



ANNUAL REPORT 2024

haulotte.com

Haulotte 
LET'S DARE TOGETHER

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Our history

[SOMMARY](#)

» **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

Who we are?

Haulotte is one of the world's leading manufacturers of people lifting equipment.

Number 1 in Europe, the Group designs, manufactures and markets a wide range of products for over 40 years, the core of which is the aerial work platforms.

With its expertise, the Group is above all committed to protecting people through innovative, environmentally-friendly solutions.

5

PRODUCTION
UNITS

20

SUBSIDIARIES

6

PRODUCT
RANGES

1700

EMPLOYEES

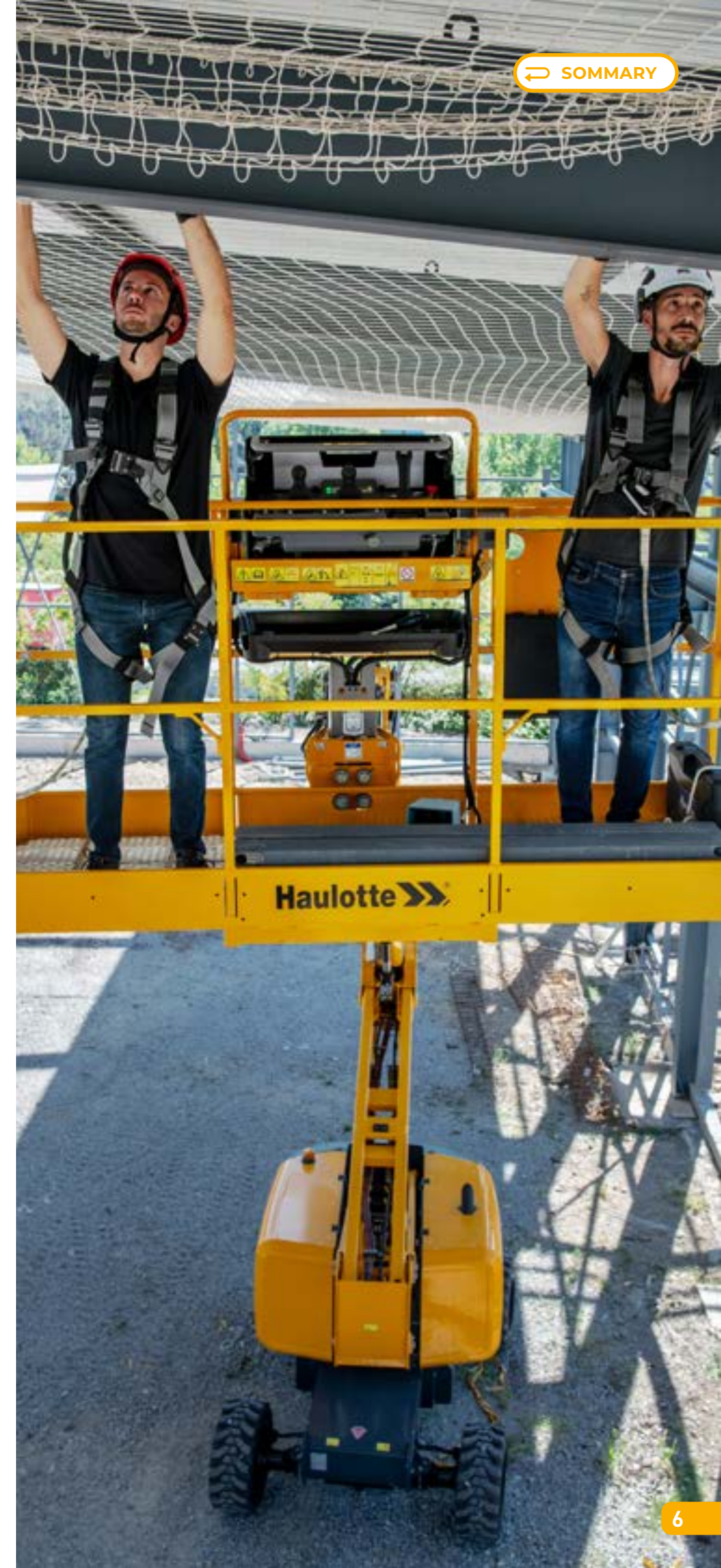


“
Let's dare **together**
becoming the
most valuable
working at height
experience maker
”

“
Taking care of
people
”



Human life is the most precious gift, therefore we believe it is key to take care of it when working at height.



