

ANNUAL REPORT



2019



haulotte.com

Haulotte 
LET'S DARE TOGETHER



SUMMARY

04-05

06-07

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Haulotte is a global leader of people and material lifting equipment. The group designs, manufactures and markets a wide range of products focused on mobile elevating work platforms and telehandlers.



7 PRODUCT RANGES OF PEOPLE LIFTING EQUIPMENT



3 TELEHANDLER PRODUCT RANGES



CUSTOMIZED FINANCING SOLUTIONS to facilitate investments in these products



INTEGRATED SERVICES to optimize equipment lifecycles and residual values for resale

1986

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

2005

The group name and logo change. "Pinguely- Haulotte" become "Haulotte Group"

2014

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

2018

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

1985

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

1998

IPO on the stock exchange

2007

Haulotte expands its product offer, with a range of telehandler called HTL

2015

Haulotte celebrates its 30 years old

HAULOTTE IN SUMMARY

3

TELEHANDLER
RANGES

7

PEOPLE
LIFTING
EQUIPMENT
PRODUCT
RANGES

610.8M€
2019 REVENUE

NEW HEAD OFFICE IN

2020

A GLOBAL
OFFER

21

SUBSIDIARIES

2000

EMPLOYEES

6

PRODUCTION
UNITS



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.

In this context, 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

BECOME A

FULL SOLUTIONS PROVIDER

BECOME THE

BEST-IN-CLASS

Service Level Agreement provider

OUR CROSS-COMPANY GUIDELINE TO ACHIEVE THIS AMBITION: A
DIGITAL TRANSFORMATION, A KEY FACTOR IN OUR FUTURE SUCCESS.



OUR VALUES

We are convinced that **each employee plays a key role** in the Group's success, and a sustainable "Change" program has been implemented 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 but also the harmonization of good Human Resources practices deployed from 2017.

EXCELLENCE
PERFORMANCE
ENGAGEMENT
RESPONSABILITY
RESPECT
TRUST



PHILIPPE NOBLET

Corporate Secretary

CARLOS HERNANDEZ

M.D. Zone Americas

PATRICK MURRIS

M.D. Zone Europe & Africa

SEBASTIEN MARTINEAU

C.F.O. (Finance)

DAMIEN GAUTIER

M.D. Zone Asia-Pacific

STÉPHANE HUBERT

C.S.O. (Sales, Marketing & Services)

PATRICE MÉTAIRIE

C.O.O. (Industry)

ALEXANDRE SAUBOT

C.E.O.



GOVERNANCE OF HAULOTTE GROUP

ADMINISTRATORS:

PIERRE SAUBOT

Chairman

ALEXANDRE SAUBOT
JOSÉ MONFRONT
MICHEL BOUTON

ELISA SAUBOT
HADRIEN SAUBOT
ELODIE GALKO
ANNE DANIS FATÔME

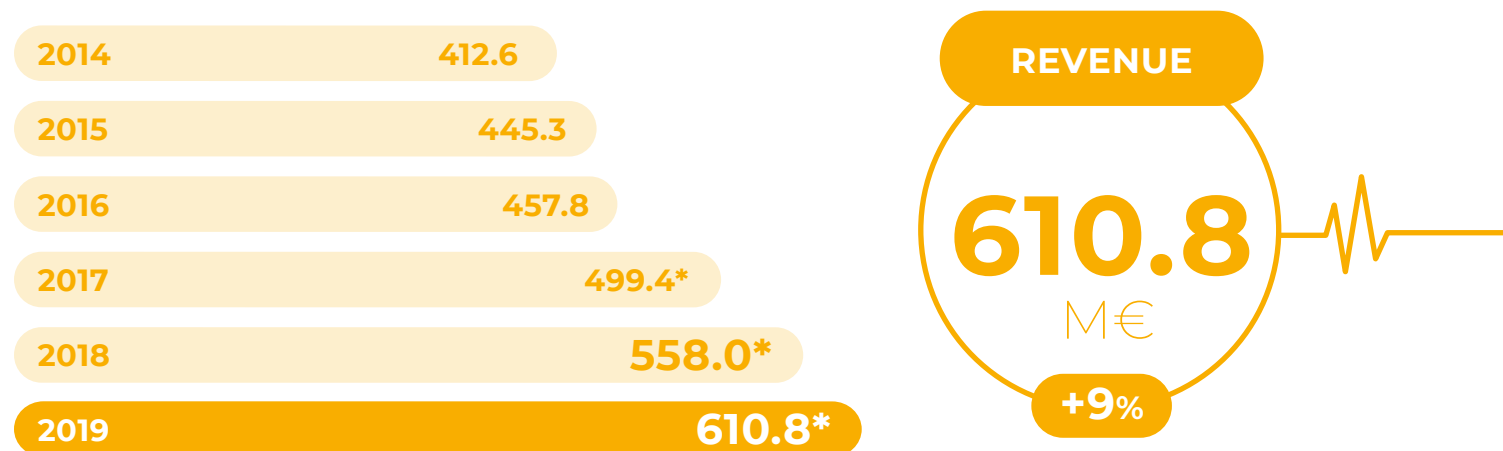
STATUTORY AUDITORS:

