

# Donaldson Company, Inc. Receives Excellence in Best Practices Customer Value Leadership Recognition

## Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

## Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

## The company demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 North American Customer Value Leadership Award in the class 4–8 truck filters industry to Donaldson Company, Inc.

One of Donaldson's key strengths is its financial stability, particularly its ability to weather the tough economic conditions of 2020. In its 2021 Q3 report, Donaldson noted that sales reached a quarterly record of \$765 million, achieving net earnings of \$84.4 million.



Donaldson has solidified its leadership in the class 4–8 truck filters market through its strong innovation, customer support programs, and brand equity. The company consistently meets OEM and fleet customer expectations through on-time deliveries, collaborations, and high product quality. Donaldson has taken the initiative to position itself to handle future trends with solutions that address the demands of new technologies and connectivity services.

## Analysts evaluated key factors according to the below criteria.

### Business Impact

Financial  
Performance

Customer  
Acquisition

Operational  
Efficiency

Growth  
Potential

Human  
Capital

### Customer Impact

Price &  
Performance  
Value

Customer  
Purchase  
Experience

Customer  
Ownership  
Experience

Customer  
Service  
Experience

Brand  
Equity

**Donaldson is the market leader in the air filter product category through its innovation excellence in pioneering a number of major advancements in air filtration capabilities.**

Wallace Lau, Industry Principal,  
Frost & Sullivan

