



Roland Sundén, President, Hiab

Pioneering Hiab

well positioned for further profitable growth

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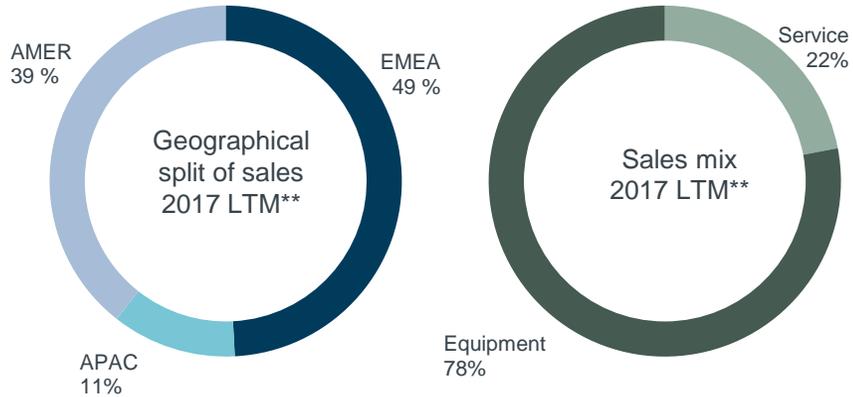
Accelerated our growth and delivered strong business results