PricewaterhouseCoppers Audit Represented by Elisabeth L'HERMITE
20 Rue de Garibaldi - 69451 Lyon cedex 06

BM & A Represented by Alexis THURA
11 Rue de Laborde - 75008 Paris

KEY FIGURES

SALES EVOLUTION IN € MILLION

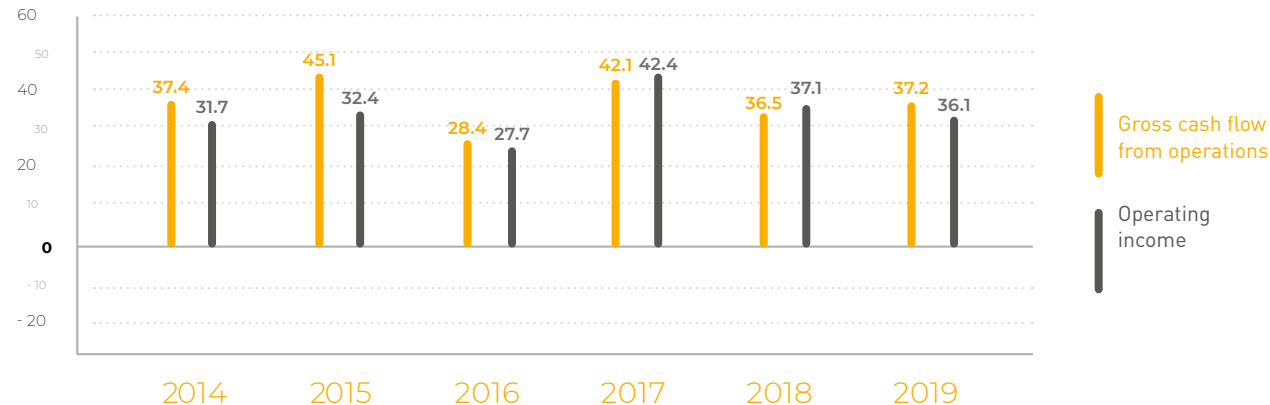


* Continuing activities (restated for the rental business in Italy, sold on June 2018) and excluding IAS 29

OPERATING INCOME

excluding exchange gain loss

and **GROSS CASH FLOW FROM OPERATIONS IN € MILLION**
continuing activities excluding IAS29 and excluding IFRS16



