

ANNUAL REPORT 2020



haulotte.com

Haulotte 
LET'S DARE TOGETHER



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1985

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

1986

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

1998

IPO on the stock exchange

2005

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

2007

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

2014

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

2015

Haulotte celebrates 30 years

2018

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

2019

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



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

21

SALES &
SERVICES
SUBSIDIARIES

FINANCING
SERVICE
CONTRACT
TRAINING
TECHNICAL
SUPPORT
...

INTEGRATED
SERVICES

6

PRODUCTION
UNITS

3

TELEHANDLER
PRODUCT
RANGES

2000

EMPLOYEES

439,6
M€

REVENUE

OUR BUSINESSES

➔ SUMMARY



DESIGN & ASSEMBLY

Our key success factors are **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 **establishing our brand in selected geographical markets**, and to better understand end-users' needs.



OUR MARKETS



SPECIAL EQUIPMENT & MILITARY SOLUTIONS

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



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.

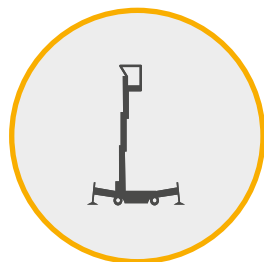


INDUSTRIAL END-USERS

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.



PEOPLE LIFTING EQUIPMENT



PUSH-AROUNDS

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



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

Haulotte 
SERVICE**1**

SERVICE CONTRACTS

To meet customer needs as best as possible, whether new or used machines. Service contracts allow you to take advantage of the expertise of the technical teams for preventive maintenance, warranty extension or periodic legal inspections.

**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 with your machines seamlessly. 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**

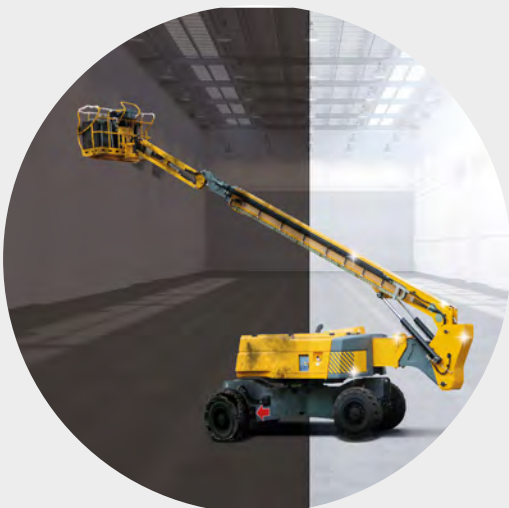
TRAINING

Skills management is a daily challenge for your company. 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.

**Haulotte** 
SECOND LIFE**5**

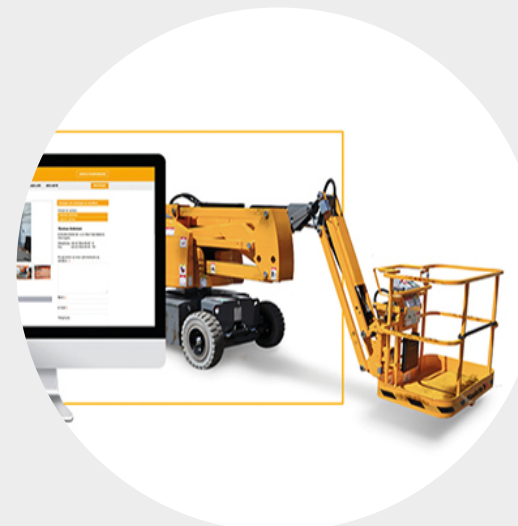
REFURBISHMENT

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.

**6**

SECOND HAND EQUIPMENT

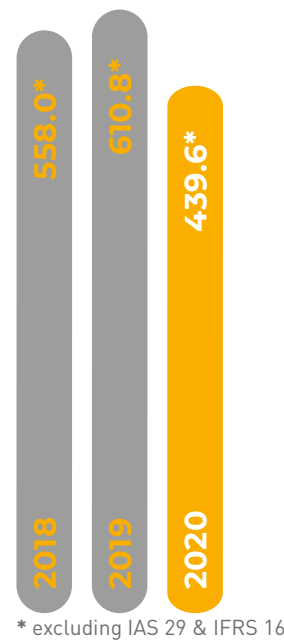
Pre-owned equipment is a perfect way to establish or enlarge a fleet at lower cost for a better return on investment. Haulotte has implemented strict inspection processes to ensure that pre-owned machines meet the highest quality standards. Customers can find their next machine among a wide range of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



