

# ANNUAL REPORT 2021



# SUMMARY

<b>PRESENTATION</b>	<b>04-05</b>
<b>GLOBAL OFFER</b>	<b>06-11</b>
<b>BUSINESSES</b>	<b>12-13</b>
<b>MARKETS</b>	<b>14-15</b>
<b>KEY FIGURES</b>	<b>16-17</b>
<b>AMBITION &amp; STRATEGY</b>	<b>18-19</b>
<b>VALUES</b>	<b>20-21</b>
<b>GOVERNANCE</b>	<b>22-23</b>
<b>2021 HIGHLIGHTS</b>	<b>24-27</b>
<b>HAULOTTE SHARE</b>	<b>28-29</b>

**Haulotte is a global leader of people lifting equipment.**

The group designs, manufactures and markets a wide range of products focused on **mobile elevating work platforms**.

**1900**  
EMPLOYEES

**21**  
SUBSIDIARIES

**7** PRODUCT RANGES

**€495.8**  
MILLION  
REVENUE

**5**  
PRODUCTION UNITS

» **Pierre Saubot** takes control of Pinguely-Haulotte owned by the Group Creusot-Loire

**1985**

» H46N - First aerial work platforms designed and marketed under the brand name "**Haulotte**"

**1986**

» IPO on the stock exchange

**1998**

» The group name and logo change. "Pinguely-Haulotte" becomes "**Haulotte Group**"

**2005**

» **Haulotte** expands its product offer, with a range of telehandlers called HTL

**2007**

» Launch of the RTJ and RTJ PRO ranges, with the 16m articulating boom

**2014**

» **Haulotte** celebrates 30 years

**2015**

» Launch of the **PULSEO GENERATION** range with the first electric rough-terrain articulating boom: **HA20LE PRO**

**2018**

» **Haulotte** lays the foundation stone of its future head office **H3**

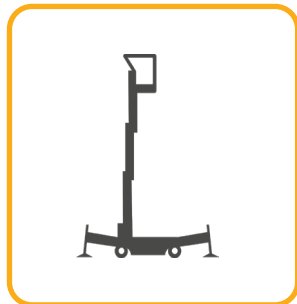
**2019**

» The **PULSEO GENERATION** range expands with the arrival of the HS15 E and HS18 E scissors

**2020**

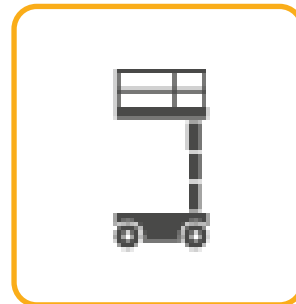


# GLOBAL OFFER

[SUMMARY](#)

## PUSH-AROUNDS

from 8 to 14 m



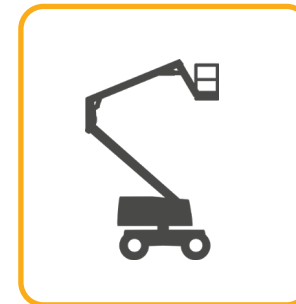
## VERTICAL MASTS

from 6 to 10 m



## SCISSOR LIFTS

rough terrain  
or electric  
from 6 to 18 m



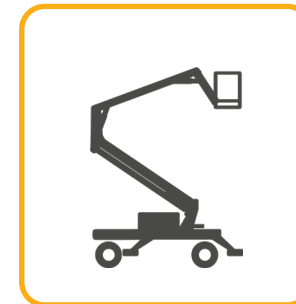
## ARTICULATING BOOMS

rough terrain or electric  
from 12 to 41 m



## TELESCOPIC BOOMS

from 14 to 43 m



## LIGHTWEIGHT BOOMS

Trailers from 10 to 19 m  
Self-propelled from 13 to 16 m



We design **financing solutions** that match our customers' needs and offer **flexible and tailor-made solutions** when necessary. Thanks to our many years of experience in the Construction and Industry sector, we can implement new solutions to structure financing offers.