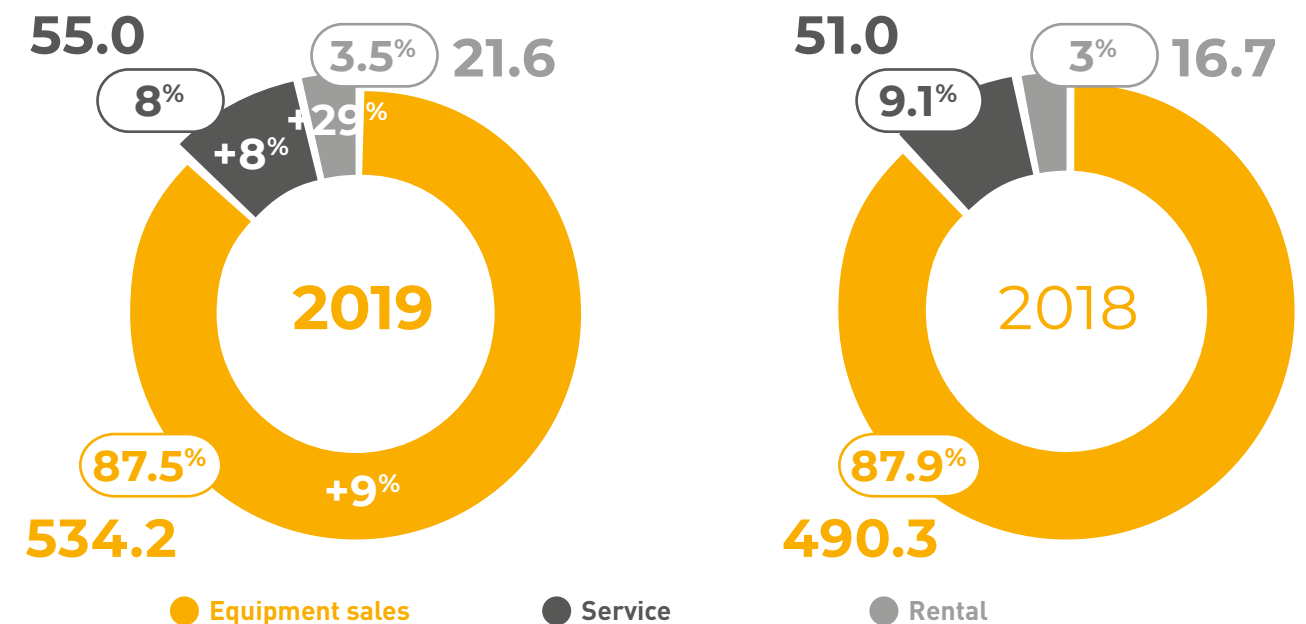
2018 INCOME STATEMENT HIGHLIGHTS IN € MILLION

continuing activities excluding IAS29 and excluding IFRS16

IN € MILLION		GLOBAL	
		2019	2018
CONTINUING ACTIVITIES	REVENUE	610.8	558.0
	CURRENT OPERATING INCOME excl. EXCHANGE GAINS & LOSSES	36.1	37.1
	OPÉRATING INCOME	29.0	30.1
	INCOME BEFORE TAX	25.1	22.0
	CONSOLIDATED NET INCOME	17.2	15.0

SALES BREAKDOWN PER ACTIVITY

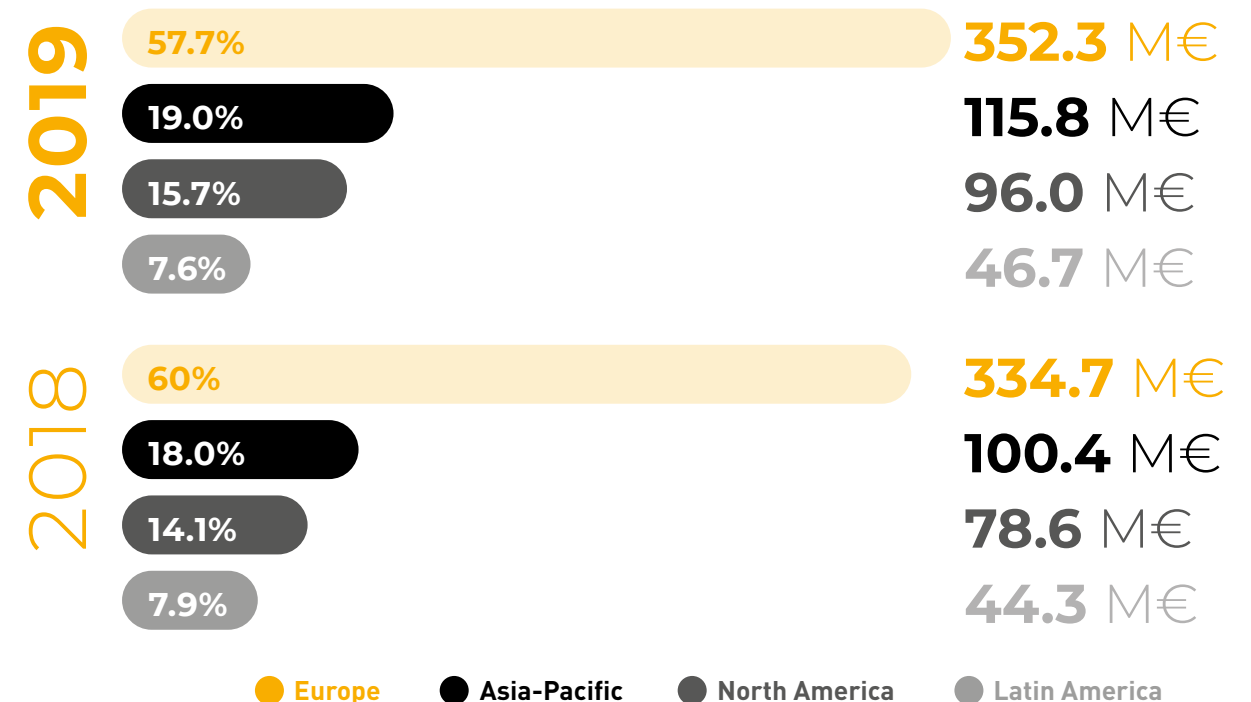
continuing activities excluding IAS29 and excluding IFRS16