KEY FIGURES

[SUMMARY](#)

SALES EVOLUTION IN € MILLION

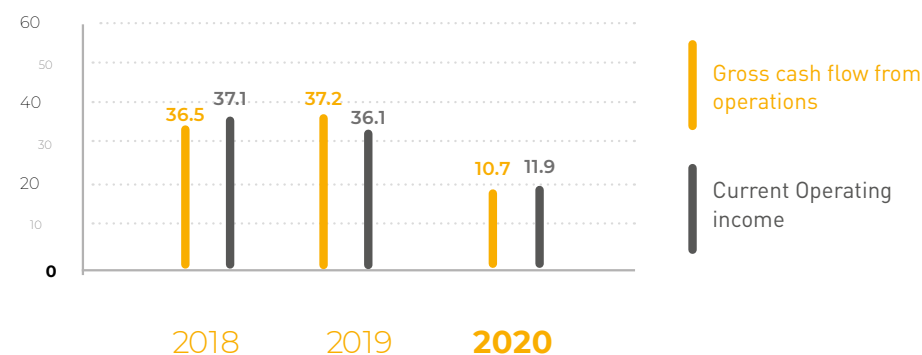


REVENUE



CURRENT OPERATING INCOME excluding exchange gain loss and **GROSS CASH FLOW FROM OPERATIONS** IN € MILLION