Our takes

Haulotte's ESG-QSE vision has been co-constructed with its employees. It takes into account the Group's mission, the priority Sustainable Development Objectives and all the challenges in terms of sustainable development.

SOCIETY



Reduce the environmental impact of our activities



Support our customers in their energy transition by offering them low-emission products and innovative services



Extend the life of our products through a number of innovations and services

PARTNERS



Provide the necessary support to our customers with a global quality approach



Offering our customers value-added products and services that are ever safer and more sustainable



Ensure that ethics are always at the heart of the way we do business

EMPLOYEES



Developing the talents of our employees



Ensure health, safety and well-being in the workplace



Attract and retain talent



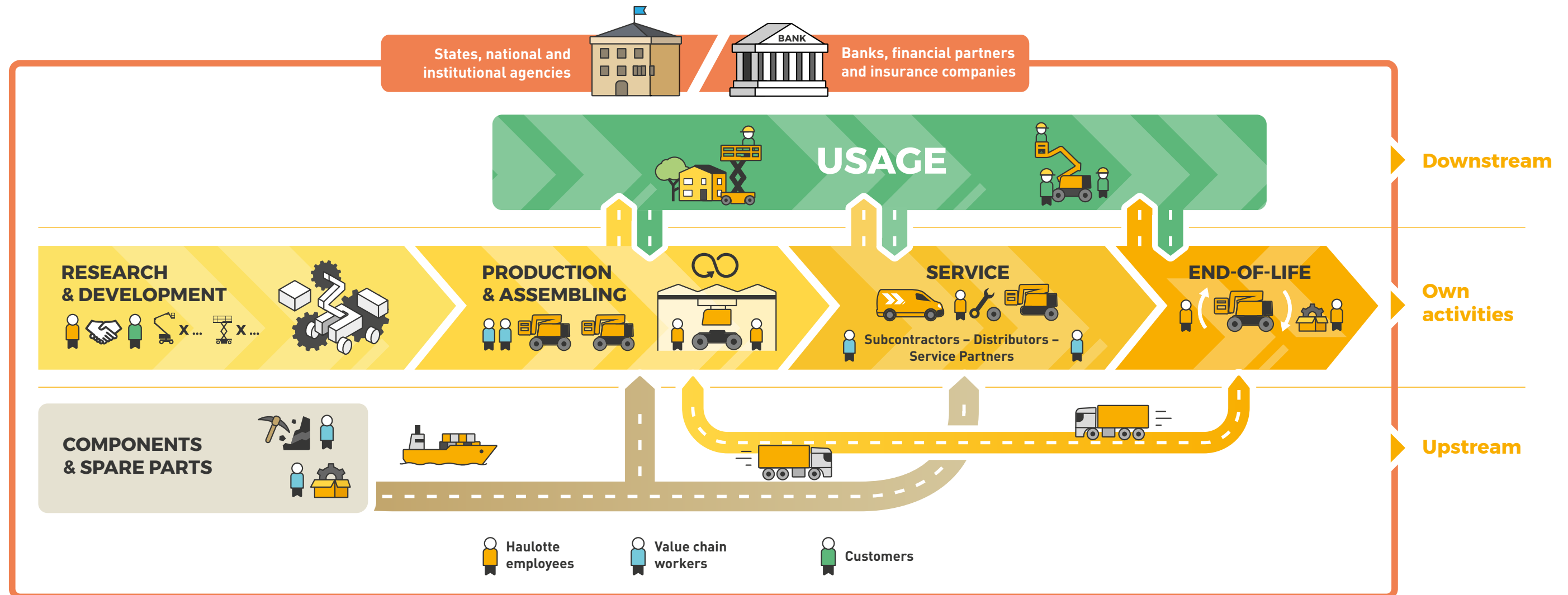
At Haulotte, every step of our value chain is designed to provide high-performance, sustainable solutions tailored to our customers' needs.

