



HIAB COMPANY PRESENTATION

H2 2019



HIAB

WE ARE **HIAB**



Born in the Swedish forests
in 1944. Founded by true
pioneers driven to find a
solution to a business
challenge

Since our beginning
we have focused
on pioneering
new solutions
for load handling














Today we are
the global leader in on-road
load handling equipment,
intelligent services and
connected solutions



WE CREATED THIS INDUSTRY

Eric Sundin was an entrepreneur with a ski production business in Sweden. More than seven decades ago, he developed a way to transfer the hydraulic momentum from a truck engine into a lifting motion. This helped him lift heavy timber from the forest onto his truck and to his ski factory. The Hiab Method and our industry were born. From its pioneering origin back in 1944, Hiab has been inspiring the future of load handling for the past 75 years.

STRONG BRANDS ANSWERING CUSTOMER NEEDS

 HIAB	 JONSERED	 LOGLIFT	 MULTILIFT	 MOFFETT	 ZEPRO	 DEL	 WALTCO
<ul style="list-style-type: none"> • Loader cranes • Founded in Sweden in 1944 • Joined the group in 1985 • Key applications: delivery of building materials, industrial products, digging 	<ul style="list-style-type: none"> • Forestry and recycling cranes • Founded in Sweden in 1833 • Joined the group in 1978 • Key applications: forestry logging, heavy recycling 	<ul style="list-style-type: none"> • Forestry cranes • Founded in Finland in 1966 • Joined the group in 1988 • Key applications: forestry logging 	<ul style="list-style-type: none"> • Hooklifts and skiploaders • Founded in Finland in 1949 • Joined the group in 1977 • Key applications: waste, recycling, construction, rescue, defence 	<ul style="list-style-type: none"> • Truck mounted forklifts • Founded in Ireland in 1945 • Joined the group in 2000 • Key applications: delivery of goods in a variety of industries including building, gas, agriculture, recycling and beverage 	<ul style="list-style-type: none"> • Tail lifts • Founded in Sweden in the 1940s • Joined the group in 2000 • Key applications: local urban deliveries 	<ul style="list-style-type: none"> • Tail lifts • Founded in the UK in 1987 • Joined the group in 2008 • Key applications: local urban deliveries 	<ul style="list-style-type: none"> • Tail lifts • Founded in the USA in 1954 • Joined the group in 2000 • Key applications: local urban deliveries
							

BRANDS

PART OF OUR PORTFOLIO OFFERING



TRUCK MOUNTED FORK LIFTS

- Founded in the USA in 1972
- Princeton complements Hiab's Truck Mounted Forklifts offering as market leader in North America



LOADER CRANES

- Hiab acquired the Italian crane manufacturer Effer in November 2018
- Founded in 1965, Effer is a pioneer and provider of truck mounted, special truck and marine cranes



LOADER CRANES

- Hiab acquired the loader crane business of Argos Guindastes Indústria e Comércio Ltda. In October 2017
- Founded in Brazil in 2002 with own production and distribution



LOADER CRANES

- Sinotruk Hiab Equipment Ltd.
- Joint venture with China National Heavy Duty Truck Group Co. Ltd. since end 2013
- Focus on the Chinese loader cranes market

HIAB WITH EFFER STRONGER TOGETHER



A PROUD, STRONG COMPANY AND BRAND

EFFER BECOMES PART OF THE HIAB FAMILY



Hiab	Effer
Founded 1944 in Sweden	Founded 1965 in Italy
Globally leading on-road load handling equipment & solutions provider – leader in loader cranes	Knuckle-boom cranes for trucks and marine applications – leader in heavy cranes
HIAB, LOGLIFT, JONSERED, ARGOS, Sinotruk-HIAB (crane brands only)	EFFER
Globally > 3,300 employees	Total ~400 employees
Cranes production and assembly in Europe (PL, ES), South Korea, and China. Dedicated R&D centre in Sweden	Headquarter and production in Bologna and Taranto, Italy
Global presence and sales & services network in >100 countries	Global presence in 60 countries with >100 dealers and distributors
Global with key markets USA, European and APAC key markets	NA (US), EMEA (Italy, Israel, Switzerland, Nordics), APAC (CN/HK, AU)