excluding IAS29 and
excluding IFRS16



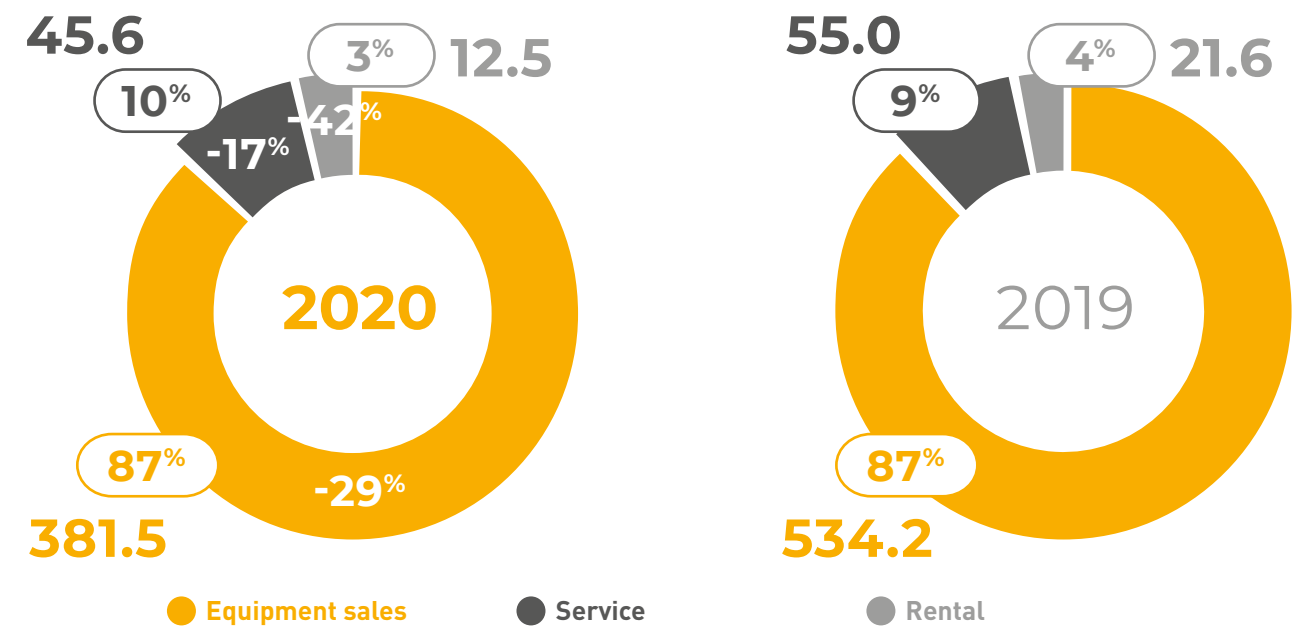
2020 INCOME STATEMENT HIGHLIGHTS IN € MILLION

excluding IAS29 and excluding IFRS16 **GLOBAL**

IN € MILLION		2020	2019
EXCL. IAS 29 & EXCL. IFRS 16	REVENUE	439.6	610.8
	CURRENT OPERATING INCOME excl. EXCHANGE GAINS & LOSSES	11.9	36.1
	OPERATING INCOME	3.2	29.0
	NET RESULT	(27.4)	17.7
SALES FIGURES		439,6	610,8
OPERATING INCOME		3,2	29,0
IAS 29 & IFRS 16 IMPACTS ON NET RESULT		1.4	1.8
CONSOLIDATED NET RESULT		(26.0)	19.5

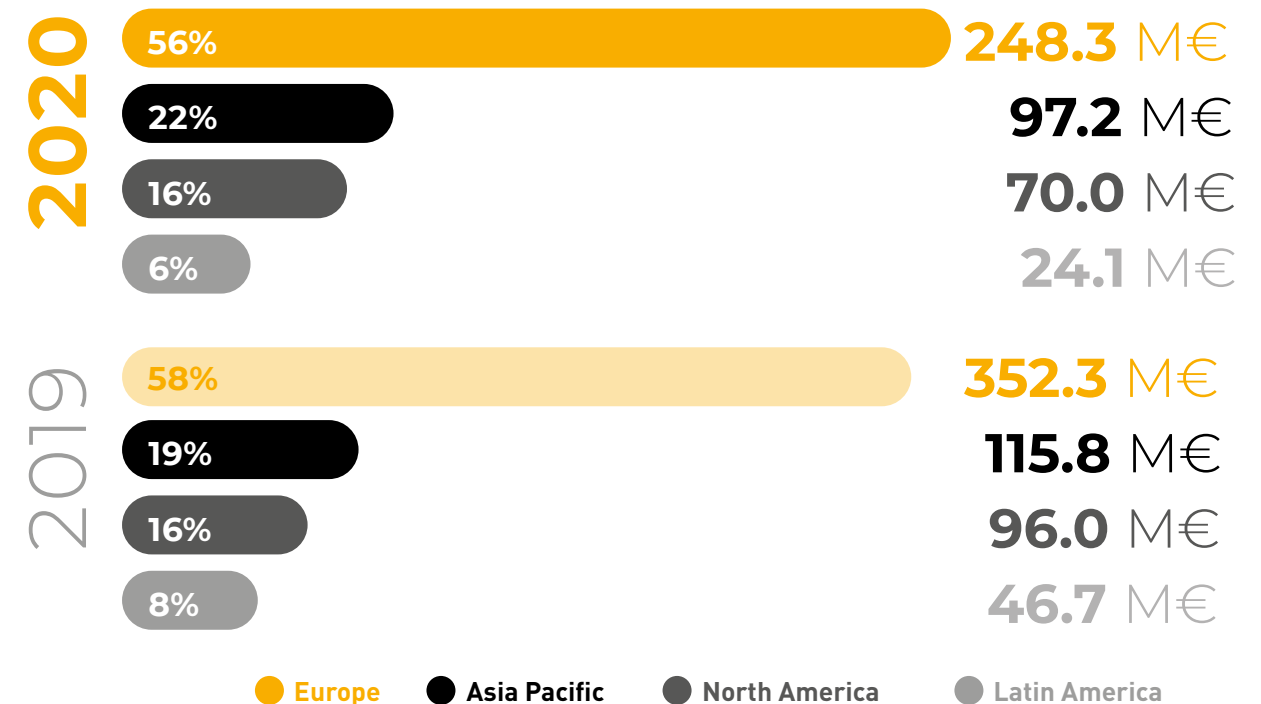
SALES BREAKDOWN PER ACTIVITY IN € MILLION

excluding IAS29 and excluding IFRS16



SALES BREAKDOWN PER GEOGRAPHICAL AREA IN € MILLION

excluding IAS29 and excluding IFRS16



OUR AMBITION

TO BECOME THE MOST VALUABLE AND
SAFEST WORKING AT HEIGHT SOLUTION
MAKER IN CREATING THE SERENEST
CUSTOMER EXPERIENCE.

