

ANNUAL REPORT



haulotte.com

Haulotte 
LET'S DARE TOGETHER

SUM- MARY

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OUR HISTORY

The history of our Group is that of the encounter of **Pierre Saubot** and two companies, **Pinguely** and **Haulotte**, he acquired from the Creusot-Loire Group in 1985. Two companies with genuine know-how and extraordinary inventiveness as pioneers in mechanics. This legacy from Pinguely steam locomotives to crane lifts, provided ideal foundation for the creation of a new business: manufacturer of aerial work platforms. 100 YEARS IN THE SERVICE OF PROGRESS

Pinguely-Haulotte's listing on the stock market in 1998 to support its international expansion and develop its research and development capacities set the stage for the development of a growth market: people lifting equipment.

In **2005**, to strengthen its image in international markets, Pinguely-Haulotte Group became **HAULOTTE GROUP**.

In **2007**, Haulotte Group diversified its product offering by developing a range of material lifting equipment.

1985 > 2017

XIX^{ème} Siècle



Arthur
HAULOTTE



Alexandre
PINGUELY

1928



A souvenir from the inaugural journey of the first Mountain locomotive – La Peronnière, l'Horme (France).

1930



A CR20 vehicle-mounted crane, designed by Haulotte.

1932



The first Pinguely shovels.

1954



The SK2 compact shovel - the world's first tyre-mounted compact shovel with tailswing.

1972



GB18 Haulotte, first «City crane» in the world - high travel speed, quick setting up and lifting cabin.

1975



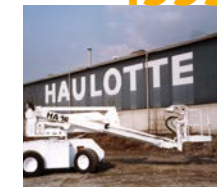
Creusot-Loire factory in L'Horme.

1985



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

1999



H46N

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

1992



H76 & H68

1991



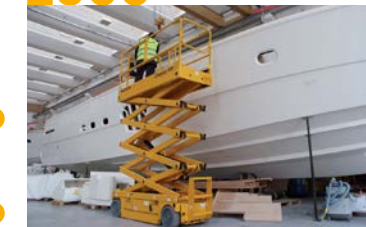
H400 D

2002



H14 TX

2000



Compact 8 & Compact 10

2004



HA32 PX

2006



HA41 & HA43

2005



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

2008



Haulotte Group acquired Bil-Jax, the American leader in scaffolding.

2010



HA12CJ & HA12CJ+

2007



HTL Range

2013



HT21RT & HT23 RTJ

2012



Compact 10 & 12 DX

2014



HA16 RTJ & HA16 RTJ Pro

2017

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

HAULOTTE DIVERSIFIED OFFERING COVERS



**7 PEOPLE
LIFTING**
equipment
product ranges



**3 TELEHANDLER
RANGES**



**CUSTOMIZED
FINANCING
SOLUTIONS**
to facilitate investments
in these products



**INTEGRATED
SERVICES**
to optimize equipment
lifecycles and residual
values for resale

1900
EMPLOYEES

7 PRODUCT RANGES
OF PEOPLE LIFTING
EQUIPMENT

20
SUBSIDIARIES

3 TELEHANDLER
PRODUCT
RANGES

6 PRODUCTION
UNITS



CORPORATE GOVERNANCE

EXECUTIVE COMMITTEE

PHILIPPE NOBLET

Company Secretary

PATRICE MÉTAIRIE

C.O.O (Industry)

PATRICK MURRIS

M.D. Zone Europe & Africa

ALEXANDRE SAUBOT

CEO

SEBASTIEN MARTINEAU

C.F.O (Finance)

DAMIEN GAUTIER

M.D. Zone Asia, Pacific & Middle East

STÉPHANE HUBERT

C.S.O (Sales Mkt & Service)

CARLOS HERNANDEZ

M.D. Zone Americas



ADMINISTRATORS :

PIERRE SAUBOT

Chairman

ALEXANDRE SAUBOT

JOSÉ MONFRONT

MICHEL BOUTON

ELISA SAUBOT

HADRIEN SAUBOT

STATUTORY AUDITORS :

PricewaterhouseCoppers Audit
Represented by **Natacha Pélisson**
20 Rue de Garibaldi
69451 Lyon cedex 06

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



OUR MISSION

LET'S **DARE** 
TOGETHER

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

Haulotte is major global player providing a portfolio of increasingly innovative solutions. By co-creating value with our partners, market trendsetters and users alike will be able to benefit from a portfolio of solutions better aligned to the needs of each.

Based on a comprehensive, scalable and forward-looking offering, we are committed to building a relationship of confidence with our partners to promote solutions for working at heights promoting both safety and productivity.