PIONEERING AT OUR CORE

1944

1949

1955

1956

1961

1970

1984 1986

1990

2013

2014

2016

2017

2018

First hydraulic crane
Hiab pioneering the industry

First Hiab serial crane
The Hiab 190

First hydraulic timber grapple and rotator

First knuckle-boom crane

First forestry crane with top seat

Hexagonal crane design & hi-tensile steel introduced

First forestry crane with cabin

Innovative 3-wheel MOFFETT Mounty

SPACE crane operation system

First electric MOFFETT truck mounted forklift

ePTO concept for electric powered crane usage

nDurance™ coating and paint process

ProCare™ tiered service offering

Extended 2-year warranty for loader cranes and demountable

Start roll-out for Hiab Original Spare Parts Webshop

Award-winning HiVision™ for forestry crane operation system

Multiple crane innovations incl. Crane Tip Control CTC Semi-automatic Folding SAF, Continuous Slewing

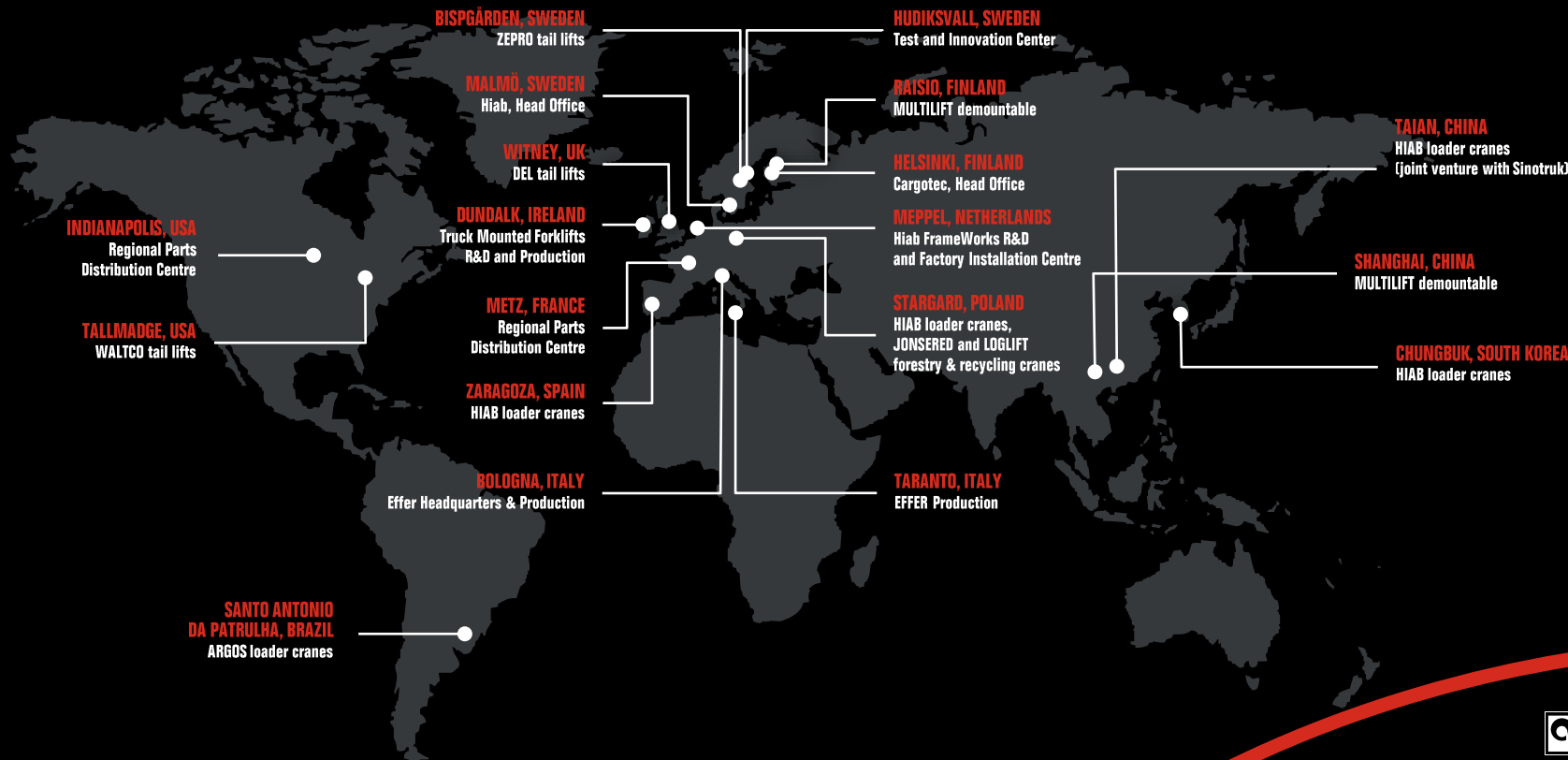
HiConnect™ connected solution and service