SALES BREAKDOWN

PER GEOGRAPHICAL AREA IN € MILLION

continuing activities excluding IAS29 and excluding IFRS16



OUR BUSINESSES

DESIGN AND ASSEMBLY

Our key success factors:

INNOVATION
R&D
MARKETING

Dedicated teams on the design phase anticipate the 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 established our brand in selected geographical markets**, and to better understand end-users needs.

OUR MARKETS



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.

A GLOBAL OFFER



PEOPLE LIFTING EQUIPMENT



PUSH-AROUND

from 7 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
Lightweight from 13 to 16 m

MATERIAL LIFTING EQUIPMENT



COMPACT

lifting capacity
from 3.2 t to 4 t
up to 10 m



HIGH LIFT

lifting capacity from
3.6 t to 4 t
up to 17 m



HEAVY LOAD CAPACITY

lifting capacity
5.2 t
up to 10 m





Haulotte 
FINANCIAL SERVICES

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.



1

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!



3

SERVICE CONTRACTS

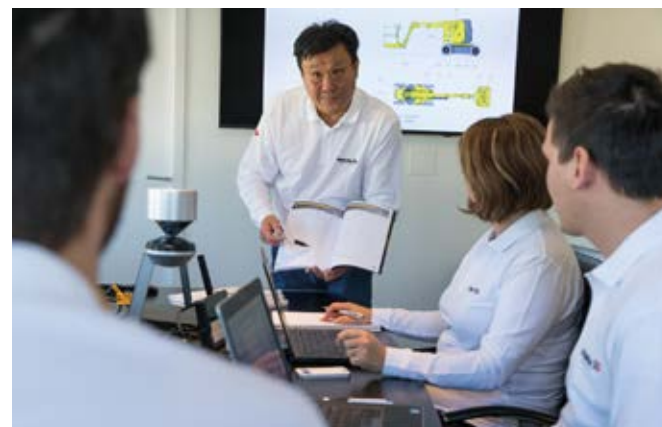
Total Cost of Ownership (TCO) is monitored all along the operating lifetime of the machines thanks to the expertise of our technical support team. Our portfolio of contracts enables a perfect match with customers expectations:

- PREVENTIVE MAINTENANCE
- WARRANTY EXTENSION
- PERIODIC LEGAL INSPECTIONS

2

TRAINING

Haulotte training courses can easily be customized to the practical needs and language of our clients. It is also possible to monitor the skills and plan their advanced training on-line.



4

GENUINE SPARE PARTS

The Haulotte supply chain organization is fully dedicated to meet your demands of quality spare parts and to optimize the spare parts' supply chain process, from the quotation to the deliveries. Online orders are processed 24h!





Haulotte SECOND LIFE

REFURBISHMENT

OFFER MACHINES A SECOND LIFE

Financially attractive, our reconditioning solutions meet the needs and increase machines' lifespan significantly. For minimal investment, equipment can be reconditioned to operate at its full potential.

REFRESH, FACELIFT OF YOUR MACHINE!
REFURB, REBUILD THE FUNCTIONS!
UPGRADE, BOOST THE PERFORMANCE!



SECOND HAND EQUIPMENT

THE RIGHT PRE-OWNED EQUIPMENT AT THE RIGHT PRICE

Pre-owned equipment is the perfect way to establish or grow a fleet at lower cost for a better return on investment. Customer would find machines among a wide range of pre-owned equipment. From scissor lifts, boom lifts, telehandlers, vertical masts and many more, a quick and easy way to meet customers' needs and budget!