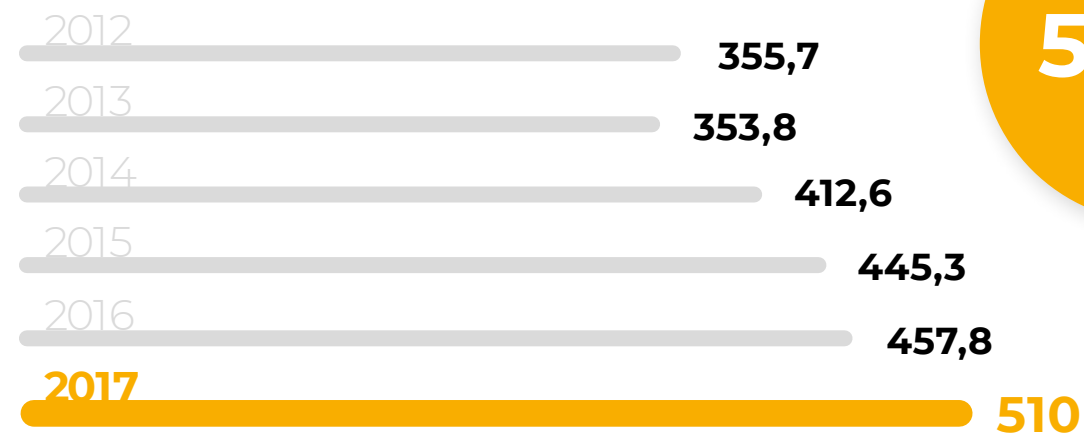
OUR VALUES

Haulotte's values are the result of collaborative work on a global scale and guide the daily actions of each employee in achieving their mission.

EXCELLENCE
PERFORMANCE
ENGAGEMENT
RESPONSIBILITY
RESPECT
TRUST

KEY FIGURES

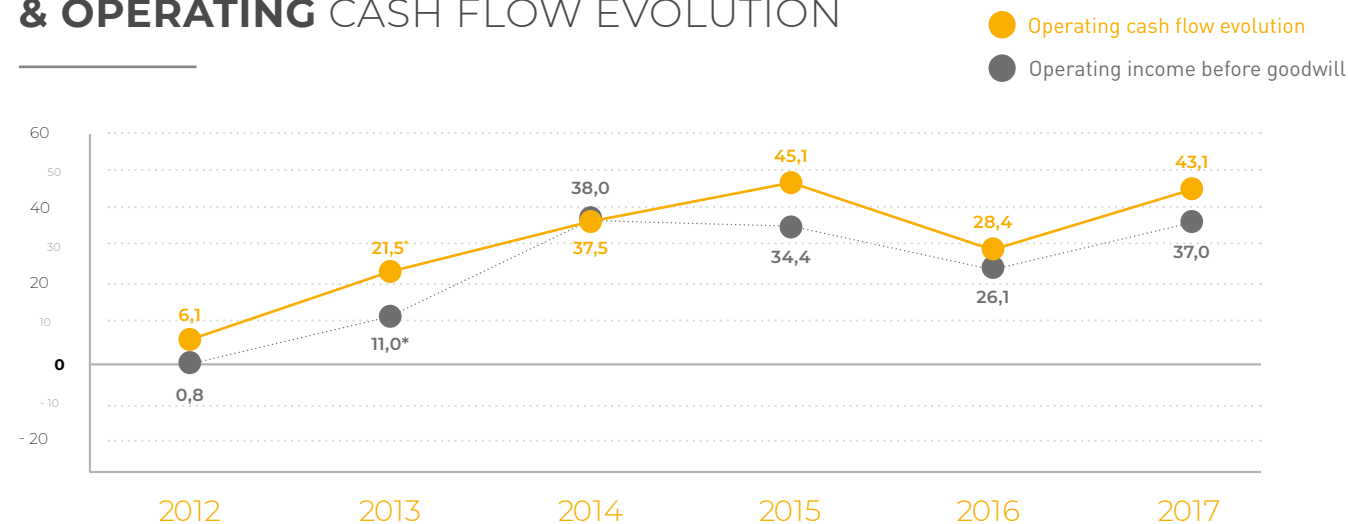
SALES EVOLUTION IN € MILLION



*Continuing activities (Sale of the UK rental business completed on 28 June 2013)