Hiab ProCare full R+M global launch

Milestones of pioneering



A GLOBAL COMPANY



A large group of Hiab employees, including men and women of various ages, are posed in front of a warehouse. A Hiab crane is visible in the background. The text 'THE HIAB FAMILY' is overlaid on the image.

THE HIAB FAMILY

>3,800

The dedicated and talented people of the Hiab family make Hiab a vibrant, international company, and a great place to work and develop. In all we do, we are guided by our values: Reliable, Caring, and Pioneering.

THE HIAB MISSION

We keep everyday life moving
by unlocking the full potential of load handling
in our customers' businesses.



THE HIAB **VISION**

“We are the number one partner and preferred load handling solution provider to our customers.”

“As the pioneer and thought leader, we inspire and shape the industry.”

CUSTOMER FIRST **IN HIAB**

>74%

of our customers would
repurchase Hiab
equipment, services
or solutions

The satisfaction of our customers and operators – ranging from proud single truck owners to international fleet companies and businesses – is paramount for us.

We constantly strive to listen, understand, and act – providing solutions to our customers

Source: Annual Hiab global customer satisfaction & NPS study

CUSTOMER SOLUTIONS



CONSTRUCTION



DELIVERY LOGISTIC



GLOBAL PRESENCE



BUILDING MATERIALS



AGRICULTURE



WASTE MANAGEMENT



RECYCLING



SOLUTION PROVIDER



SPECIAL LOGISTICS



LANDSCAPING



FORESTRY



DEFENCE



DIVERSE CUSTOMERS



FIRE RESCUE



CUSTOM SOLUTIONS

We provide a comprehensive offering of load handling solutions for customers across multiple industries and segments. Above is only a selection.



The world-leading
equipment provider in
on-road load handling.