EXPERTISE
GOOD VALUE FOR THE MONEY
ASSISTANCE

2019 HIGHLIGHTS

March 2019

Opening of a new subsidiary in Osaka:
Haulotte Japan



May 2019

Haulotte Australia is 20 years old



May 2019

Haulotte lays the foundation stone of its new premises for Haulotte Australia



April 2019

Haulotte lays the foundation stone of its future head office



June 2019

Inauguration of a new building in Wolverhampton, for Haulotte UK subsidiary



2019 HIGHLIGHTS



July 2019

Haulotte Changzhou factory celebrates 10 years

October 2019
Haulotte and Linde achieved a cooperation to jointly open up MEWP China



October 2019

Haulotte introduces its blog « Haulotte Community » providing all aerial lift market players with valuable content to better understand the access equipment marketplace and upcoming challenges



October 2019
Haulotte North America inaugurates its Californian Branch



November 2019
Hackathon Haulotte: a challenge to younger generations

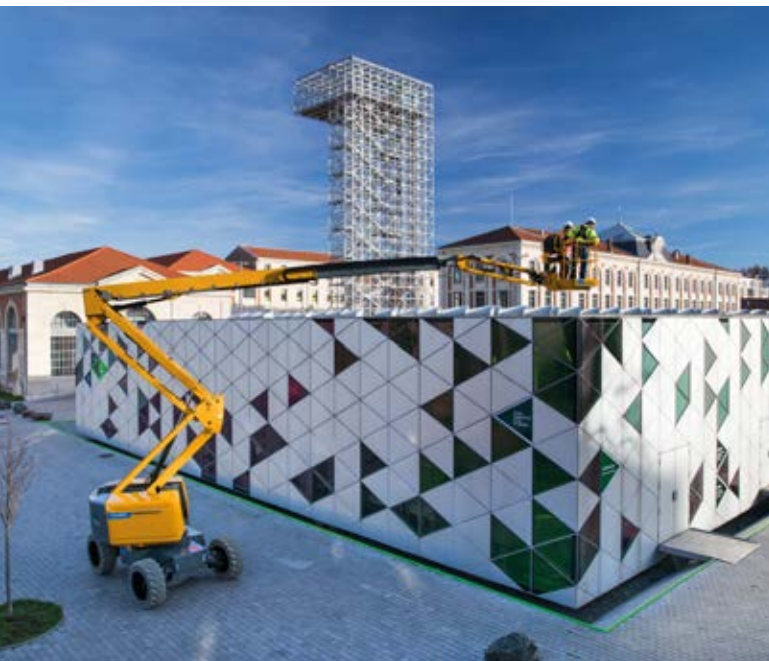




2019 AWARDS

HA20 LE – « PRODUCT OF THE YEAR » AWARDS

PULSEO
GENERATION



Construction
Industry's award –
Product of the year



The China Construction
Machinery Annual
Product TOP50



European Rental
Association - Product
of the year



CMIIC 2019* – China –
Engineering Machinery
Star Product Award

*China Construction Machinery
Industry Internet and Branding
Conference

HAULOTTE AWARDED « SUPPLIER OF THE YEAR » HIRE INDUSTRY - AUSTRALIA



HAULOTTE ENTERS GAÏA* INDEX FOR THE FIRST TIME

*Companies ranking on their Social and Environmental
responsability practices



HAULOTTE AND ITS SHAREHOLDERS

[SUMMARY](#)