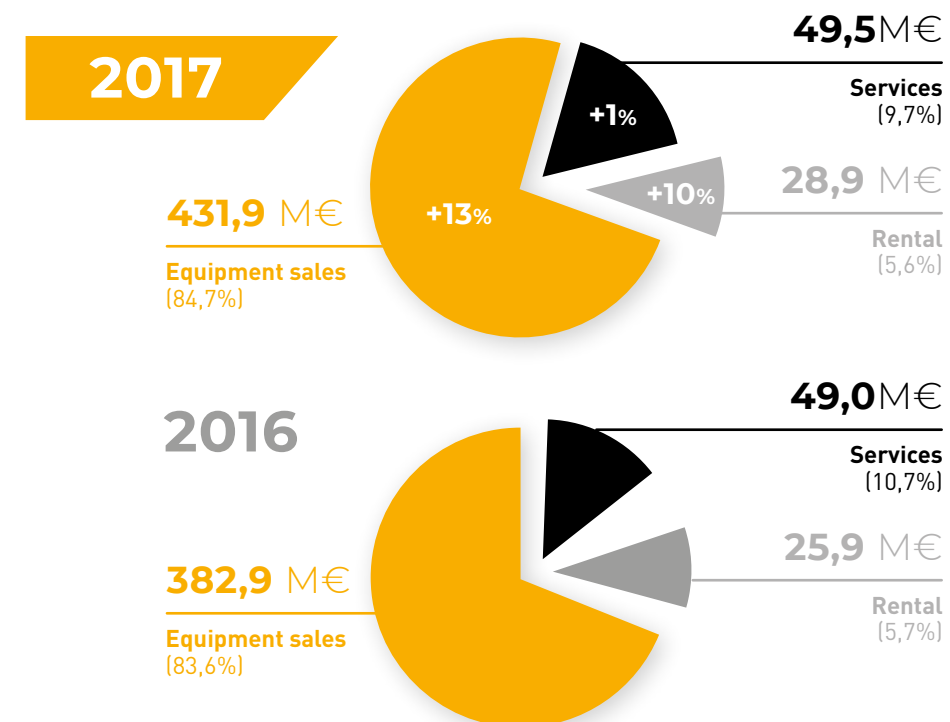
OPERATING INCOME BEFORE GOODWILL & OPERATING CASH FLOW EVOLUTION



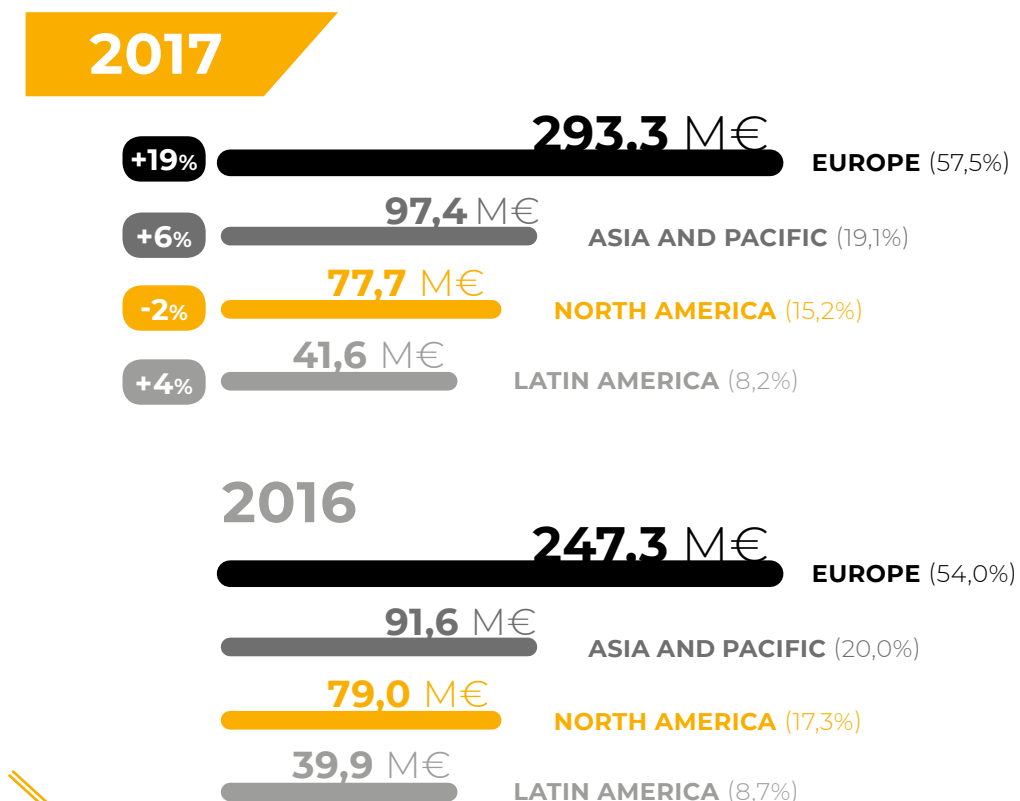
INCOME STATEMENT HIGHLIGHTS 2017

IN € MILLION	2017	2016	GLOBAL Var.
NET SALES	510,0	457,8	+11%
CURRENT OPERATING EXCL.FX GAINS & LOSSES	43,2	27,7	+56%
OPERATING INCOME	37,0	26,1	+42%
INCOME BEFORE TAX	21,1	26,0	-19%
CONSULATE INCOME BEFORE TAX	17,7	23,3	-24%

SALES PER ACTIVITY



SALES BREAKDOWN PER GEOGRAPHICAL AREA



BUSINESSES

DESIGN AND ASSEMBLY

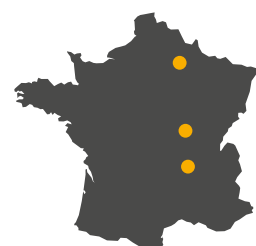
Our key success factors

- Innovation
- R&D
- Marketing

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

Haulotte gives its customers successful and flexible manufacturing operations able to adapt to the fluctuations in demand and specific markets conditions. Today **6 production units can provide the best product solutions to our partners.**

MANUFACTURING FACILITIES



FRANCE
REIMS
LE CREUSOT
L'HORME



ROMANIA
ARGES



USA
ARCHBOLD



CHINA
CHANGZHOU

DISTRIBUTION

SALES & SERVICE NETWORK

A distribution network (Products, Financing Solutions & Services) based in **20 subsidiaries** and offices in strategic markets, supported by a **dealer network giving coverage in more than 100 countries.**



HAULOTTE FRANCE

HAULOTTE HUBARBEITSBÜHNEN GmbH

HAULOTTE IBERICA

HAULOTTE SCANDINAVIA AB

HAULOTTE UK Ltd

HAULOTTE NETHERLANDS BV

HAULOTTE ITALIA

HAULOTTE POLSKA Sp. Z o.o.