Equipment provider

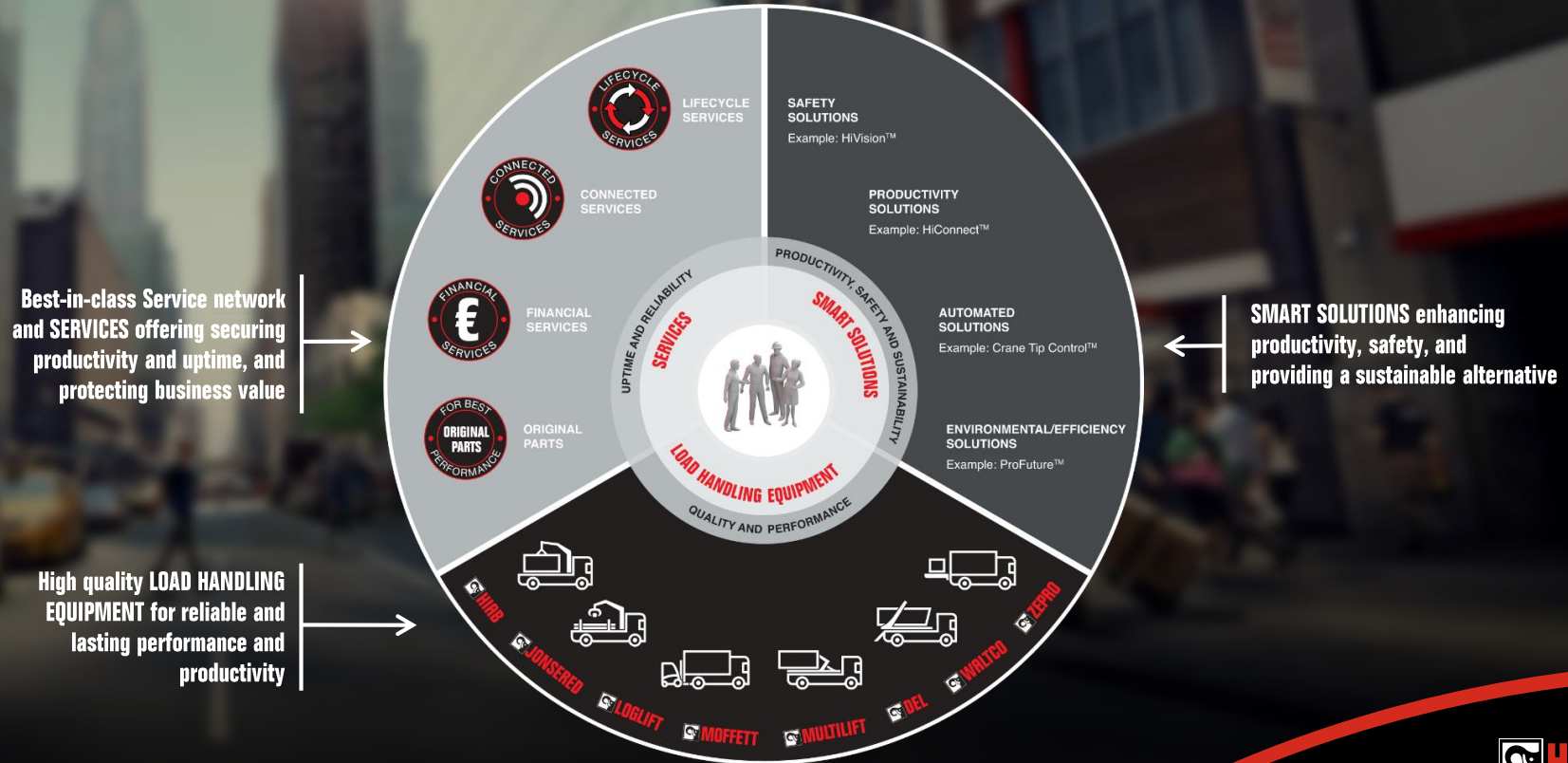


Solution provider



Customer-focused load handling
and logistics solutions provider,
and preferred partner.

