

Haulotte Services strength

The Haulotte Services centre, 6 000 m² (64,585 ft²) of space entirely dedicated to our clients, opened its doors in spring 2006 in the Rhône-Alpes region of France.



Come and find the Haulotte Group at these forthcoming exhibitions:

- INTERBUILD AFRICA Nasrec - Johannesburg - South Africa - 26 > 29/07/2006
- PLATFORMERS DAYS - Hohenroda - Germany - 25 > 26/08/2006
- CITEXPO - Nairobi - Kenya - 18 > 22/09/2006
- FEMOP - Batalha - Portugal - 26/09/2006 > 01/10/2006
- INTERROUTE 2006 - Rennes - France - 25 > 29/10/2006
- SAIE - Bologna - Italy - 25 > 29/10/2006

SCANDINAVIA

Record order!

When Haulotte's "Vikings" roll up their sleeves, you know the heat will reach the Arctic ice banks! Our Scandinavian branch, with Hakan Wallin at the helm, won a record order in the spring: 1,150 machines ordered in one go by Pekkaniska, one of the largest platform rental companies in the Baltic region. One of our most faithful clients, Pekkaniska had already placed an order for 1,000 machines in 2005. "This demonstrates the trust which this client places in the quality and the reliability of our equipment and in our after-sales service", explained an exultant Hakan Wallin. The platforms – mainly diesel powered scissor lifts – will be delivered in the first quarter of 2007.



Pekkaniska hits with one massive order for 1,150 Haulotte machines.

FRANCE

On track towards innovation

While it awaits its amphibious platform, Haulotte continues to innovate by launching the first ever dual-use rail-road HA12PX platform, designed for use in the maintenance of overhead power lines for tramways and railway networks. Developed in partnership with Neotec France, the HA12PX RR NEOTEC platform can travel along tracks thanks to two railway axles powered by hydrostatic transmission. It is equally at home on the road, where it operates in its standard configuration. 12 units of this platform have so far been built, of which 3 are in use in the Netherlands.



The HA12PX RR NEOTEC, as much at ease on the rails as it is on the road.

SPAIN

Haulotte supports Atlético

... And that's not a euphemism! The almost legendary Vicente Calderon football stadium (with a capacity of 54,851 seats), home to the no less famous Atlético Madrid, is being returned to its former glory thanks to Haulotte. In the last stage of the refurbishment of the stadium built in 1966 on the banks of the Manzanares river, the task of affixing the stadium's name to the main façade was entrusted to a Haulotte H18SDX (HS 5388 RT)* platform - well-known for its 18m (59 ft) working height and for its extra-large working platform (up to 6.12m (20 ft) in length). The Haulotte Group is nothing if not "athletic"!



NETHERLANDS

Milcon & Haulotte higher and higher

Major Dutch player in the field of people and material lifting equipment rental, MILCON renews its trust in Haulotte's products. This time, the company ordered 10 electric platforms HA 12IP. A decision motivated by the level of quality and reliability of Haulotte machines, but equally by the level of service provided. "If you take it higher up": the least one can say is that MILCON slogan fits Haulotte like a glove!

There are many similitude between the two companies: family companies founded in the 1980's, MILCON experiences as Haulotte Group a spectacular development.

After Belgium, Germany, Luxembourg, France, Spain, Czech Republic and Turkey, the company opens its doors in China.



GROUP

HAULOTTE GROUP AWARDED FOR ITS COMPANY GOVERNORSHIP

AGEFI, financial and professional press group in France, has published on the 15th of June the prize list of stock quoted companies having the best functioning rules. This year, 50 companies were nominated and 7 winners awarded. Good surprise for Haulotte Group, who has won the 2nd prize in the "Company Government Average Value" category.

Quite a brilliant performance through a route paved with obstacles: passing in front of a piloting committee in charge of identifying the essential best practices of the company, information gathering near principal benchmarking agencies, even a perception survey carried out with 174 shares managers to finalize the prize list.



