

“Shape” Barco’s 2018 annual report is out

Kortrijk, Belgium, 7 February 2019 — Barco’s 2018 annual report is now available online. Themed *Shape*, the report reflects the company’s ambition to shape the organization, its capabilities and offering as well as its sustainability efforts. Having delivered on what the company promised to do in many fields under the ‘Say.Do’ flag, Barco achieved another year of strong profitable growth in 2018.

2018 marked an important next step in Barco’s journey to build a platform for sustained profitable growth. The ‘focus to perform’ program that was launched in 2016 is still very relevant today. Over the past year, Barco retained a balanced focus on operational excellence and intensified management attention on business and cost efficiencies. It’s how Barco is shaping its organization, capabilities, solutions and markets to grow the company and anticipate ever-changing customer needs.

“In 2019 and beyond, we want to accelerate future topline growth and further step up profitability. To achieve that aim, we will further shape Barco for the future,” says Jan De Witte, Barco’s CEO. *“Barco must become more agile, responsive and customer focused. Going local in emerging markets like China and India remains crucial to the Barco strategy. At the same time, we will keep investing in R&D in 2019, while reinvesting resources to strengthen software development, product management and services capabilities.”*

Shaping outcomes

In order to enable bright outcomes, Barco works hard to deliver the gold standard in every market. Via co-creation with customers, suppliers, peers and the academic world, the company can develop solutions, services and business models that deliver true customer value. In addition, by gradually transforming from a hardware company into an organization that combines hardware with software and services, Barco is shaping its offering to enable truly bright outcomes. The progress and impact of this transition is highlighted in the annual report.

Shaping sustainable impact

This year, sustainability has been integrated into Barco’s corporate strategy and steady progress was made in 2018. Jan De Witte confirms: *“We want to move away from awareness to true engagement among employees to make sustainability an integral part of how we shape our business”*. Special attention went to the Sustainability Report, which provides a clear ambition statement and 2020 targets as well as a detailed overview of Barco’s contribution to the Sustainable Development goals set by the UN.

Barco’s annual report is available as a PDF file on the [Barco website](#) or on [issuu](#). The report is downloadable as a whole or per module. Interviews, business reviews and video footage can be found on a [dedicated microsite](#). In line with its sustainability strategy, Barco chose to adopt printing on-demand: interested shareholders can request a printed copy.

About Barco

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to

corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2018, we realized sales of 1.028 billion euro. We have a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents.

For more information, visit us on www.barco.com, follow us on [Twitter](#) (@Barco), [LinkedIn](#) (Barco), [YouTube](#) (BarcoTV), or like us on [Facebook](#) (Barco).

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