**Haulotte Service** has been designed to **meet your needs throughout the life of the machines**. Present on five continents, our group relies on a network of after-sales experts strategically implemented around the world to ensure a rapid and efficient local service.



By providing both **human support** and **online tools**, we help our customers to **optimize their total cost of ownership**.

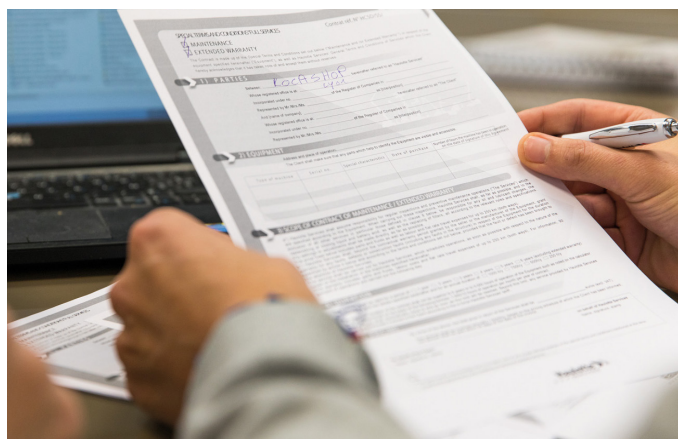


# SERVICE SUPPORT

1

## SERVICE CONTRACTS

To meet customer needs as best as possible, service contracts allow customers to take advantage of our technical teams' expertise for preventive maintenance, warranty extension, or periodic legal inspections on both new and used machines.



3

## TECHNICAL SUPPORT

Designed to responsively provide the most efficient support, the Haulotte technical network operates on the phone, on site or within our technical centers. Our on-line solutions also enable you to minimize your downtime!



2

## GENUINE SPARE PARTS

Only genuine Haulotte spare parts are designed to work seamlessly with your machines. They are tested to ensure user safety, absolute reliability and an optimized service life and residual value of your machines. The Haulotte supply chain optimises the entire process, from quotation to delivery. 24-hour online order management!



4

## TRAINING

Skills management is a daily challenge for many companies. Haulotte addresses the whole issue, from diagnosis to post-training follow-up, including content customization. The Haulotte Service trainings enhance skills development in your teams. They ensure an optimized utilization rate of the machines and thus a better profitability. The training courses are delivered in the client's language, either digitally or on site.





# SERVICE SUPPORT

Extending the lifespan of products to better respond to environmental issues is a major challenge. Our «Second Life» service solutions are a response to new consumption patterns oriented towards the circular economy.



**Haulotte**   
SECOND LIFE

## ◀ REFURBISHMENT

Offering your machines a second life is financially attractive ; reconditioning solutions extend the machines' lifespan significantly. Whether it involves refreshing, refurbishing or modernising equipment, for minimal investment, the equipment regains its full potential and benefits from a higher residual value.

## SECOND HAND EQUIPMENT ▶

Pre-owned equipment is a perfect way to establish or enlarge a fleet at lower cost for a better return on investment. Haulotte has implemented strict inspection processes to ensure that pre-owned machines meet the highest quality standards. Customers can find their next machine among a wide range of pre-owned equipment, from scissor lifts to telescopic booms, as well as articulating booms, vertical masts and more. A quick and easy way to meet the needs and the budget!





# OUR BUSINESSES

A large yellow Genie boom lift is positioned on a construction site, with its telescopic arm extended upwards towards a modern building under construction. The building features a complex steel framework and glass panels. The lift's platform is occupied by a worker wearing a red hard hat. The scene is set against a clear blue sky. The lift's body is yellow with grey accents, and the brand name 'Genie' is visible on the side. The tires are large and black, with some mud on them. The overall image conveys a sense of industrial activity and construction progress.