HAULOTTE VOSTOK

HAULOTTE NORTH AMERICA

HAULOTTE DO BRASIL

HAULOTTE MÉXICO, S.A. de C.V.

HAULOTTE ARGENTINA

HAULOTTE CHILE

HAULOTTE AUSTRALIA PTY Ltd

HAULOTTE SINGAPORE Pte Ltd

HAULOTTE SHANGHAI Co. Ltd

HAULOTTE INDIA PRIVATE Limited

HAULOTTE MIDDLE EAST FZE

HAULOTTE in JAPAN

RENTAL BUSINESS

An additional business activity to establish our brand in selected geographical markets and to better understand the needs of end-users.



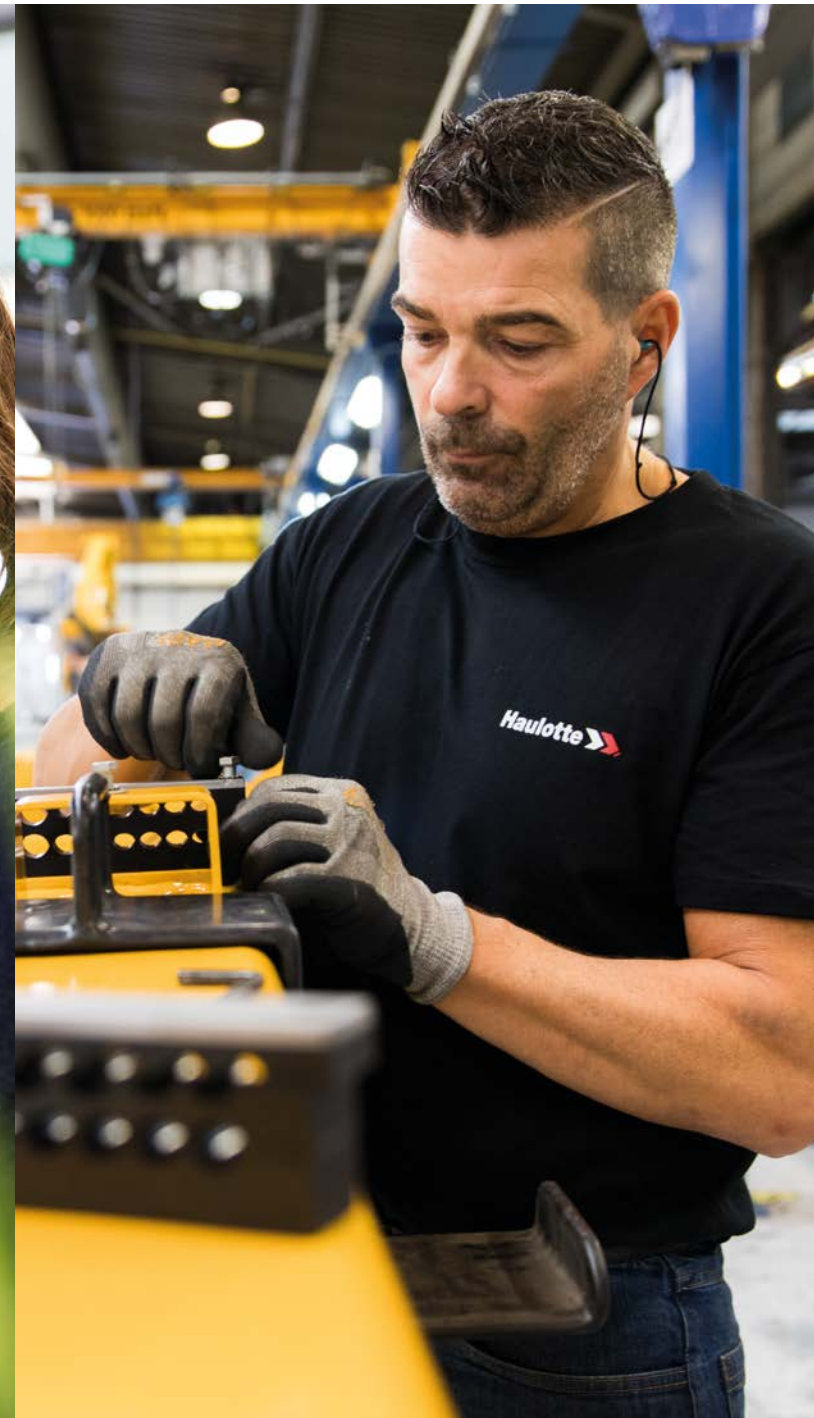
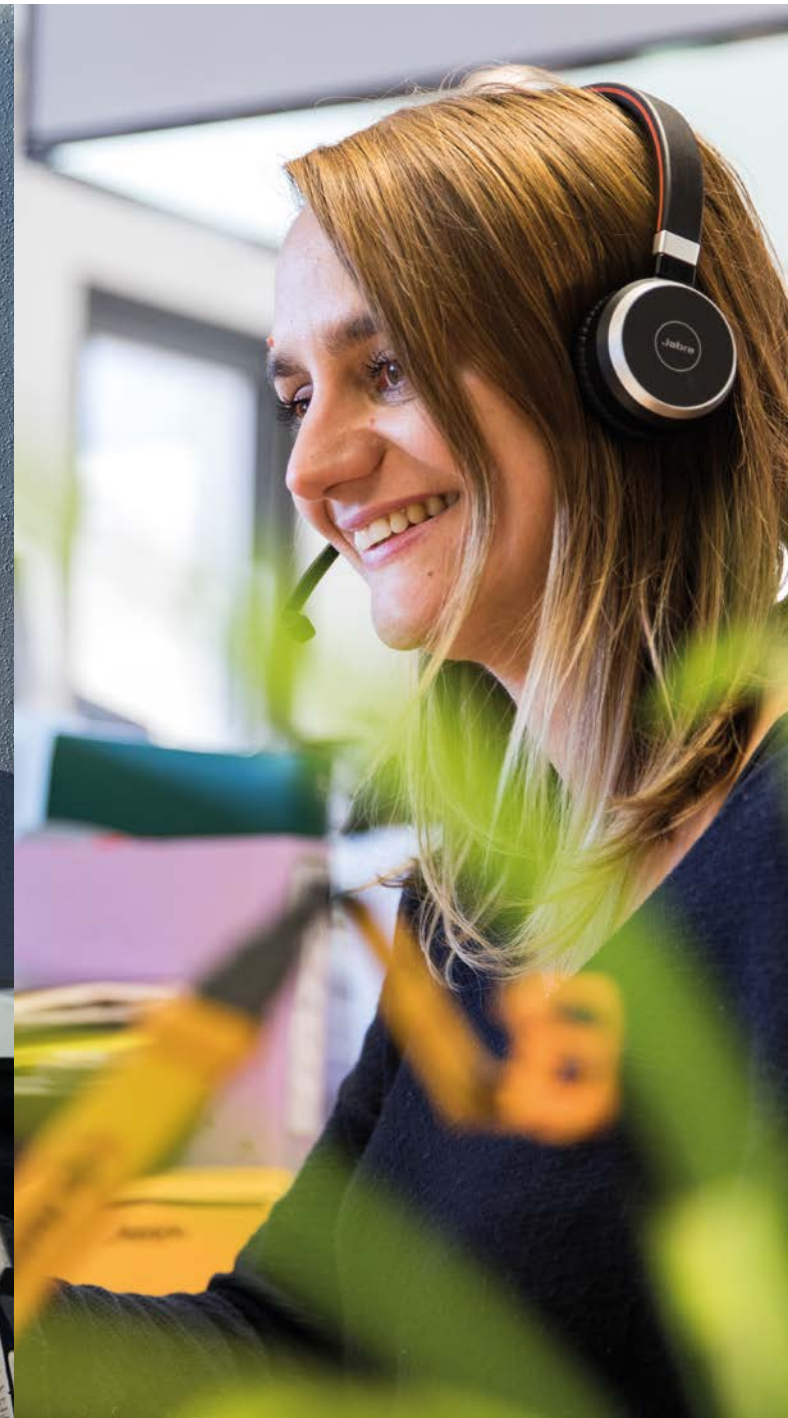
4 BUSINESS UNITS