From design to maintenance, we implement an ecosystem that ensures quality, innovation, and operational efficiency.

Our approach is built on four key pillars:

- Innovation & Design – Products engineered to combine performance and durability.
- Optimized Production & Logistics – A controlled supply chain to ensure reliability and responsiveness.
- Services & Support – A strong commitment to long-term availability, technical assistance, and customer satisfaction.
- Circular Economy & Refurbishment – A commitment to better addressing environmental challenges.

This structured value chain enables us to provide solutions adapted to market challenges while maximizing profitability and performance for our partners.



EXECUTIVE COMMITTEE:



Alexandre SAUBOT

C.E.O



Philippe NOBLET

Corporate Secretary



Patrice MÉTAIRIE

Executive Vice-President



Carlos HERNANDEZ

Executive Vice-President



Sébastien MARTINEAU

Executive Vice-President

ADMINISTRATORS:



PIERRE SAUBOT - Chairman

ALEXANDRE SAUBOT

JOSÉ MONFRONT

MICHEL BOUTON

ELISA SAUBOT

HADRIEN SAUBOT

ELODIE GALKO

ANNE DANIS FATÔME

BERTRAND BADRÉ

STATUTORY AUDITORS:

PricewaterhouseCoopers Audit

Représenté par **Matthieu MOUSSY**

20 Rue de Garibaldi - 69451 Lyon cedex 06

BM & A

Représenté par **Alexis THURA**

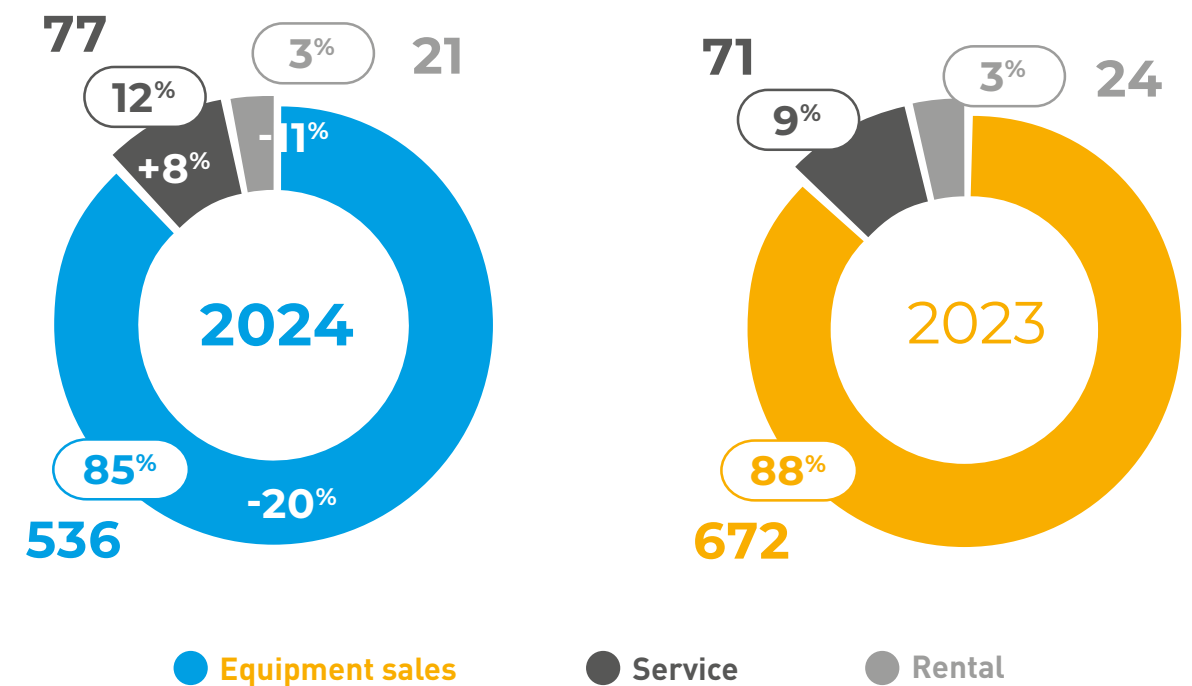
11 Rue de Laborde - 75008 Paris

SALES EVOLUTION IN € MILLION



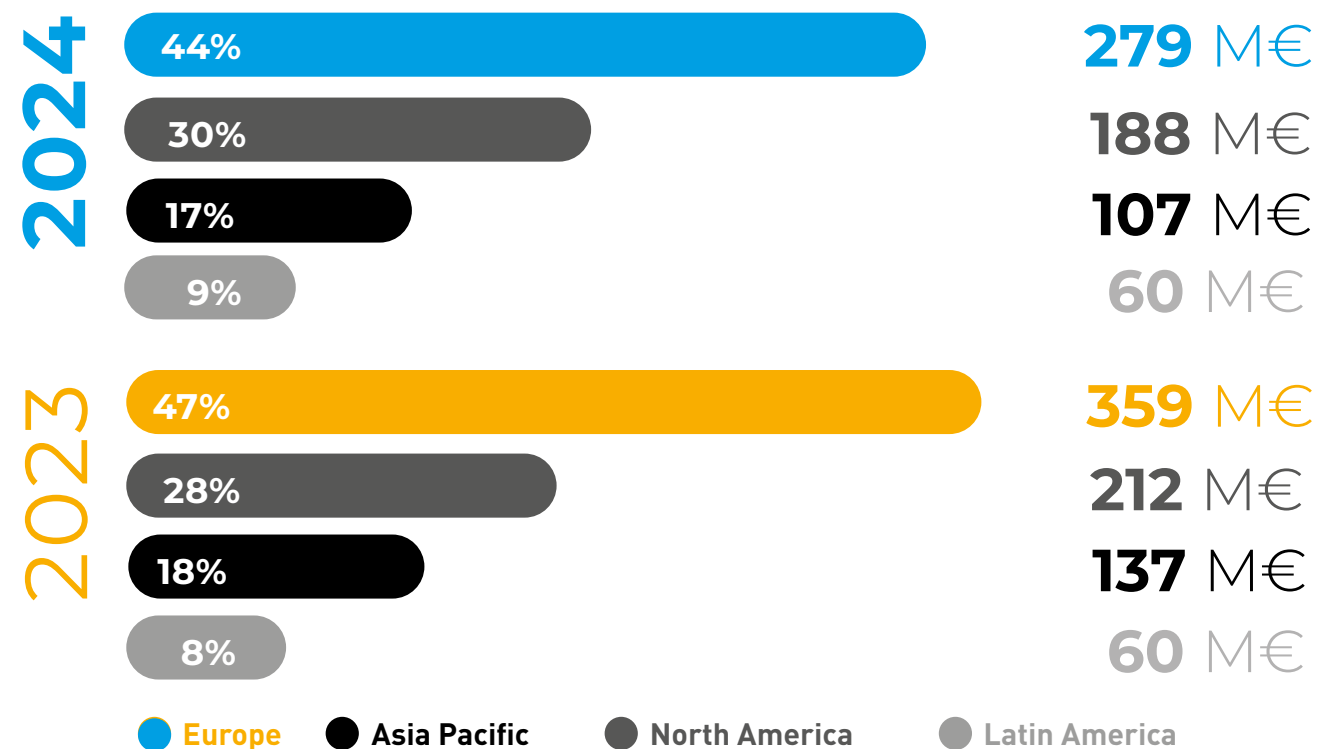
SALES BREAKDOWN PER ACTIVITY IN € MILLION

excluding IAS29 et hors IFRS16

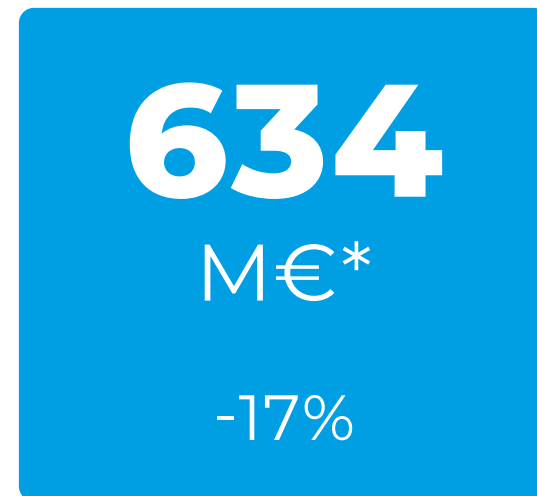


SALES BREAKDOWN PER GEOGRAPHICAL AREA IN € MILLION

excluding IAS29 et hors IFRS16



REVENUE



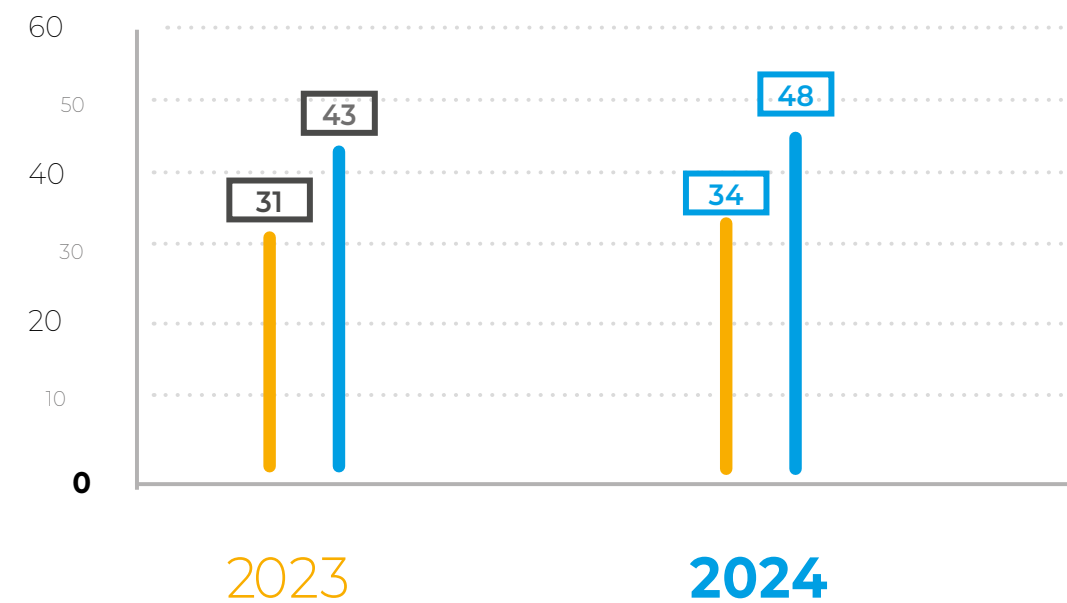
* excluding IAS 29 & IFRS 16

CURRENT OPERATING
INCOME

before exchange gains and losses

& GROSS CASH FLOW FROM
OPERATIONS IN € MILLION

excluding IAS29 and excluding IFRS16



Gross Cash Flow from
Operations

Current Operating
income before
exchange gain and
losses

INCOME STATEMENT HIGHLIGHTS IN € MILLION