## DESIGN & ASSEMBLY

Our key success factors are **INNOVATION, R&D, MARKETING.**

Dedicated teams on the design phase anticipate customer **needs and requirements** to design products, accessories and services to meet demand.

## DISTRIBUTION

A sales & services network based in **21 subsidiaries** and offices in strategic markets, supported by a dealer network giving coverage in **more than 150 countries.**

## RENTAL BUSINESS

An additional business activity which contributes **to establishing our brand in selected geographical markets**, and to better understand end-users' needs.



# OUR MARKETS

[SUMMARY](#)

## RENTAL COMPANIES

They are partners of our development thanks to their product expertise, the in-depth knowledge of their clients' needs and their network of branches.



## INDUSTRIAL END-USERS

Customers operating in a wide range of industry sectors (logistics, manufacturing, airport operations, maintenance, retail). Haulotte provides customized solutions based on product lines that address the specific needs of each activity.

## SPECIAL EQUIPMENT & MILITARY SOLUTIONS

Haulotte offers tailor-made solutions designed to meet the specific requirements of civil and military applications.





# KEY FIGURES

[SUMMARY](#)

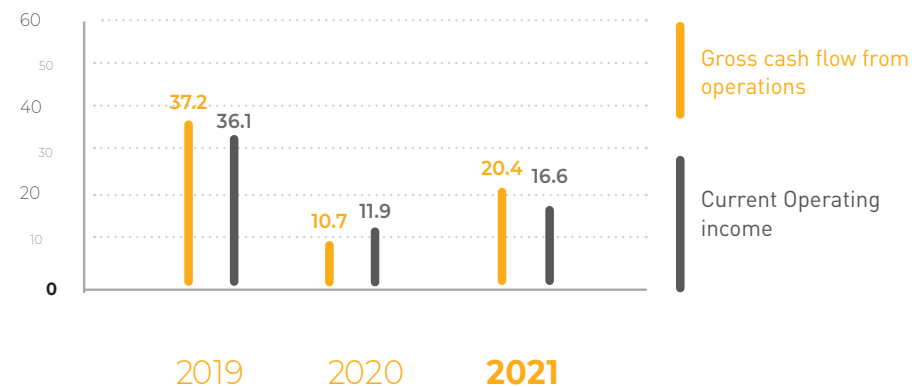
## SALES EVOLUTION IN € MILLION



\* excluding IAS 29 & IFRS 16