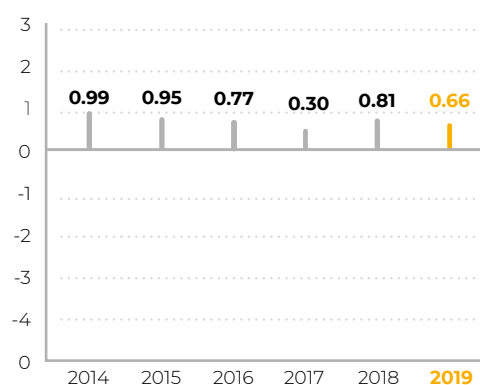
SHARE TRADITION INFORMATION

EURONEXT PARIS
ISIN
MNÉMO
REUTERS
BLOOMBERG
CACS

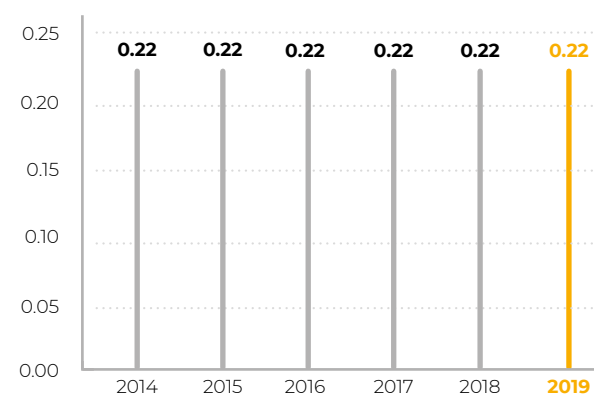
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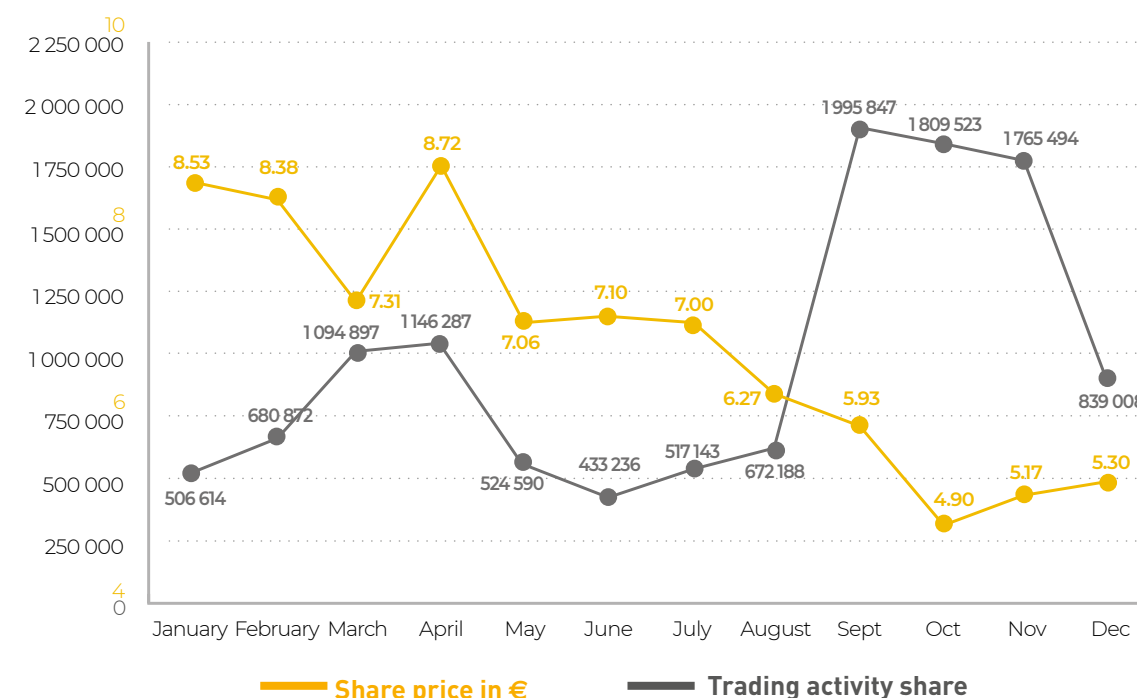
NET EARNINGS PER SHARE IN €



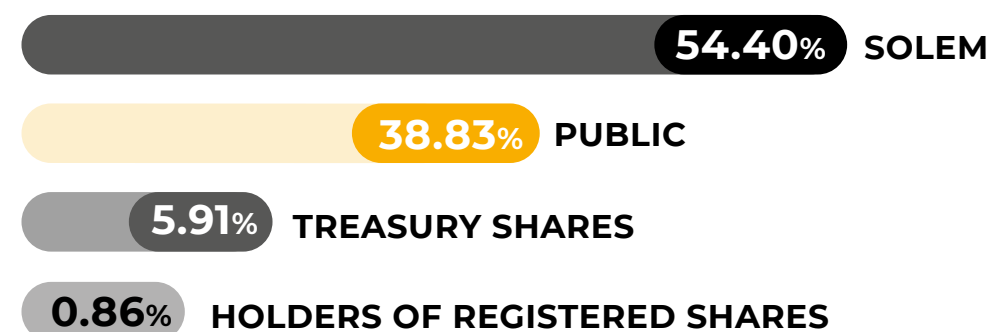
EVOLUTION OF NET DIVIDEND PER SHARE IN €



TRADING ACTIVITY SHARE AND SHARE PRICE TRENDS



BREAKDOWN OF CAPITAL ON 31/12/2019



BREAKDOWN OF VOTING RIGHTS ON 31/12/2018