Strengthened our equipment and service leadership positions

Capturing further growth opportunities

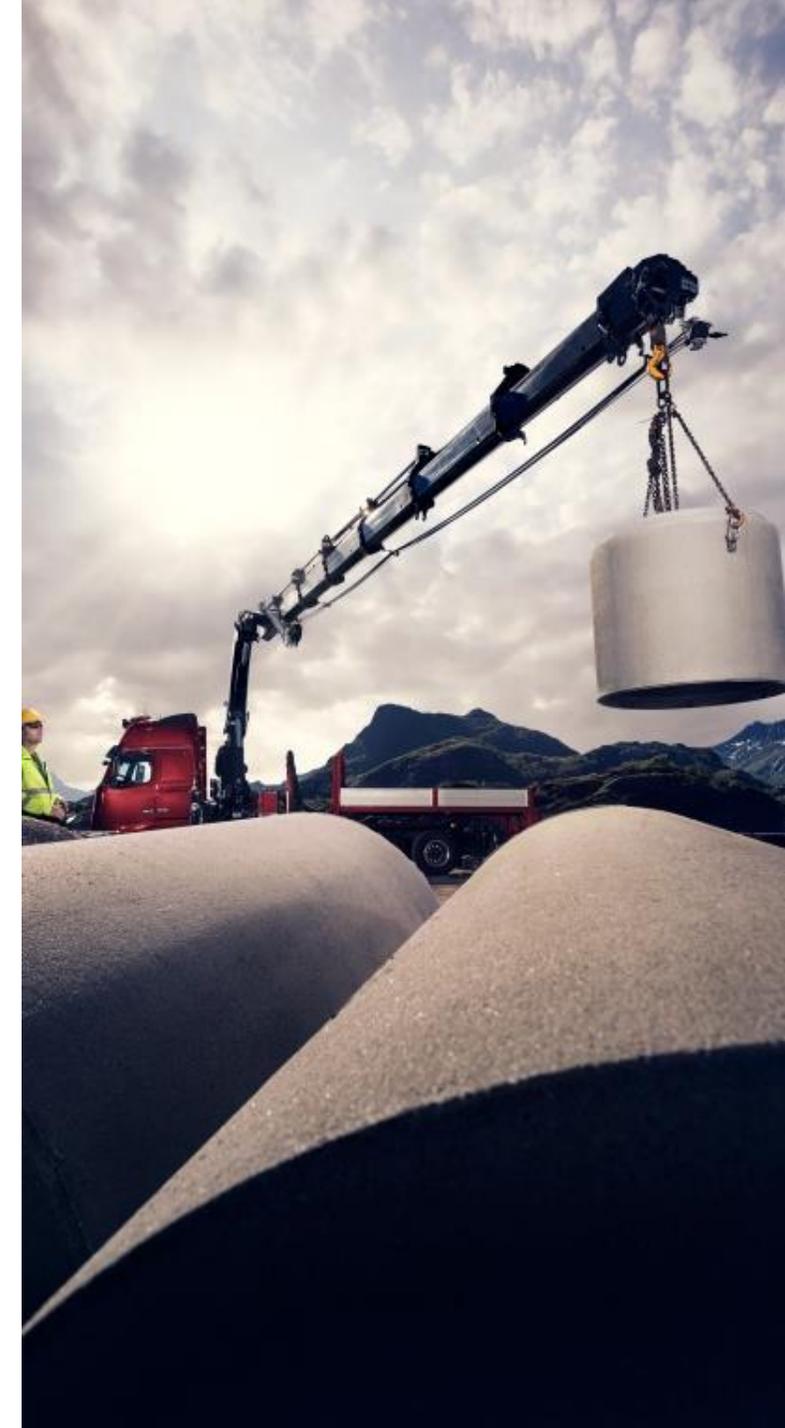


Hiab – a global leader in on-road load handling

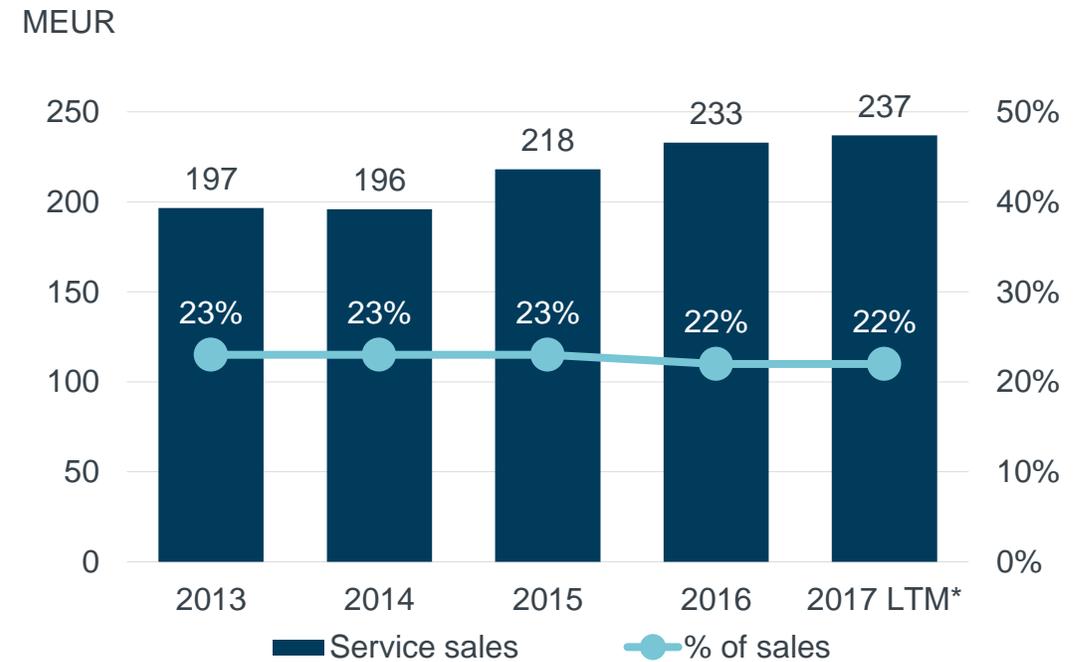
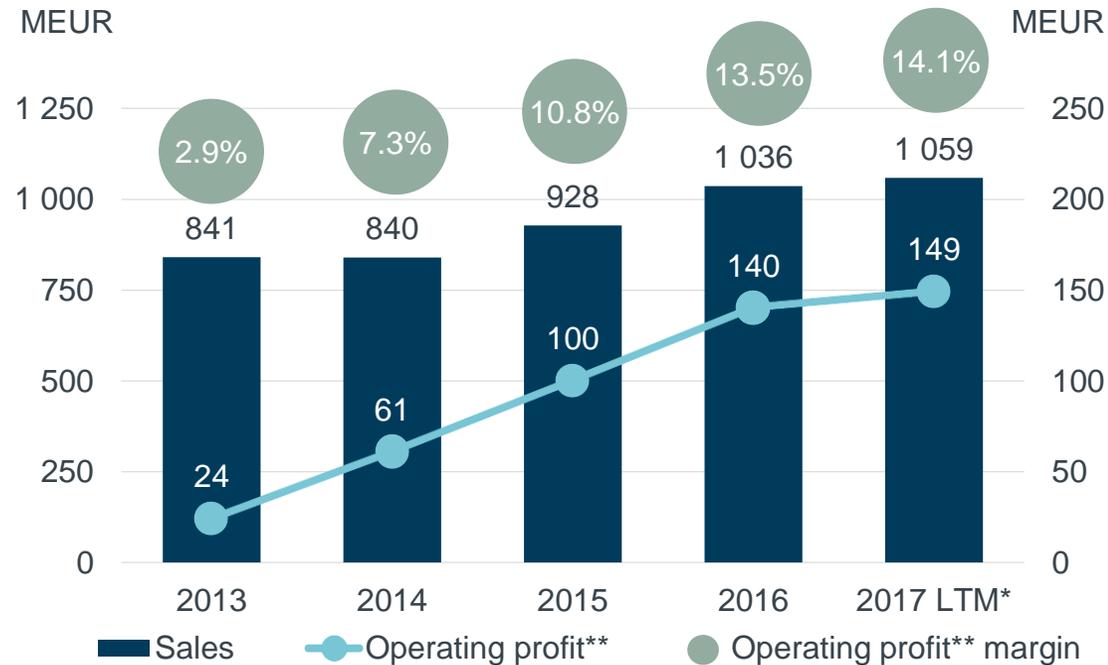