➔ SUMMARY

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:



With a cross-company guidelines to achieve this ambition:

THE DIGITAL TRANSFORMATION, 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





[SUMMARY](#)

PHILIPPE NOBLET

Corporate Secretary

CARLOS HERNANDEZ

M.D. zone Americas

PATRICK MURRIS

M.D. zone Europe & Africa

SÉBASTIEN MARTINEAU

C.F.O.

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



2020

HIGHLIGHTS



↩ SUMMARY

January 2020

**Haulotte launches its BIM library
(Building Information Modeling)**



June 2020

Launch of the new telescopic boom HT16 RTJ PRO (HT46 in North America)



February 2020

Haulotte Australia is moving to new premises



July 2020

Launch of the exclusive technology ACTIV'ENERGY MANAGEMENT

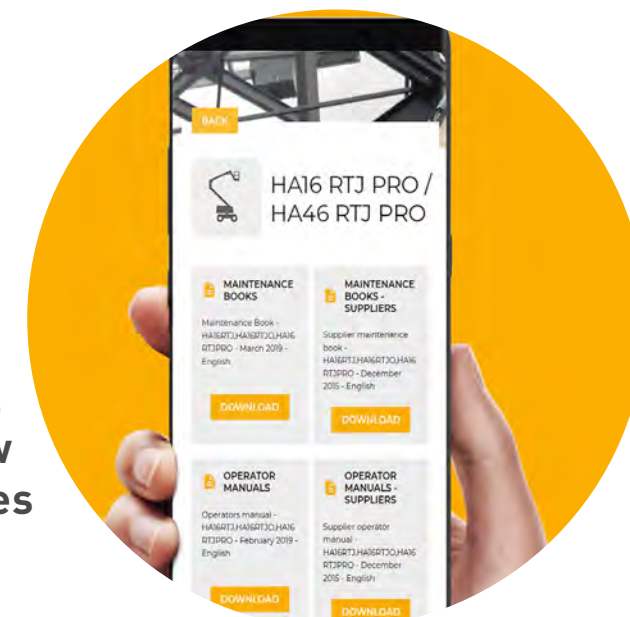


May 2020

Haulotte extends its vertical mast range with the STAR 6 CRAWLER



Virtual library to access to technical documents is now on the machines



2020 HIGHLIGHTS



New
headquarters
H3



September 2020



New audio
identity

October 2020

The blog HAULOTTE COMMUNITY
is one year old



November 2020

The PULSEO family is growing
with electric rough terrain scissor
lifts HS15 E & HS18 E (HS4390E &
HS5390E in North America)



HAULOTTE AND ITS SHAREHOLDERS



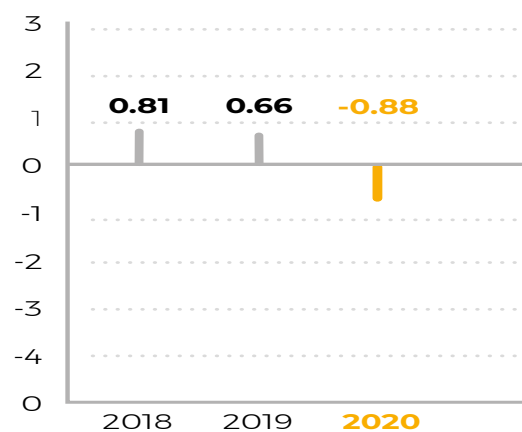
[SUMMARY](#)