* American name



Haulotte develops its manufacturing strategy by moving from three to five production sites

JOSÉ MONFRONT Deputy Managing Director

The accelerated growth in our business, illustrated by our good results in 2005, impels us to strengthen our production capacity.

By the end of this year, the Haulotte Group will therefore open two new plants, in Spain and in Romania. Together with L'Horme, Le Creusot and Reims in France, the Group will thus have five manufacturing sites - a "strike force" suited to its strategic ambition: to become the benchmark performer in its market.

By establishing these two manufacturing sites outside of France, the Haulotte Group is pursuing and building upon its aim to be geographically close to its clients. Wherever there is a market, Haulotte will open a commercial branch to offer its complete range of services (such as the recent openings in China and in Poland). Today, mirroring its commercial strategy, the Group is accelerating into pole position in the area of production.

Haulotte Cantabria will thus enable us to take the leadership position in the public works market in Spain. This facility exemplifies our policy of product line diversification.

Located close to Santander, this 20,000 m²

(215,300 ft²) site is dedicated to the manufacture of telescopic platforms and Multijob MJX multi-purpose earthmoving equipment.

The Romanian operation demonstrates another, more global strategic vision: to establish manufacturing capacity in each market region. Haulotte Arges, located near Pitesti (West of Bucharest), is thus tasked with manufacturing operations for the entire Eastern European region. Haulotte Arges' 4,000 m² (43,000 ft²) factory will initially focus on the manufacture of diesel and electrical powered scissor lifts. Growth in production will then evolve to meet market demand.

It is clear: these two decisions are offensive in nature. The Haulotte Group is implementing the means for the next step forward in the service of its clients, with all of its usual energy. Other projects are approaching fruition, notably in the United States.

The Haulotte Group's new markets are on the move.



Historic signature of Haulotte Cantabria launching in Spain.

Haulotte Group - Holland Lift: a winning partnership

Growth in the Haulotte Group continues on all fronts, including in the area of manufacturing cooperation.

Growth in the Haulotte Group continues on all fronts, including in the area of manufacturing cooperation. Take the latest example: the agreement signed with Dutch-based Holland Lift, a manufacturer with a worldwide reputation for its tall and wide electrical scissor lifts (which hold the world height record of 34 meters (111 ft)). This is a "know-how" purchase in which the Haulotte Group will produce Holland Lift range of narrow scissor lifts (1.20m (4ft) wide, with 14m (46ft), 16m (52ft) and 18.5m (60ft) working heights) for its distribution network.

Over the medium term, Haulotte will also assemble these three particular models to Holland Lift speci-

fications for Holland Lift.

"This is a win-win deal for our two companies," explains a well-pleased Alexandre Saubot, General Manager of the Haulotte Group. "This is an excellent opportunity for us to widen our scissor lift range and to rapidly break into this market with models with an excellent reputation. For Holland Lift, this is an excellent way to increase its production capacity in a rapidly growing market segment".

The first Haulotte-Holland Lift electric powered scissor lift (1.20m wide, with a 18.5m working height), exhibited at the end of April at Intermat, received a very promising welcome from members of the public.



INTERMAT 2006

Flying the innovation banner

There was unprecedented passion during the 7th Intermat fair at the Haulotte stand where the latest leading innovations in personnel and material-lifting technology were exhibited.