Haulotte 
EQUIPMENT

Haulotte 
FINANCIAL SERVICES

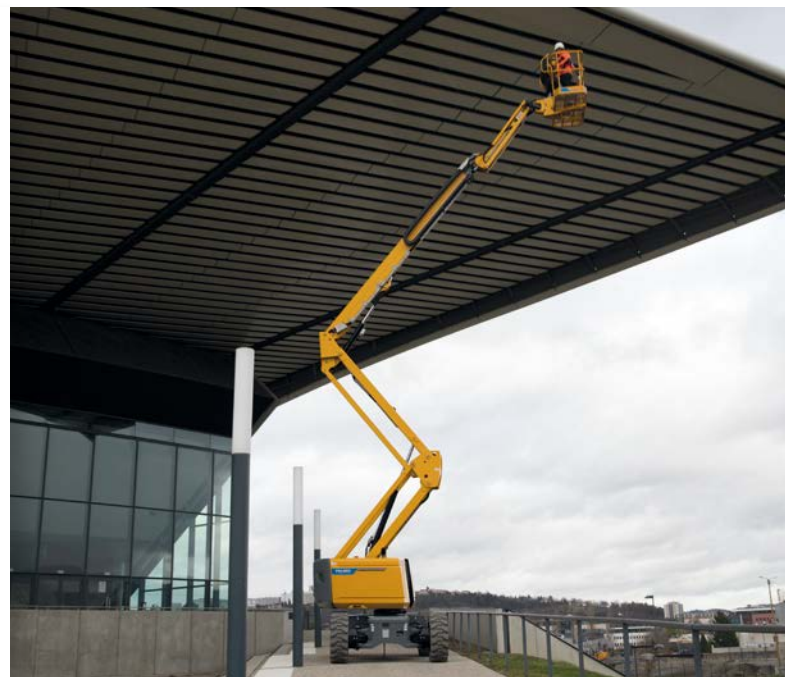
Haulotte 
SERVICE

Haulotte 
SECOND LIFE



MORE THAN
30
YEARS
OF EXPERIENCE

Considering cost
of ownership and
residual value



PEOPLE LIFTING EQUIPMENT



Push around :
from 7 to 14 m



Vertical masts :
from 6 to 10 m



Scissor lifts :
from 6 to 18 m



Articulating booms :
from 12 to 41 m



Telescopic booms :
from 14 to 43 m
Lightweight self-propelled
booms :
from 13 to 16 m