HIAB PROVIDING CUSTOMER SOLUTIONS



STRONG **SERVICE** OFFERING



LIFECYCLE SERVICES

Supporting you from installation to predictive maintenance and all the way to extending your equipment lifetime



SERVICE NETWORK

With the global service network and experts, we support you whenever and wherever you need us



ORIGINAL PARTS

Ensuring your Hiab product stays the same high-performing Hiab product you invested in from the start



CONNECTED SERVICE

Stay one step ahead with next-generation intelligence to further enhance productivity, efficiency and safety for your business



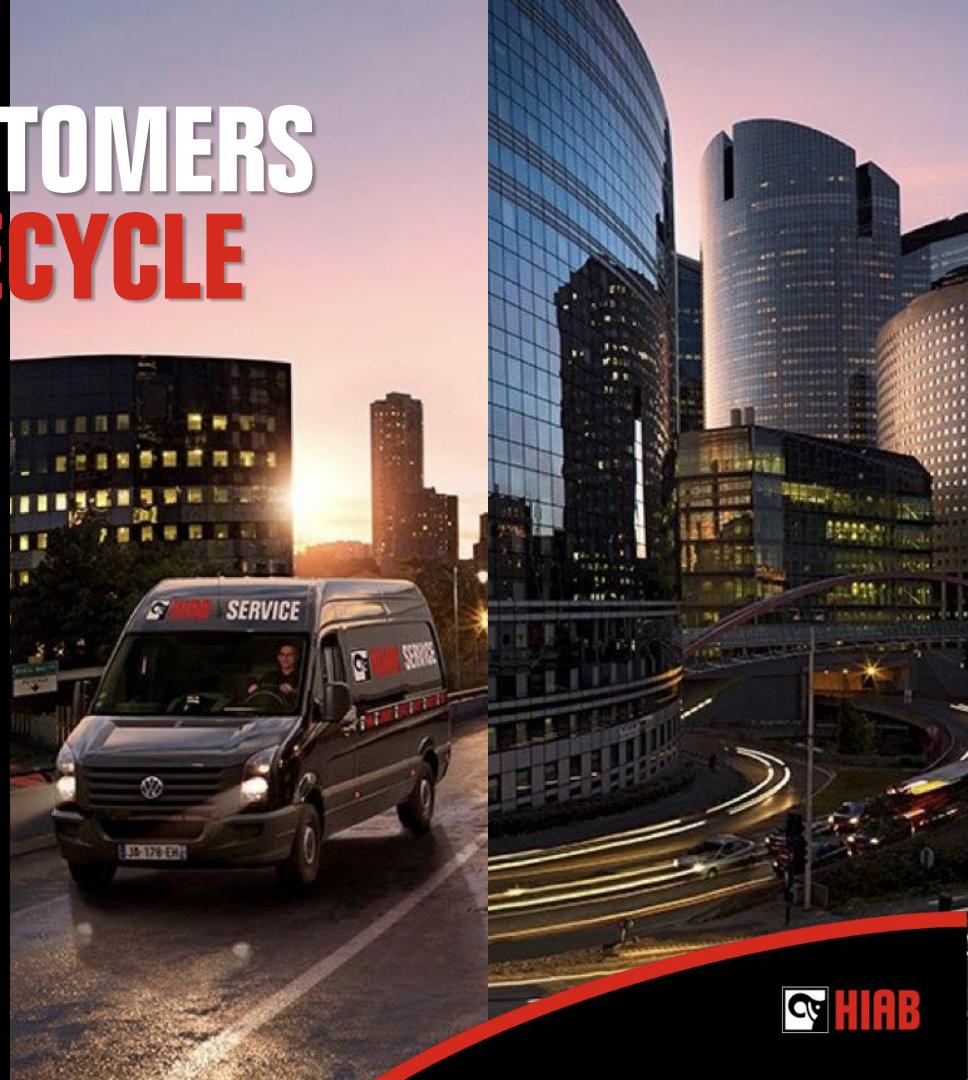
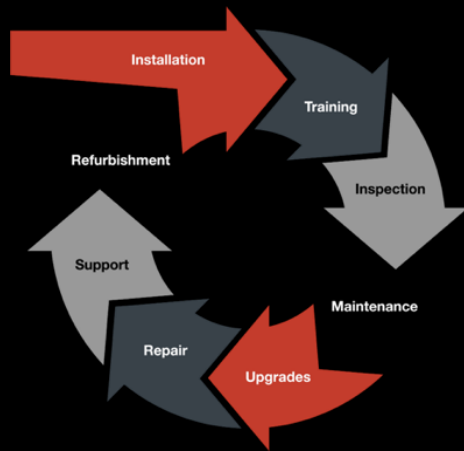
EXCEL IN SERVICES NUMBER ONE PARTNER FOR OUR CUSTOMERS