## CURRENT OPERATING INCOME before exchange gain & loss AND GROSS CASH FLOW FROM OPERATIONS IN € MILLION

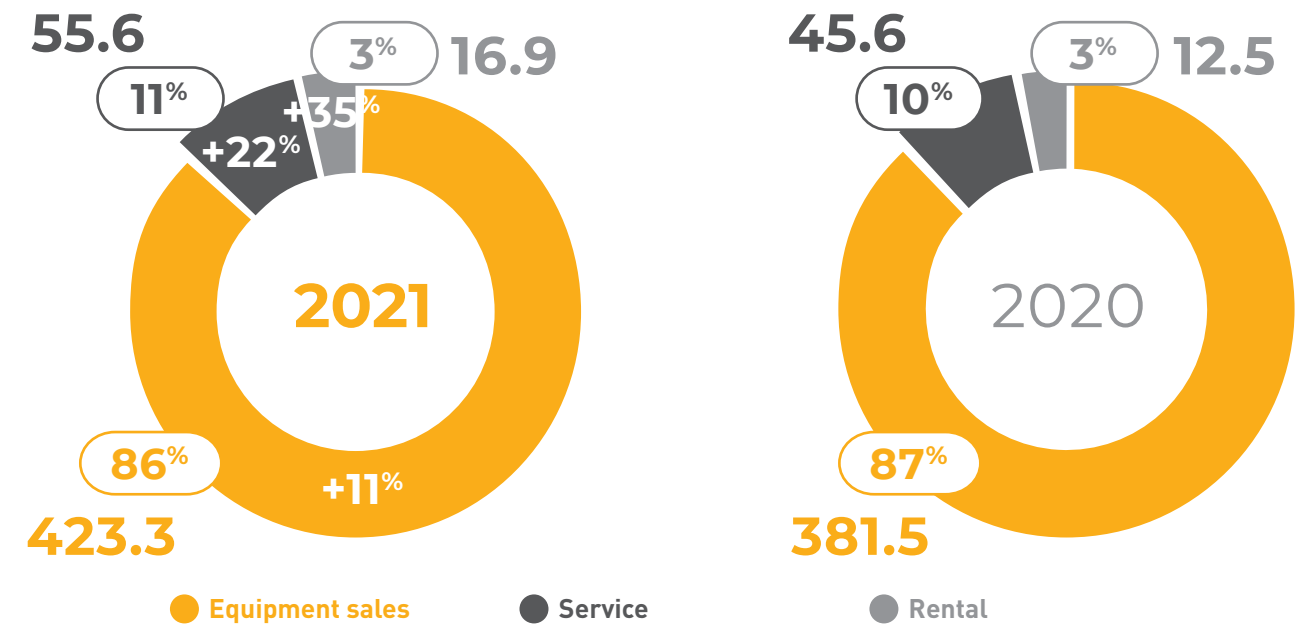
excluding IAS29 and IFRS16



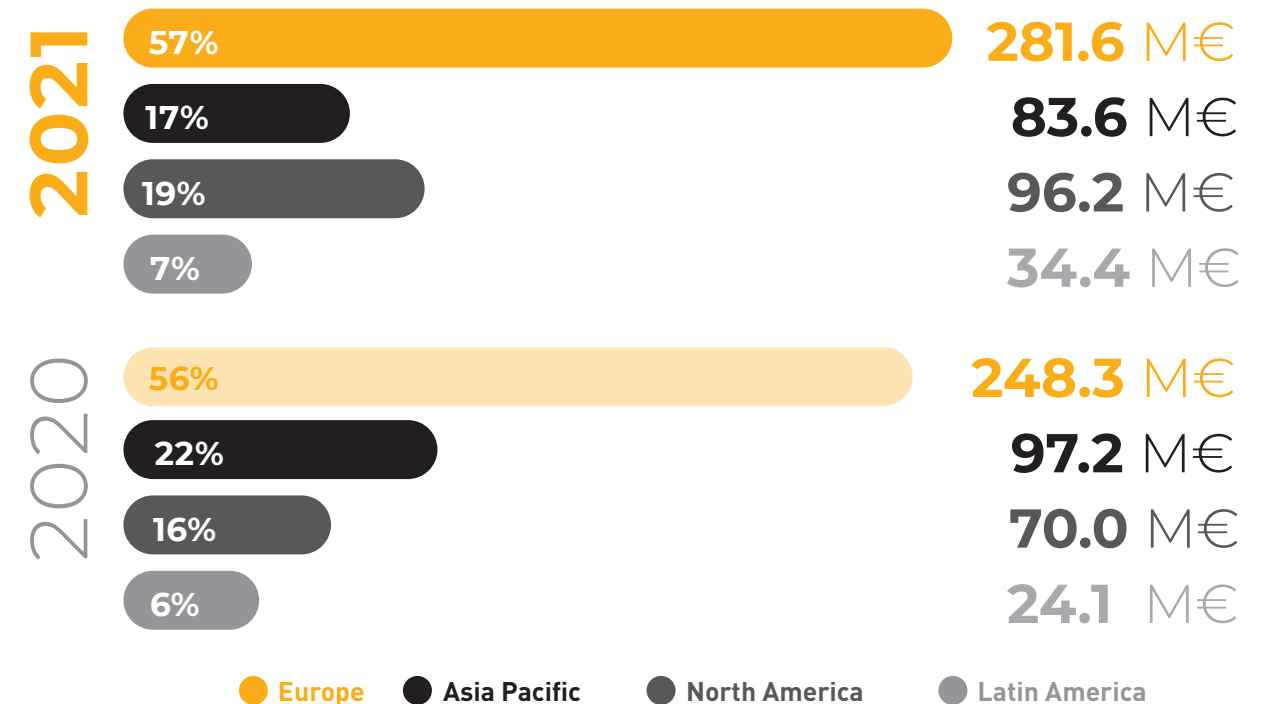
## REVENUE



## SALES BREAKDOWN PER ACTIVITY IN € MILLION excluding IAS29 and excluding IFRS16



## SALES BREAKDOWN PER GEOGRAPHICAL AREA IN € MILLION excluding IAS29 and excluding IFRS16



## INCOME STATEMENT HIGHLIGHTS IN € MILLION excluding IAS29 and excluding IFRS16

IN € MILLION		GLOBAL	
		2021	2020
EXCLUDING IAS 29 AND IFRS 16	REVENUE	495.8	439.6
	CURRENT OPERATING INCOME before EXCHANGE GAINS & LOSSES	16.6	11.9
	OPERATING INCOME	11.4	3.2
	INCOME BEFORE TAXES	13.8	(17.0)
CONSOLIDATED NET RESULT		5.8	(27.4)

# OUR AMBITION

“

To become the most valuable and  
safest working at height solution  
maker in creating the serenest  
customer experience.

”

# OUR STRATEGY

We are developing a “**GloCal**” strategy that will make it possible to deploy the Group’s global strategy locally, by including the necessary adaptations. We rely on defined and shared **human, professional and managerial values** to guide our actions and give meaning to our performance. Our objective is to offer our customers solutions that are ever more **secure**, ever **more respectful of the environment**, and ever **more adapted to our partners’ needs**. We have defined three major strategic axes to transform this objective into a concrete action plan:

## BECOME

A  
**BLUE  
COMPANY**

A  
**FULL SOLUTION  
PROVIDER**

THE  
**BEST-IN CLASS  
SERVICE LEVEL  
AGREEMENT  
PROVIDER**  
ON THE  
**MARKET**

With cross-company guidelines to achieve this ambition, **THE DIGITAL TRANSFORMATION** is a key success factor in our future success.





# OUR VALUES

We are convinced that **each employee plays a key role** in the Group's success, therefore we have implemented a «Change» program to put employees at the heart of performance.

This results in projects related to the working environment, the sharing and appropriation of values, the support of managers, and also the harmonization of good Human Resources practices.



EXCELLENCE  
**PERFORMANCE**  
ENGAGEMENT  
**RESPONSIBILITY**  
RESPECT  
**TRUST**



# GOVERNANCE OF HAULOTTE GROUP

➤ SUMMARY

## OUR EXECUTIVE COMMITTEE



## EXECUTIVE COMMITTEE MEMBERS

- 1 - **Alexandre SAUBOT** - C.E.O.
- 2 - **Philippe NOBLET** - Corporate Secretary
- 3 - **Stéphane HUBERT** - C.S.O.
- 4 - **Sébastien MARTINEAU** -C.F.O.
- 5 - **Patrice MÉTAIRIE** - C.O.O.
- 6 - **Damien GAUTIER** - M.D. Asia-Pacific area
- 7 - **Carlos HERNANDEZ** - M.D. Americas area
- 8 - **Patrick MURRIS** - M.D. Europe & Africa area

## ADMINISTRATORS:

PIERRE **SAUBOT** - Chairman  
ALEXANDRE **SAUBOT**  
JOSÉ **MONFRONT**  
MICHEL **BOUTON**  
ELISA **SAUBOT**  
HADRIEN **SAUBOT**  
ELODIE **GALKO**  
ANNE **DANIS FATÔME**