Trailer-mounted booms :
from 10 to 19 m

MATERIAL LIFTING EQUIPMENT



Compact : up to
10 m 3.2 t to 4 t



High lift : up to
17 m 3.6 t to 4 t



Heavy load capacity :
up to 10 m 5.2 t

HAULOTTE IS MORE THAN A SUPPLIER

Haulotte also helps you
optimise residual value
and cost of ownership at
each step of machine's
life. 20 sales subsidiaries
worldwide to strengthen our
partnership.





**YOUR FINANCE
AND EQUIPMENT ARE
INSEPARABLE ELEMENTS
IN DELIVERING YOUR
BUSINESS SUCCESS.**

**So why not to enjoy the convenience
of letting us handle both for you?**

Haulotte Financial Services offers a wide range of financial solutions designed to meet the varying needs of your business.

Feel free to call our representative for more information or any questions you may have.

**THERE ARE
PLENTY OF
GOOD
REASONS
TO CHOOSE
HAULOTTE
FINANCIAL
SERVICES**



FULL CARE OF YOUR EQUIPMENT

To ensure your peace of mind



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.

TECHNICAL SUPPORT

TRAINING

Haulotte Training courses can easily be customized to your needs with a «hands-on» approach in your own language. You can also monitor the skill set of your staff and plan their advanced training on-line.



3

SERVICES CONTRACTS

Your Total Cost of Ownership (TCO) is monitored all along the entire operating lifetime of your machines thanks to the expertise of our technical support team.

Our portfolio of contracts enables a perfect match with your expectations:

- PREVENTIVE MAINTENANCE
- WARRANTY EXTENSION
- PERIODIC LEGAL INSPECTIONS



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. You can manage your orders online 24/7!



REFURBISHMENT

EXTEND THE LIFETIME OF YOUR FLEETS

Choose our reconditioning programs and give your equipment a new life!
This Refurbishment program is fully guaranteed by the Haulotte Quality standards:

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



SECOND HAND EQUIPMENT

BEST ADVICE TO FIND THE EQUIPMENT

The right machine, the right place, at the right price for the best ROI.