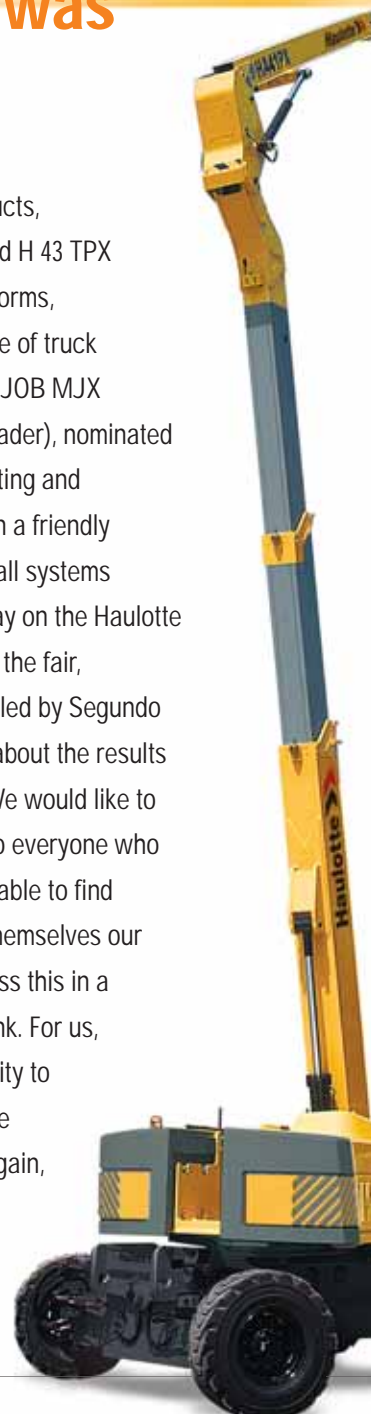
A big thank you to all of our visitors!

A record-setting fair

- 7th Intermat fair
- From 24 to 29 April at Paris Nord-Villepinte, France
- 1,400 exhibitors from 42 different countries
- 75% of whom were international exhibitors
- 209,032 visitors from 160 countries
- 45% of whom were international visitors (+21% compared to 2003)

Intermat, it was all systems "show"

A shedload of innovative products, the HA 41 PX (HA 130 JRT)* and H 43 TPX (HB 135 JRT)* high-reach platforms, the Haulotte Truck Boom (range of truck mounted platforms), the MULTIJOB MJX (continuous rotation backhoe loader), nominated to the Innovation Awards, exciting and stimulating entertainment, all in a friendly and warm atmosphere: it was all systems "show, show, show!" for six days on the Haulotte stand. Much in demand during the fair, the Haulotte commercial team led by Segundo Fernandez were very positive about the results of the latest Intermat show. "We would like to give a sincere vote of thanks to everyone who came to our stand. They were able to find out about and appreciate for themselves our innovative products, and discuss this in a friendly atmosphere over a drink. For us, fairs are still the best opportunity to welcome them and spend some quality time with them. Once again, many thanks to you all!", said Segundo Fernandez, Deputy Managing Director.





It's new, it's Haulotte, and it was at Intermat!

Big Booms: HA 41 PX (HA 130 JRT)* and H 43 TPX (HB 135 JRT)*

The Haulotte Group displayed for the first time the H 43 TPX (HB 135 JRT)*, its brand new telescopic platform with a working height of 43m (141 ft). Also exhibited was the HA 41 PX (HA 130 JRT)* - an articulated platform with a working height of 41m (134ft).

The selling points of these two new machines:

- **complete safety** (thanks to optimised movement and cant management...),
- **manoeuvrability and precision** (thanks to proportional and simultaneous controls allowing higher precision and gentler movement...),
- **mobility and compactness** to access even the most inaccessible work sites (4-wheel drive, all wheel steering with simultaneous controls, rocking and extendable axles...),
- **productivity** (access to heights of 41m (134ft) and 43m (141ft) in record time).

MULTIJOB MJX 900 : continuous rotation (360°) backhoe loader

If you made your way to the demonstration area, you will have seen the Multijob MJX in action. Several visitors didn't hesitate to call it "a revolution in the earthmoving market". A natural evolution of multi-purpose worksite machinery, the MJX sets new technology standards thanks to Haulotte design criteria, i.e. client feedback, innovation, quality and performance.