## STATUTORY AUDITORS:

**PricewaterhouseCoopers Audit**  
Represented by **Matthieu MOUSSY**  
20 Rue de Garibaldi - 69451 Lyon cedex 06

**BM & A** Represented by **Pascal RHOUMY**  
11 Rue de Laborde - 75008 Paris



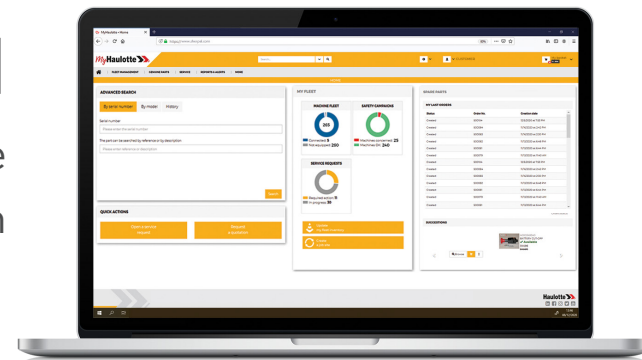
# 2021

## HIGHLIGHTS

[SUMMARY](#)

### JANUARY 2021

The Group unveils its new service portal: MyHaulotte.com



### MARCH 2021

PULSEO scissor lifts awarded at Mât d'Or 2021



### FEBRUARY 2021

Haulotte presents its new electric articulated boom lift SIGMA 16



### APRIL 2021

Triple certification for the European spare parts platform

### FEBRUARY 2021

Launch of the telematics solution SHERPAL



### MAY 2021

Two awards for Haulotte at HIRE21 (Australia):

- > Supplier of the Year Award
- > Product of the Year Award





# 2021 HIGHLIGHTS

## JUNE 2021

Haulotte rewarded for its «Let's Dare» transformation program at the Human Capital Leaders' awards



## JULY 2021

Haulotte joins the «New Conquerors of the Economy» ranking



## OCTOBER 2021

Haulotte awarded in Spain for its PULSEO scissor lifts



[SUMMARY](#)



# HAULOTTE AND ITS SHAREHOLDERS

[SUMMARY](#)