CONTINUOUSLY DEVELOPING OUR **SERVICE NETWORK** AND **COMPETENCE**



SUPPORTING OUR CUSTOMERS THROUGHOUT THE **LIFECYCLE**



SUPPORTING OUR CUSTOMERS THROUGHOUT THE **LIFECYCLE**



HIAB

FRAMEWORKS

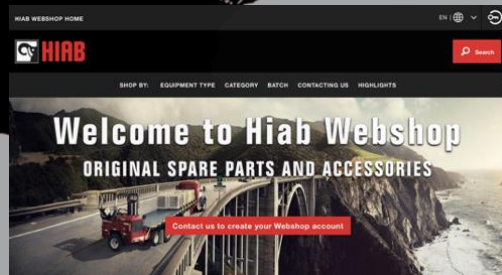


HIAB

**HIAB PROCARE FOR THE
UPTIME YOU NEED AND THE
PEACE OF MIND YOU WANT**



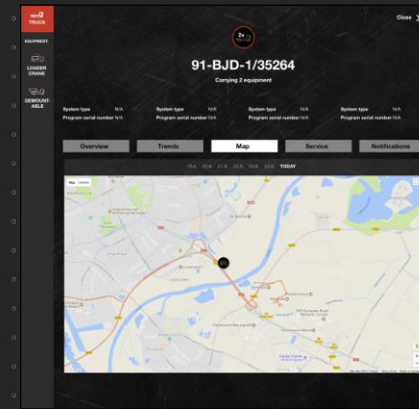
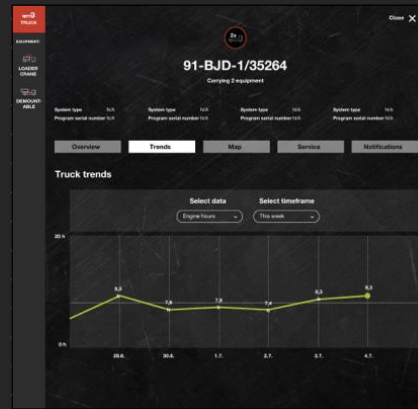
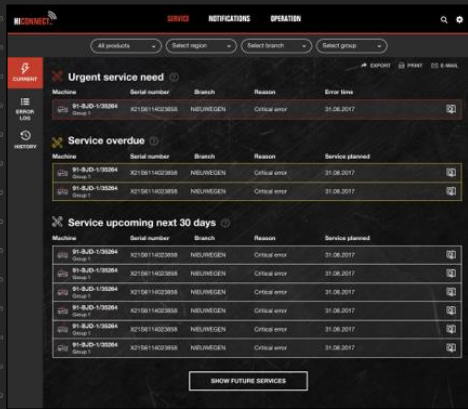
DELIVERING ORIGINAL HIAB QUALITY WHERE AND WHEN NEEDED