This is the only multifunction machine in the world to combine a fully rotation shovel (360°) with a telescopic loader. Reliability, manoeuvrability, stability, compactness, visibility, comfort and precision of movement – these are the key terms for the MJX. This is an ideal production tool for all worksites, whose many selling points offer unequalled productivity gains. Quick and easy to handle, the MJX has created tomorrow's earthmoving.

Its exceptional performance was praised during the Intermat 2006 Innovation Awards.





Haulotte

BOUTIQUE

A great Haulotte Group innovation at InterMat 2006: the launch of a wide range of spin-off products such as T-shirts, duffel coats and a plethora of office equipment and little ideas to make your life easier. Make sure you get some from your usual Haulotte contacts!





NEWS FLASH - NEWS FLASH

Electric powered scissor lifts: a surprise from Haulotte

No one was expecting them at Intermat, but they were there nonetheless: Haulotte's new N 120 / 140 / 165 EL 12 range of electric powered scissor lifts gate-crashed the party. They almost stole the show from Haulotte's other innovations!

These new narrow scissor lifts, built using well known Holland Lift technology, have a narrow width: 1,20m (4ft).

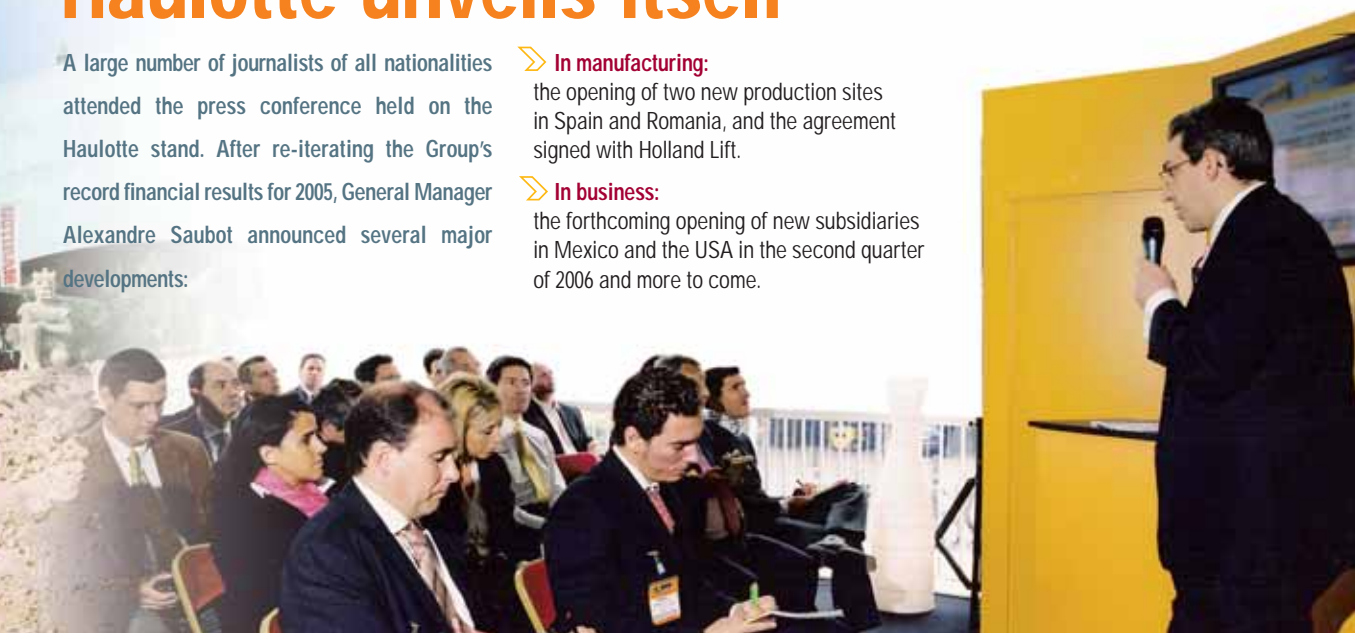
The result of an agreement signed between the Haulotte Group and Holland Lift a few days before the fair opened (see page 3), this range completes the Haulotte Group's electric powered scissor lifts with three new 1,20m (4ft) wide models with working heights of 14m, 16m and 18,5m (46, 52 and 60ft).