excluding IAS29 and excluding IFRS16

| IN € MILLION | | GLOBAL | |
|-------------------------------|---|--------|------|
| | | 2024 | 2023 |
| EXCLUDING IAS 29 & IFRS 16 | REVENUE | 634 | 767 |
| | CURRENT OPERATING INCOME BEFORE GAINS & LOSSES | 43 | 31 |
| | OPERATING INCOME | 38 | 31 |
| | INCOME BEFORE TAXES | 16 | (0) |
| CONSOLIDATED NET RESULT | | 12 | (1) |





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 **20 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.



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 industrial sectors** (logistics, manufacturing, airport operations, maintenance, retail). **Haulotte provides customized solutions** based on product lines that address the specific needs of each activity.

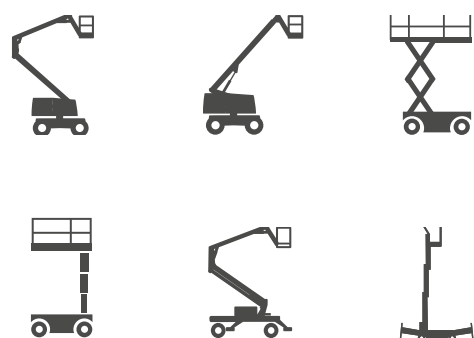


SPECIAL EQUIPMENT

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



A complete offer of safe and **innovative machines** integrating our latest innovations and telematics solutions.