SMART SOLUTIONS CONNECTED TO SERVE OUR CUSTOMERS

HI CONNECT  TM

 **HIVISION** TM

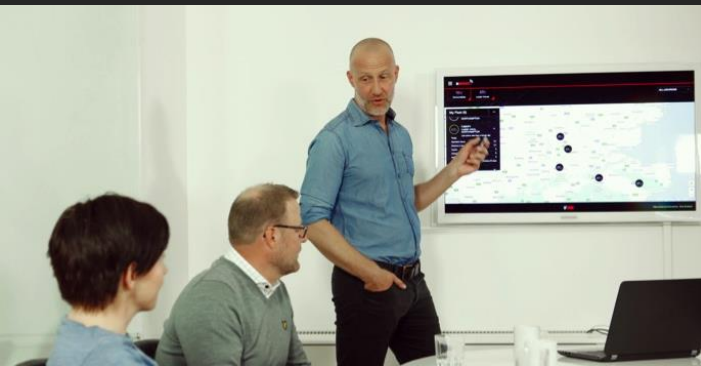


HICONNECT™



**DEVELOPED WITH
OUR CUSTOMERS
FOR OUR CUSTOMERS**





Operation

HiConnect-enabled equipment collects data in real-time

Insights

Data is analysed and turned into insight

Customer value

Insights from data supports fleet managers, service managers and equipment operators in decision-making

INSIGHTS FOR INFORMED DECISIONS, INCREASED PRODUCTIVITY AND SAFETY

BUILDING ON THE FIRST TWO YEARS OF **HIVISION**



2016
Introducing
the concept



Early 2017
Delivering to
customers



2018
Customers in
over 10 markets



Next
New applications,
more capabilities

**WITH HIVISION
WE CONTINUE
SHAPING THE FUTURE
OF LOAD HANDLING**

**AUTONOMOUS
OPERATION**

**SEMI-AUTONOMOUS
OPERATION**

**ASSISTED
OPERATION**



SUSTAINABLE SOLUTIONS



MOFFETT E-Series

Reducing fuel and noise emissions



Hiab ePTO

Seamlessly switching to emission-free



Cyclone Oil Tank

Revolutionary, efficient & sustainable



Solar Charger

WALTCO tail lift with power reserve

For
productivity
comfort

Good
for the
environment



SERVING CUSTOMERS = CREATING VALUE

Performance

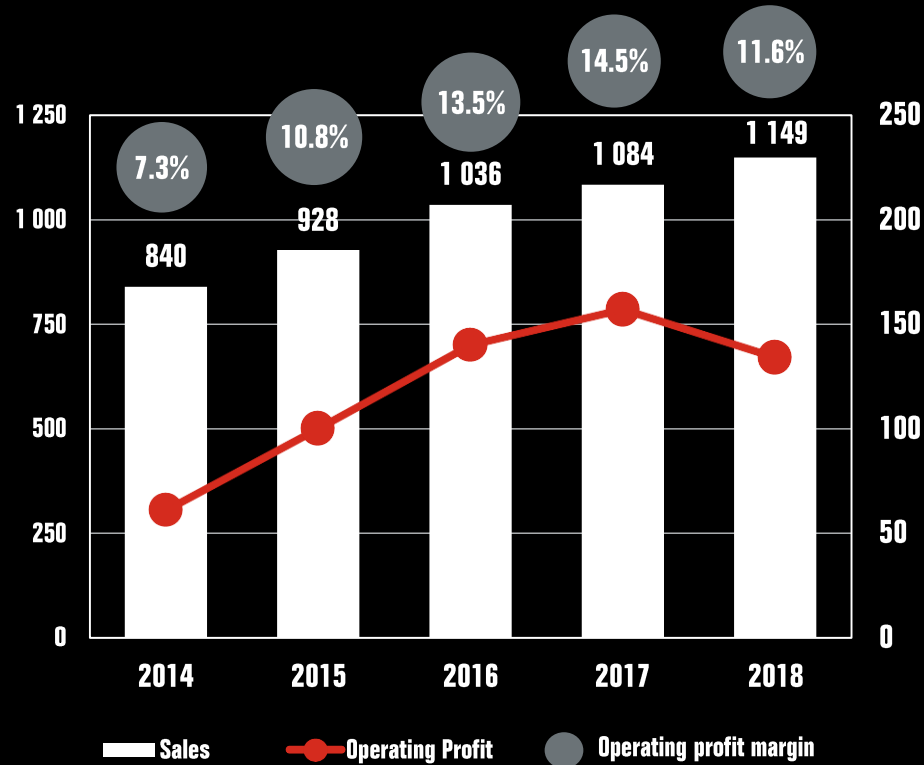
Reliability

Productivity

Safety

Sustainability

SALES GROWTH





TOGETHER WE ARE STRONGER

We have high ambitions for the future. The best way to reach our goals in a changing business environment is by partnering up. We collaborate. We engage. We work with professionals from different fields to pioneer new solutions. Whether you are a customer, business partner, researcher, service provider, supplier, media, or a professional – partner with us to make an impact!