- EXPERTISE OF THE MANUFACTURER
- WARRANTY
- CERTIFIED MACHINE
- WORLDWIDE NETWORK



MARKETS

RENTAL COMPANIES

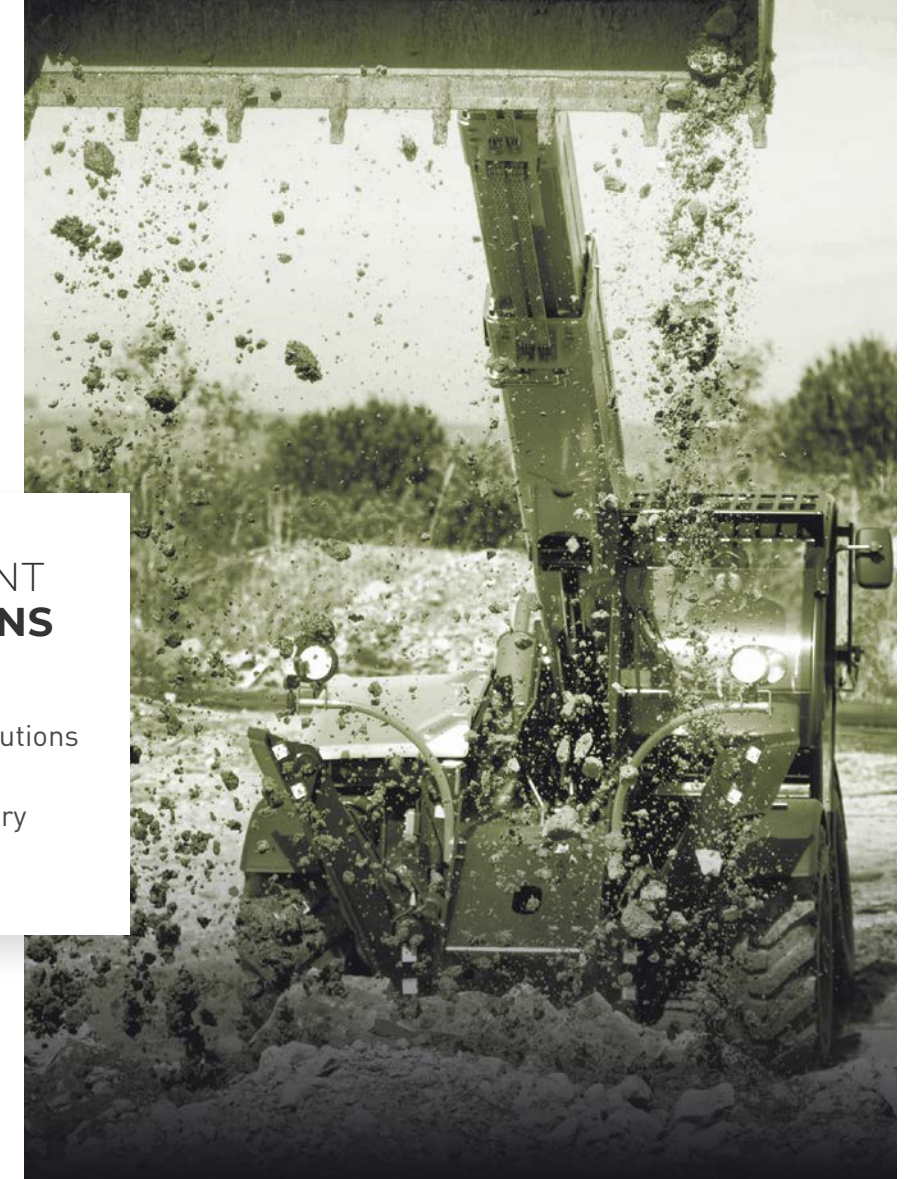
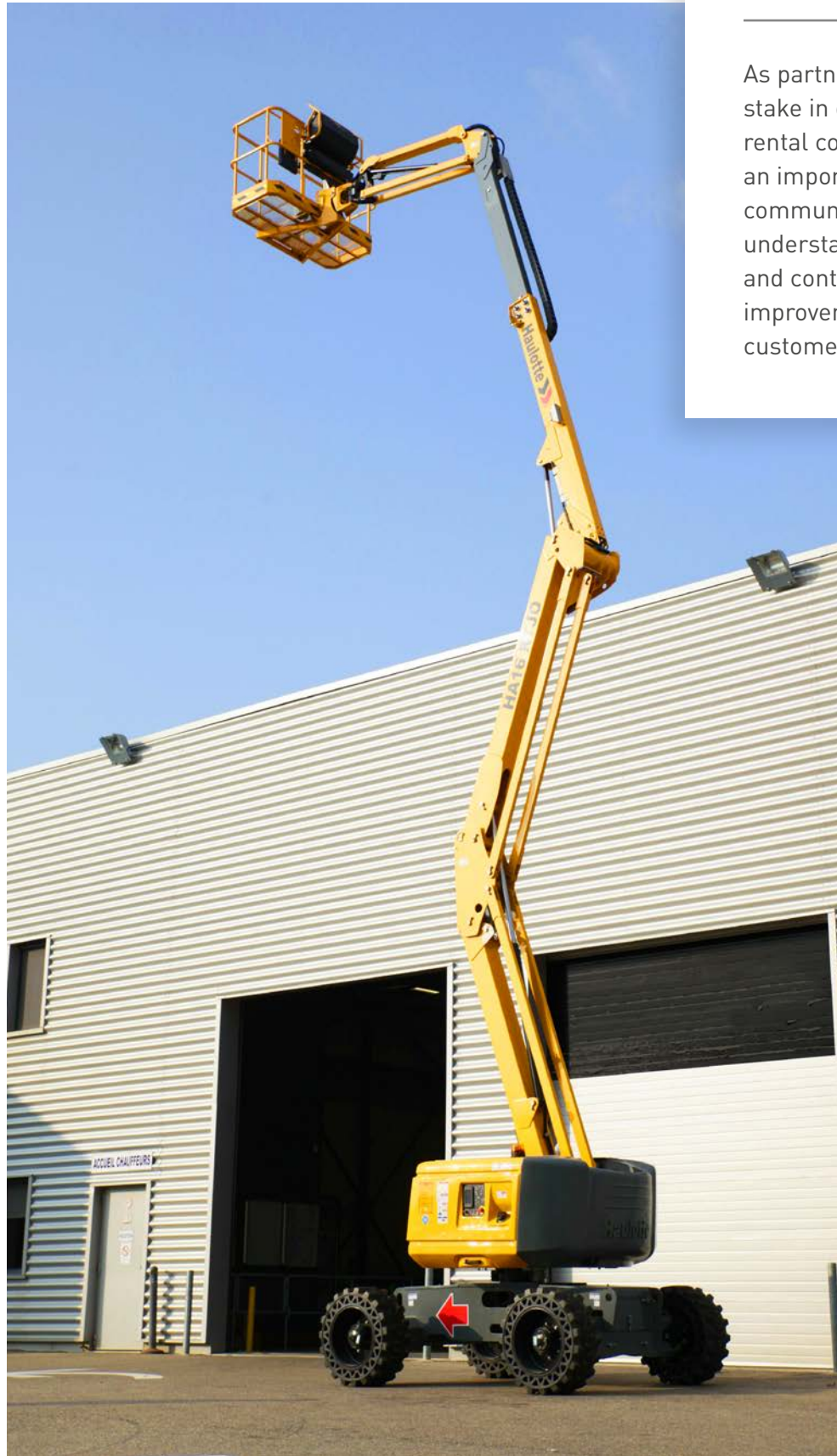
As partners with a natural stake in our development, rental companies represent an important channel for communicating with and understanding our end-users, and contribute to continuous improvements in meeting customer's specific needs.