MEUR	Q2 2017 LTM**
Orders received	1,069
Order book	290
Sales	1,059
Operating profit*	149.5
Operating profit margin*	14.1%
Personnel	3,167

- Global leader in on-road load-handling equipment and solutions
- Strong brand reputation and loyal customer base
- Comprehensive sales & service network, present in >120 countries
- Total offering of state-of-the art equipment, services, and connected solutions
- Ambition to be the number one partner, inspiring and shaping the industry



Excellent business performance development



- Outperformed market in sales & service execution
- Growth in key regions and all equipment segments
- Reinvest in portfolio, distribution, digital offering

- Built world-class infrastructure for spare part sales
- Continued invest in distribution network
- Introduced new service and connected offerings

Strengthened our market positions...

		MARKET SIZE* (EUR billion)	KEY SEGMENTS	HIAB POSITION & TREND
LOADER CRANES 		~1.3	Construction and Logistics	#1-2 
TAIL LIFTS 		~0.5	Retail Logistics	#1 
DEMOUNTABLES 		~0.5	Waste and Recycling	#1 
TRUCK MOUNTED FORK LIFTS 		~0.3	Construction and Logistics	#1 
FORESTRY CRANES 		~0.2	Timber, Pulp and Paper	#2 

*) Cargotec estimate

...leveraging megatrends and growth drivers

MEGA TRENDS



- **Urbanization** and **Consumption** growth driving needs for efficiency
- **Digitalization** and **Connectivity** enabling new **business** solutions

MARKET GROWTH



- **North America** and main **European** markets continue to grow
- **Developing markets** strong load handling equipment penetration potential

KEY SEGMENTS



- **Construction, Waste & Recycling, Logistics** and **Governmental** business segments show continued growth projection