P R E S S C O N F E R E N C E

Haulotte unveils itself

A large number of journalists of all nationalities attended the press conference held on the Haulotte stand. After re-iterating the Group's record financial results for 2005, General Manager Alexandre Saubot announced several major developments:

- > **In manufacturing:**
the opening of two new production sites in Spain and Romania, and the agreement signed with Holland Lift.
- > **In business:**
the forthcoming opening of new subsidiaries in Mexico and the USA in the second quarter of 2006 and more to come.





Haulotte

SERVICES

OUR AR

The spare parts business is a vital component at the heart of the Haulotte Services division.

There are two buzzwords for the 60 staff who work there: availability and reaction time for even more effective after-sales service.

This is a sizeable challenge, which Haulotte Services has taken up with alacrity. The new global expertise and welcome centre dedicated to our clients is also home to the Group's central replacement component hub - 40,000 spare parts in stock in over 6,000 m² (64,585 ft²) of space by the side of the motorway, ready to be loaded on the trucks, destined for every corner of the world.

"We decided to centralise our global stock of spare parts in order to obtain better control and visibility of the stock which is actually available to us," noted Patrice Métairie, Haulotte Services Manager.

Despatch within 24 hours

"This is a real stake in our future: we firmly intend to be able to despatch any original spare part to any client, wherever they are on the planet, within 24 hours." adds Patrice Métairie. With 500 registered spare parts suppliers worldwide, it is all too clear how this task could quickly become a nightmare. But at

Haulotte the discussion is a lot more positive. "Our organisational logic is simple: we have centralised stock managed from France, advance stocks of more frequently needed spare parts in each of our subsidiaries abroad, and finally, warehouses on each continent which can supply the majority of our products, so that we can be even more reactive and closer to our clients."

The logic "Services contracts"

A veritable expertise in "spare parts" has been put in place, in the form of the 60-plus specialised staff (order processors, quality supervisors, purveyors, buyers, technical and commercial sales advisors, etc) and new value-added services, notably in the form of maintenance kits. To Patrice Métairie, the market trend is clear: "Our clients expect us to provide them with real service: breakdown kits under the fixed-price maintenance-upgrading contracts, even guarantee extensions."





MOUR

The spare parts business in brief:

- 40,000 available original spare parts.
- 1 central 6,000 m² (64,585 ft²) stock in France, and secondary stocks at each subsidiary.
- 60 staff dedicated to the spare parts business.
- 60,000 orders handled on average each year.
- 15 minutes: the average time taken to prepare an order.
- 500 spare parts suppliers registered with the Haulotte Group.

France, Spain: it's "full service"!

> As the Haulotte Services Centre was opening its doors, the **HAULOTTE Iberica** subsidiary increased its work space by 1000 m² (10,764 ft²) in order to meet the growing demand from maintenance contracts and workshop repairs. The same trend is visible on the ground as the network of roaming technicians has been reinforced, in order to ensure service levels keep up rapidly increasing sales: 9 more technicians to cover Spain and Portugal and a spare parts supervisor to coordinate and control the network.



Increased work space by 1 000 m² (10764 ft²) dedicated to customer service

> **HAULOTTE France** also took the next step forward in its client service organisation, by reinforcing its technical capabilities. To begin with, they have based technicians across the region to ensure that by making a simple call to the Technique Haulotte Services support centre, you can benefit from the permanent presence of the closest and best technical expertise. The workshops at Epinay and Saint-Préjst have the equipment and human resources to meet the needs of heavy repair work, complete upgrades or machinery refurbishment. Finally, the Haulotte Services training centres - CACES (Certificat d'Aptitude à la Conduite en Sécurité - Safe Driving Aptitude Certificate) and IPAF (International Powered Access Federation) approved - offer "driving" and "technology" sessions given on site or at the client's site.