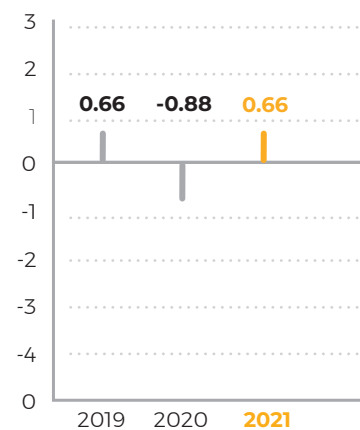
## STOCK EXCHANGE ID

**EURONEXT PARIS**  
**ISIN**  
**MNÉMO**  
**REUTERS**  
**BLOOMBERG**  
**CACS**

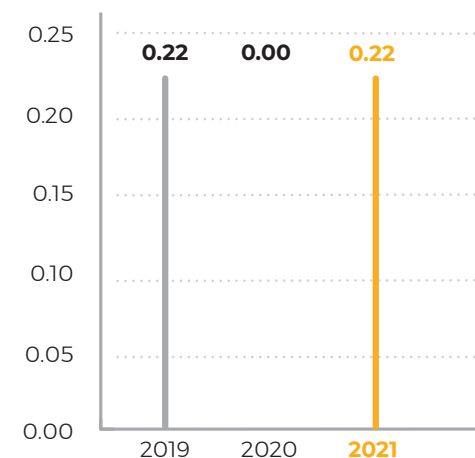
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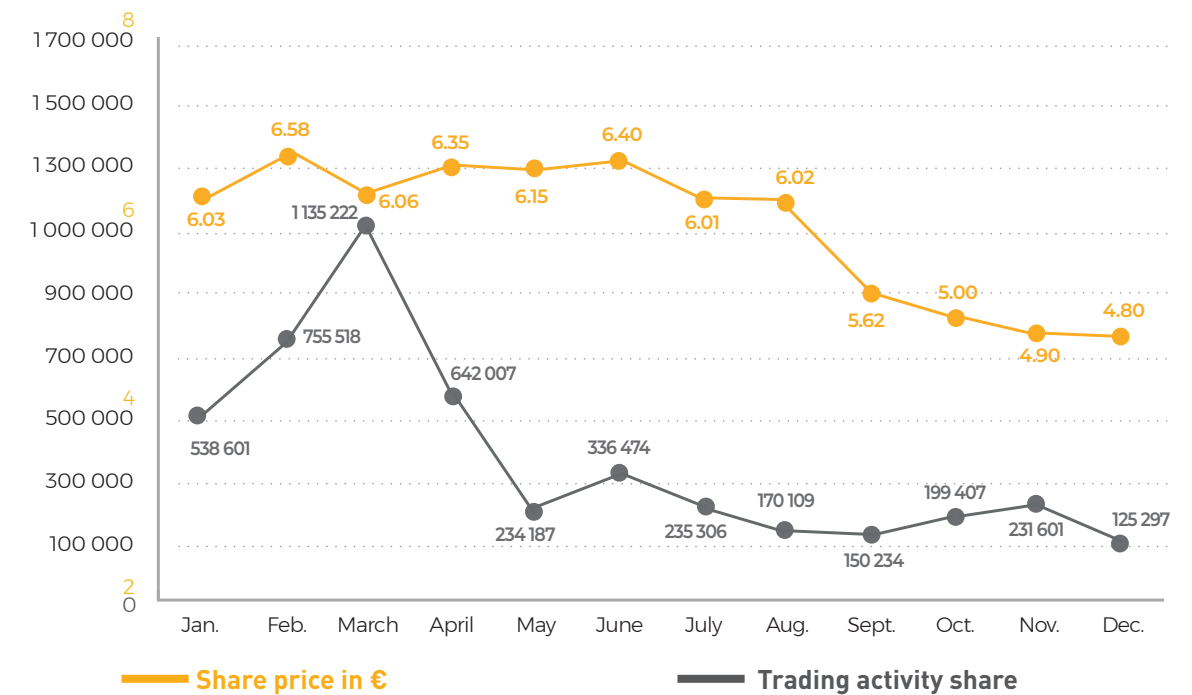
## NET EARNINGS PER SHARE IN €



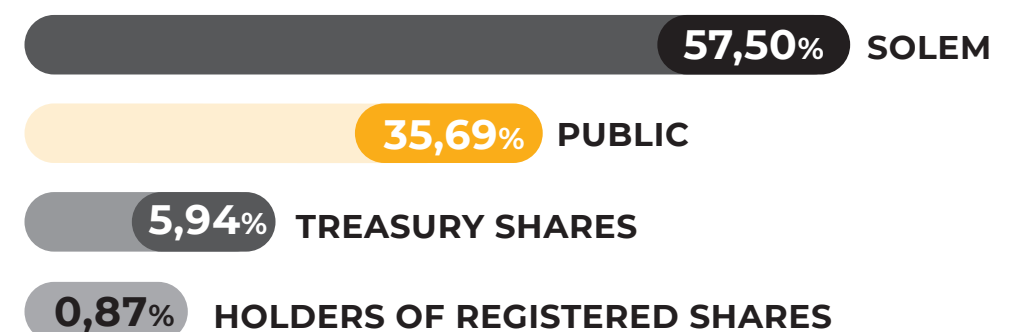
## EVOLUTION OF NET DIVIDEND PER SHARE IN €



## 2021 TRADING ACTIVITY SHARE AND SHARE PRICE TRENDS



## BREAKDOWN OF CAPITAL ON 31/12/2021



## BREAKDOWN OF VOTING RIGHTS ON 31/12/2021