Haulotte 
EQUIPMENT



Flexible, **tailor-made financing solutions** to meet our customers' needs.

Thanks to our many years of experience in the Construction and Industrial sectors, we can implement new solutions to structure financing offers.

Haulotte 
FINANCIAL SERVICES




From acquisition to maintenance, we provide comprehensive support throughout the life cycle of our equipment. Present on five continents, our group relies on a network of **after-sales experts strategically located** around the world to ensure fast, efficient local service. By providing both **human support** and **online tools**, we help our customers optimize their total cost of ownership.

Haulotte 
SERVICE

Our product ranges



 **Push-Around**
from 8 to 14m



 **Scissor lifts**
from 8 to 14m


 **Rough terrain scissor lifts**
from 15 to 18m

 **Rough terrain scissor lifts**
from 10 to 12m




 **Vertical masts with or without jib**
from 6 to 10m




 **Articulating booms**
from 12 to 16m


 **Rough terrain articulating booms**
from 16 to 20m


 **Rough terrain articulating booms**
from 16 to 41m



 **Rough terrain telescopic booms**
from 16 to 43m



 **Trailer mounted booms**
from 13 to 19m

 **Lightweight self-propelled booms**
from 13 to 16m

Our innovations

Haulotte is constantly innovating to meet the real needs of its users, while enabling them to anticipate market developments and changes.



Haulotte Stop Emission System

The Haulotte Stop Emission System limits pollutant and noise emissions. The system detects periods of inactivity and automatically stops the engine.



Haulotte Activ' Screen

Haulotte Activ' Screen is an on-board diagnostic tool. Thanks to this tool, operators have real-time access to key information on the machine's operation and condition.



Haulotte Extra Reach

Haulotte Extra Reach increases the basket load capacity from 250 kg to 350 kg while working on sloped ground.



Haulotte Activ' Energy Management

Haulotte Activ' Energy Management optimizes the performance and lifespan of batteries.



Haulotte Activ' Shield Bar

The Haulotte Activ' Shield Bar system provides the highest level of safety for aerial platform operators. In an entrapment situation, the operator is pushed towards the bar and the machine stops automatically.



Haulotte Activ' Lighting System

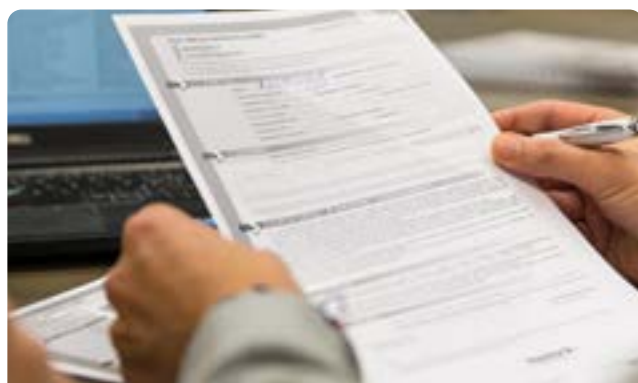
Haulotte Activ' Lighting System is simply essential to ensure the safety of the driver during loading and unloading.



FASTN

FASTN is the first universal & active anchorage for MEWPs. The system increases MEWP operator safety by detecting secure lanyard attachment. It is the first connected and universal fall prevention system.

360° Service support



SERVICE CONTRACTS

To best meet customer needs, **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.



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!



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!



TRAINING

Skills management is a daily challenge for companies. **Haulotte Service's training courses help teams to improve their skills, to guarantee optimized machine utilization rates**, and thus greater profitability. Training is provided in the customer's language, either digitally or on-site.

360° Service support

A digital offering to meet the needs of every Access business.



MyHaulotte >>

Haulotte has designed a web portal that brings together all its services: **MyHaulotte.com**.

MyHaulotte streamlines access to information: maintenance requests, periodic inspections, ordering genuine parts, fleet inventory, safety campaigns, technical library... The portal is designed to meet the needs of our customers' support teams.