SPECIAL EQUIPMENT MILITARY **SOLUTIONS**

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

INDUSTRIAL END-USERS

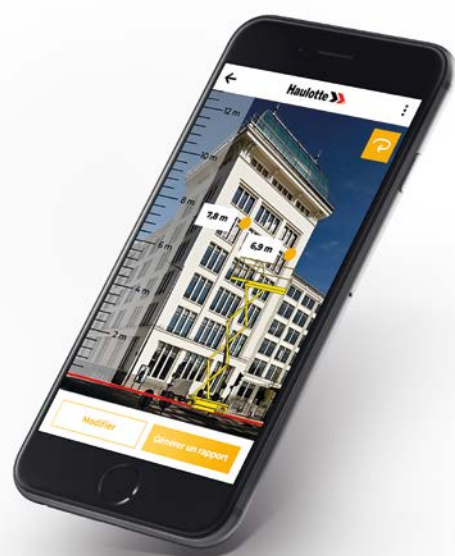
Customers operating in a wide range of industry sectors (logistics, manufacturing, airport operations, maintenance, retail...). Haulotte provides customized solutions based on product lines that address the specific needs of each activity.





INNOVATION

HAULOTTE IS ALSO
ON YOUR MOBILE !



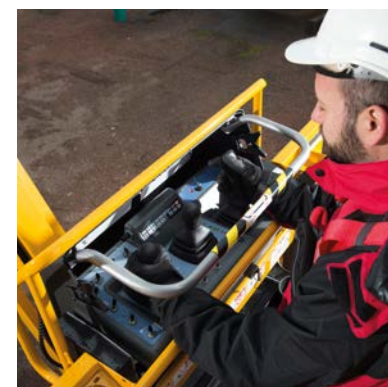
QUICK POSITIONING

In a few seconds, select the right Haulotte machine according to the work applications you plan to handle.

HAULOTTE DIAG FOR MOBILE

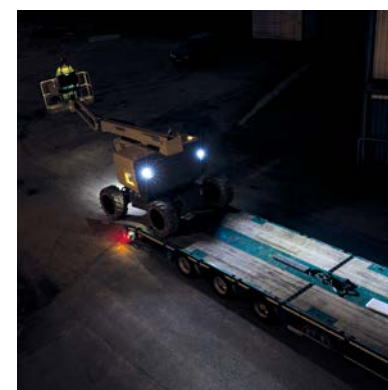
The app to manage your daily machine maintenance : parameters & diagnostic tools are directly available from your mobile.

OUR MUST HAVE



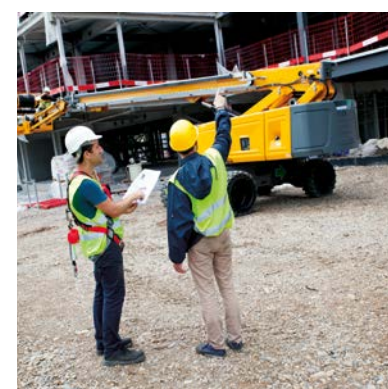
Haulotte **ACTIV'** SHIELD BAR

This bar is meant to reduce the risk of overhead crushing injuries, without compromising productivity. Fully integrated into the control panel, it combines simplicity and robustness.



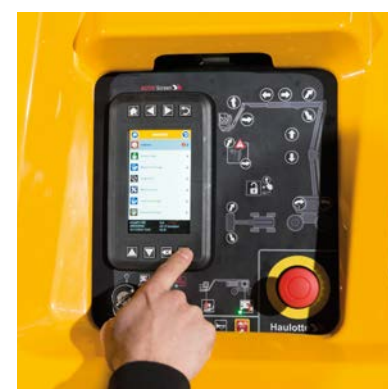
Haulotte **ACTIV'** LIGHTING SYSTEM

Loading and unloading a machine from a truck is a complicated procedure, especially during conditions of limited visibility, for example at dusk or sunset. Perfectly integrated, our lighting system illuminates controls and the areas around the boom. The operator can thus safely carry out his loading and unloading manoeuvres.



Haulotte **STOP** EMISSION SYSTEM

This system automatically shuts down the engine after a short period of inactivity. This reduces the use of the engine and peripheral components by up to 20% thereby assuring higher residual value. Consumption is also reduced as well as pollution emissions and noise.



Haulotte **ACTIV'** SCREEN

The intelligent interface that simplifies your day-to-day tasks represents a genuine assistant to help the technicians manage daily machine maintenance, adjust the parameters and perform diagnostics.

COMPANY OVERVIEW

1 MARKET POSITION

Haulotte **market leader** in Europe ; n° 3 worldwide.

2 PROFITABILITY

Successful and flexible company **able to adapt** to the fluctuations in demand and specific **market conditions**

3 PRODUCT & TECHNOLOGY

Full range provider, more than 70 models (AWP & Telehandlers)
Offering a complete range of **innovative products**

4 SALES & SERVICES

A distribution network through **20 subsidiaries and offices** in strategic markets, **supported by a distributor network** giving coverage in more than **100 countries**

Full Services solutions for our products include financing, user training, maintenance, spare parts

5 IMAGE & POSITIONING

Value added player, dealing with a high level of **CUSTOMER SATISFACTION**

6 STRATEGY

“Think global, act local”
Providing a **service tailored** to specific **customer needs** with a flexible and diversified offer