EURONEXT PARIS
ISIN
MNÉMO
REUTERS
BLOOMBERG
CACs

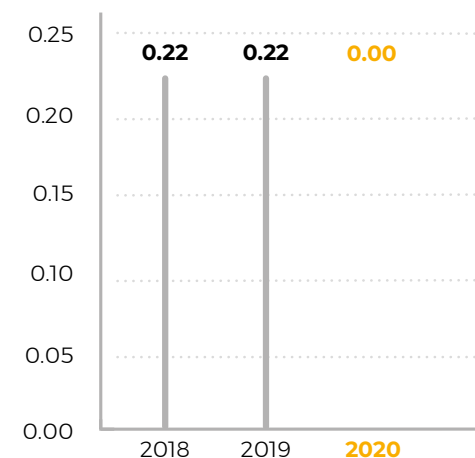
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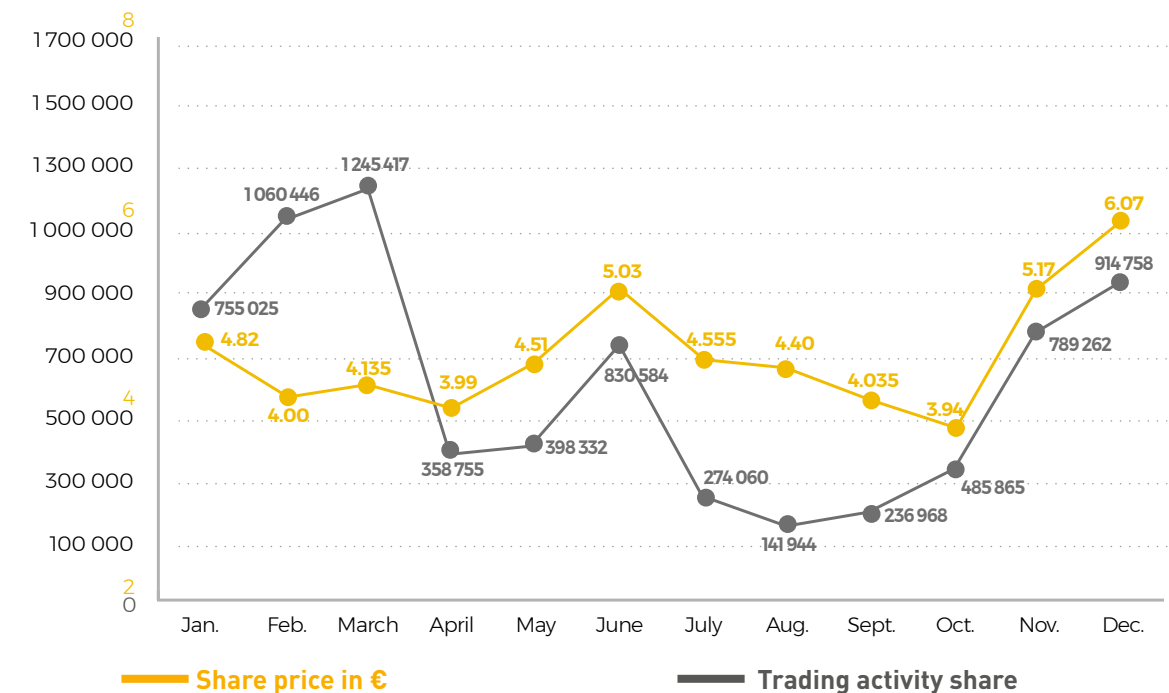
NET EARNINGS PER SHARE IN €



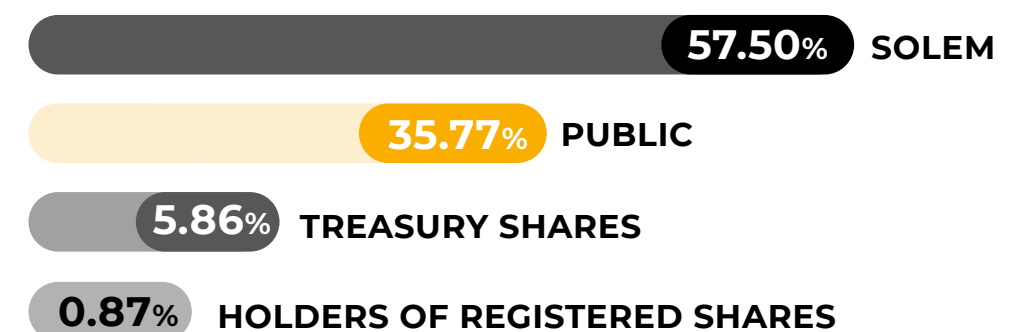
EVOLUTION OF NET DIVIDEND PER SHARE IN €



2020 TRADING ACTIVITY SHARE AND SHARE PRICE TRENDS



BREAKDOWN OF CAPITAL AU 31/12/2020



BREAKDOWN OF VOTING RIGHTS ON 31/12/2020