MyCOMPANION >>

Haulotte has designed a web app for field operators, providing them with **complete and precise information about the machine and its working environment**: user manuals, maintenance logbooks, spare parts catalogs, and instructional videos on controls.

MyCompanion is an ergonomic, easy-to-use, and scalable tool that **helps operators get familiar with the machine**.



TELEMATIC SOLUTION

SHERPAL provides remote access to relevant, comprehensive, and actionable information to support decision-making.

Fleet managers can **analyze the performance of their Haulotte equipment**, maximize efficiency, and reduce operating costs.

Advanced Access Management (AAM) is an innovative feature integrated into the SHERPAL telematics solution.

Designed to redefine fleet safety, management, and efficiency, AAM enables fleet managers to remotely control machine access and usage, enhancing operator safety while reducing unauthorized use.

And tomorrow....

Extending the lifespan of products to **better respond to environmental issues** is a major challenge, our offers are a response to new consumption patterns oriented towards the circular economy.



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!



The **RESTART by Haulotte** program was designed to meet the growing demand for Haulotte-branded reconditioned aerial work platforms.

This new offer is positioned between the traditional used market, where aerial work platforms are sold as is without warranty, and new equipment market. This new model makes it possible to offer quality reconditioned equipment, certified and guaranteed by the manufacturer, available immediately at a reasonable price.

To offer this alternative to the sale of new aerial work platforms, Haulotte has set up an industrial process, trained staff and invested in specific tools. By converting a factory, the Group is meeting the challenges of sustainable development. It is reducing the carbon impact of its activities and paving the way for a new, more ecological approach.



JANUARY 2024

Haulotte extends **Manufacturer's Warranty** on its electric scissors to **5 years**



FEBRUARY 2024

Haulotte expands the **PULSEO GENERATION** range with the arrival of the **HA16 E and HA16 E PRO**, 16m articulated electric all-terrain aerial work platforms.



MARCH 2024

Haulotte unveils the **new generation** of its iconic **HA20 RTJ**.



APRIL 2024

FASTN, the **universal anchoring system for aerial work platforms**, voted « Jury Favorite » at the « **Grands Prix Matériel 2024** » ceremony.



APRIL 2024

Haulotte Group joins the **Community of Sustainable Equipment Actors** to accelerate the environmental transition in the construction sector.



JUNE 2024

Haulotte Australia named **Supplier of the Year** in the Access category for the 5th time running, and **Best New Product for FASTN**, the Group's latest innovation.



JUNE 2024

Haulotte launches **MyCompanion**, a brand-new digital product **designed to enhance user experience and safety**.



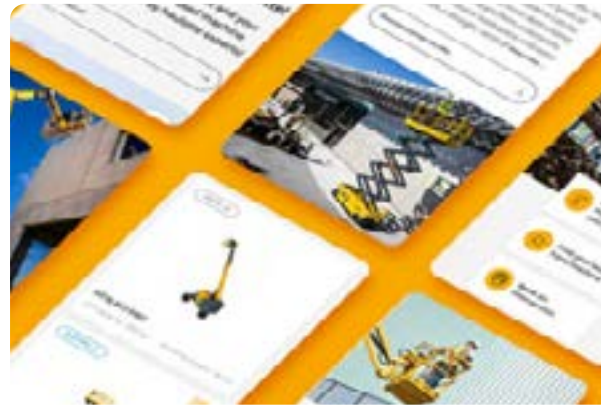
JULY 2024

Haulotte continues to **improve** its **ECOVADIS score** with **+10 Points** vs last year.



JULY 2024

The European Commission introduces temporary **anti-dumping duties** (6 months) **on imports of AWP produced in China** (tax ranging from 14.3% to 55.3%).



JULY 2024

Haulotte unveils its new websites: a new digital era for an unrivalled user experience.



SEPTEMBER 2024

Haulotte's new HS18 E MAX: Full-Height driving capability joins the HSE Family.



OCTOBER 2024

Haulotte & Equans experiment with **decarbonizing worksites under real conditions**.



OCTOBER 2024

Haulotte Ibérica wins **2024 Digital Movicarga Award** for **MyHaulotte** interface.



NOVEMBER 2024

FASTN innovation **wins big** at the **Working at Height Awards 2024 (USA)**.