75 YEARS OF PIONEERING INSPIRING AND SHAPING THE FUTURE OF LOAD HANDLING

Eric Sundin and Einar Frisk

Founders of Hydrauliska Industri Aktiebolaget HIAB in 1944



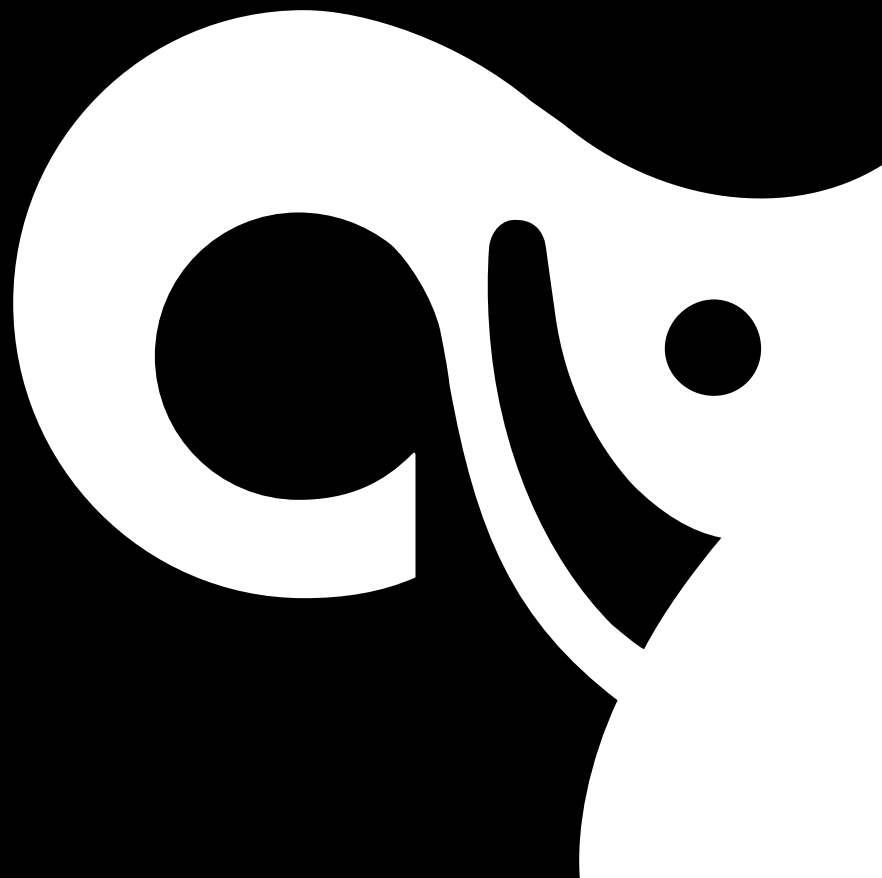
CONNECT WITH HIAB

www.hiab.com

in f



You
Tube



HIAB IS PART OF THE CARGOTEC CORPORATION



www.cargotec.com | Nasdaq Helsinki: CGCBV

Cargotec enables smarter cargo flow for a better everyday with its leading cargo handling solutions and services. Its business areas Kalmar, Hiab and MacGregor are pioneers in their fields, creating sustainable value for their customers. Cargotec's vision is to be the leader in intelligent cargo handling.