

# **Thales S.A. - Annual Strategy Dossier - 2020 - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2020 annual edition of the strategy dossier report analyses the overall Strategy Focus and provides key insights into the Strategies & Plans being conceptualized & pursued by Thales S.A. for the near to medium term horizon. Global Defense Spending has been on a steady upswing since the past couple of years with the same reaching the highest levels, since the post cold war low of 1998, driven by the radical transformation of geopolitical dynamics and equations with the dismantling of traditional rule based world order and the transition away from the typical unipolar world, which had prevailed since the end of Cold war. The same has been further exacerbated by the Trump led U.S. administration's squandering of the traditional global leadership role which has led to realignment of relationships with the traditional NATO & other key allies with the mandate to increase defense spending to 2% of the GDP level. The continued development of military capabilities by China & the resurgence of Russia as a key regional power over the years have already induced a shift in the overall U.S. strategy towards competition with near peer adversaries. This shift in strategic focus entails fast tracked procurement of systems & hardware to maintain numerical superiority, rapid development & deployment of next generation capabilities to plug existing & potential capabilities gaps and to retain the traditional, long standing strategic capabilities overmatch against adversaries along with continued R&D pursuits to maintain technological edge.

The defense industrial base across the U.S., Europe & most parts of the world has been on a renaissance of sorts over the recent years given the rapid transformation & evolution of geo-political dynamics, ongoing conflicts across some parts of the world & growing security threats. The modernization & upgrade of existing systems & hardware and their replacement with proven technologies and current, off the shelf solutions is

providing significant growth opportunities to the U.S. defense industrial base. Thus, with acknowledgement of strong external threat perceptions, there is political consensus on fast tracked modernization, upgrade & replacements, which have been further corroborated by technological developments by the industry which are promising next generation capabilities at a workable & optimized TCO proposition. The global defense industrial base, thus, is looking forward to a long & much anticipated activity boom with most OEMs reinvigorating their industrial bases, in line with the age of disruptive technologies, led by digitalization, additive manufacturing, unmanned & optionally manned operating capabilities & artificial intelligence, for making the most of this current phase of demand upswing.

Against this rapidly evolving industry and market backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided; which is used extensively for scanning, assessment & analysis of the internal as well as external business environment of an organization as part of strategic planning process. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive market outlook on the Global Aerospace & Defense market.

For Whom:

The report is a niche, key & vital information resource on Thales S.A. with its unique disposition & strategy focus. The report would be quintessential for those having strategic interest in the Company and all those with strategic interest & stakes in the Global Aerospace & Defense Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms,

Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry/sector. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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