Haulotte Sing the dizzying heights

Although it has only been open a few months, the Haulotte Singapore subsidiary has been forging ahead into an Asian market whose economic growth seems to have no limits. Could this be a new El Dorado for the Haulotte Group?

With an average age of 35 years, the Haulotte Singapore team is the epitome of a growing subsidiary in the Haulotte Group: young, ambitious and resolutely facing the future. Guillaume Getas, the 32-year old Director of the Asian subsidiary, is a perfect illustration of this. *"We don't have a complex about this - we are using 100% of our energy to make an excellent impression on our new clients."*

2001 – An Asian Odyssey

The term "innovation" is an excellent choice to describe one of the newest commercial subsidiaries (together with Haulotte Polska), and the family album can be perused in just a few clicks.

"When you look back, our short history is amazing," confi-

des Guillaume Getas with a gleam in his eye. "Haulotte's adventures in Asia only started in 2001, and even then we were only in the region for two weeks a month to make and solidify our commercial contacts. This was the safest way to tackle this market." Singapore, Hong Kong, Japan, Korea, China: a vast territory to conquer!

Despite lively competition, the Haulotte Group has won significant market share, *"notably thanks to the weakness of the Euro in this region in 2001, where the US Dollar is the benchmark currency."* This was a shin-up which helped them to sell over 140 machines in the first year of commercial activity.

From 9m² to 3,000m² (96 ft² to 32,300 ft²)

This was sufficiently promising to decide to open a representative office in Singapore. Unflustered, Guillaume Getas moved into an apartment, a room of

The Haulotte Singapore Team - from left to right, William Lim, Cindy Chua, Violet Kwek, William Tan, Guillaume Getas, SK Ho, Roger Samy and Mickey Yeo.





22 Haulotte machines bought by SASCO : a new partnership.

apore of Asia

which he made his office. "9m² (96 ft²), an Internet connection and a laptop were all that it took to launch our Business Unit in Asia!"

The Euro caught up with the Dollar, business took off, and Guillaume Getas recruited Violet Kwek Swee Cho (sales assistant), William Tan (sales manager) and Chin Yong (technical engineer) one after the other in 2004. That was all it took to Haulotte Singapore into a complete subsidiary in November 2005. Four months later (in March 2006), they moved to the industrial zone near the international airport at Changi, where this Asian "Tiger" Team invested in 3,000m² (32,300 ft²) of modern workspace, "a vital space to consolidate a reasonable stock of machines and spare parts. And within a few months, part of the space will be used to train our regional clients, distributors, agents and retailers. We will become the Asian region's training centre", stated the "boss" of Haulotte Singapore.

When Haulotte service is put to the test

In order to honour its contract with SASCO, a division of ST TECHNOLOGIES specialising in aircraft maintenance, Haulotte Singapore did not think twice about boosting its Customer Support Team and investing in extra equipment. For this was a sizeable order: Haulotte will completely equip SASCO's two hangars (with 22 machines), as the client preferred Haulotte's platforms and service to those of its previous supplier.

On the Service side, from September onwards SASCO will also entrust Haulotte with the maintenance of the equipment for a renewable period of three years.

Haulotte Singapore's close proximity allows them to provide the best level of service: 3 technicians will be assigned to SASCO to ensure periodic on-site maintenance of the machines, which will see intensive usage. Not forgetting 24 hour/day telephone assistance and very rapid reaction times, all of which Haulotte Services is beholden to provide.

When it comes to platforms, there is a lot left to do

Quality machines, stock available locally, after sales support linked to well managed commercial impetus and effective marketing support: the Haulotte "recipe" works, even if the concept of aerial work platforms remains little known in most of Asia.

