Snecma Olympus 593, becomes the first and only supersonic airliner to enter service.

1987	1999	2009	2010
Rolls-Royce is privatised.	Rolls-Royce acquires Vickers for £576 million, transforming Rolls-Royce into the global leader in marine power systems.	Rolls-Royce Trent 1000 engines power the new Boeing 787 Dreamliner on its first flight.	The new Trent XWB engine for the Airbus A350 XWB runs for the first time.