"We still have a lot of promotion work to do," admits Guillaume Getas. "Our main targets are the multinational companies, who use the same safety standards that we have in Europe, the high technology companies (such as SASCO, AMECO, Thai Airways, Beijing Satellite, Air China, EVA Air Taiwan in the aviation and aerospace sector) and those for whom productivity is essential (such as dockyards in Vietnam)."

So (almost) everything still needs to be done!



Haulotte Singapore has a strong presence in the aviation and aerospace sectors.



CHINA, TURKEY,

TERRITORIES TO BE CONQUERED

Besides Intermat in Paris, the Haulotte Group also exhibited in spring 2006 at the Conexpo Asia fair in Beijing (15 - 18 May) and the Ankomak Exhibition in Istanbul (31 May - 4 June) - two markets on which Haulotte is focusing its attention.

> CONEXPO ASIA

It was a first for the Haulotte Group but also for the organisers! With 13,100 visitors from 75 countries and 192 exhibitors over 16,000m² (172,227 ft²), the Chinese fair raised everyone's spirits from the very start. For the Haulotte Group, which has opened a subsidiary in Shanghai, this was the opportunity to meet some future clients and to present to them a few machines "made in France". Together with his Haulotte Singapore team, Guillaume Getas met several potential customers who were looking for reliable machines packaged with the solutions which clearly characterise Haulotte: service, training, localisation and a specific attention to client requirements.



Conexpo Asia in Beijing: a noticeable presence

> ANKOMAK EXHIBITION

When it exhibited its machines in Istanbul at the beginning of June, the Haulotte Group was stepping into a little better-known territory. Since 2004, cooperation has intensified with the Acarlar group, which successfully distributes Haulotte platforms on the Turkish market: 200 machines have been delivered and put to use in a wide variety of sectors (construction sites, local authorities, airports, etc.) And with key customers such as Ikea, Toyota, Istanbul Airport, Renault, Turkish Airlines, Carrefour, Bouygues, Mercedes etc. "Our forecasts for the years to come are very encouraging" notes Serkan Acar, General Manager of Haulotte Acarlar in Turkey. "The construction industry is in full swing, and our priority is to offer to professionals a range of machines with excellent build quality which will allow them to improve worksite safety and productivity. This is the reason that we chose Haulotte, which fully meets these criteria, and which is a benchmark in its market."



The Haulotte Acarlar commercial team confirms the growth in Haulotte sales in Turkey. That's worth a smile!

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FINANCIAL RESULTS 2006-The Haulotte Group keeps the rhythm

2005 - A historic business year for the Haulotte Group, will this in turn be overtaken by a record 2006? We got off to a good start if you just look at the results for the first quarter of 2006: with a hike of 31% in turnover (€105.3 million) during the first three months of the year, the Haulotte Group is showing exceptional growth.

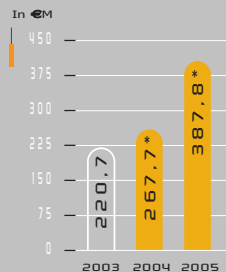
If you will remember, 2005 was marked by a 45% growth in turnover (€387.8 million) and a strong increase in profits, with an operating margin of 16.9% and a net margin of 11.8%.

"The performance level that we established in 2005 was only the first step to obtaining our aim: to become the No. 1 operator in the market", underlined Alexandre Saubot, the Haulotte Group Managing Director.

Investors praise this spectacular growth. The Haulotte Group, launched on the secondary market of the Paris stock exchange on 3 December 1998, is today in the ranks of the SBF 120, a basket of CAC 40 index values to which are added the most liquid 80 First Market values. From January 2005 to March 2006, the value of Haulotte shares quadrupled, a sign of vitality which doesn't seem to be running out of steam.

Growth in return per share (in €M)

*IFRS standard



Growth in stock exchange index and transactions