PRODUCT OFFERING



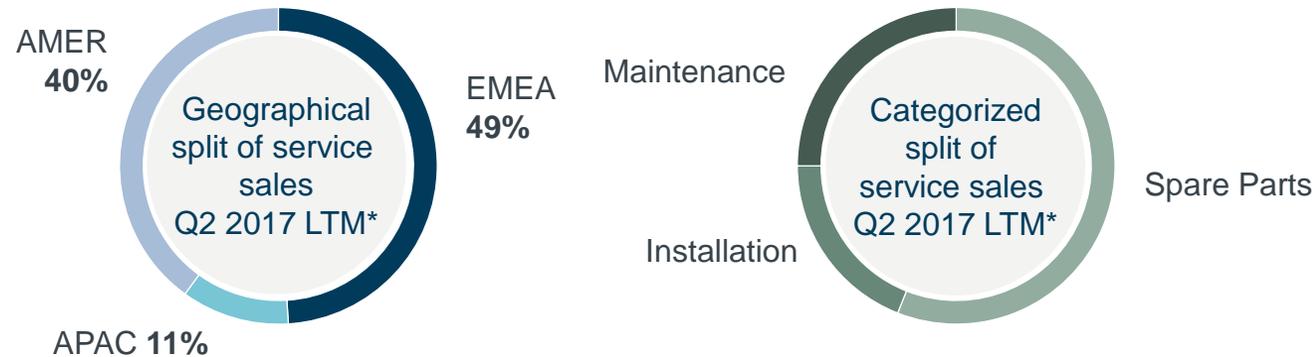
- **New applications** market and segment growth potential
- Developing for increasing demand in **Electrification** and **Automation**

SERVICE SOLUTIONS



- Growing demand for comprehensive **life-cycle service offerings** and tailored **business solutions**

Service is key in driving sustainable profitable growth...



MEUR

LTM*

Service revenue	237
% of total revenue	22%

- ✓ Increased service revenue from 2014 to 2016 by 19% and annual growth of 9.1%
- ✓ Continued investment into service network and infrastructure to unlock value
- ✓ Accelerated development of new services solutions to capture life-cycle value

- Comprehensive sales & service network in >120 countries
- 41 Hiab service centers & workshops and 370+ technicians
- 620+ dealer and service partners and 1,100+ technicians
- Service competence for >110,000 equipment in use

*) LTM = Last 12 months (Q3 2016 – Q2 2017)

...and we are expanding our service offering to capture life-cycle value

SERVICE
PRODUCT
DEVELOPMENT



World-class spare parts **Webshop** rolled out in 28+ countries

SERVICE
CONTRACT
OFFERING



ProCare™ is a new full service offering at four levels:

1. Scheduled inspection
2. Essentials (preventive maintenance)
3. Extended warranty
4. Repair and Maintenance

CONNECTED
SOLUTIONS



HiConnect™ providing users with real-time insights via web-based dashboards



Unlocking customer value through HiConnect™

Providing **business critical insights** for connected Hiab equipment

- Show equipment usage and efficiency
- Monitor condition and manage uptime
- Improve safe and professional operation
- Increase business productivity across fleet

Unlocking further value through proactive service, spare parts, new solutions

Building customer brand **loyalty** and **equipment sales**



Travis Perkins - from customer to partner

”With Hiab HiConnect we are looking to improve safety, transparency and utilization for our fleet. The platform offers the potential to help us decrease downtime, something that costs our business ~£5,000 per week in lost sales if a vehicle is down for any reason.”

Graham Bellman, Travis Perkins

Graham Bellman, Group Fleet Director, Travis Perkins, with Scott Hall, SVP Sales & Service, Hiab, and Jan-Erik Lindfors, VP New Business Solutions, Hiab, at the Hiab Leadership Forum, June 2017



Well positioned for further profitable growth

Accelerated our growth and delivered strong business results

Strengthened our equipment and service leadership positions

Capture further growth opportunities

- Capitalize on urbanization, digitalization, connectivity
- Penetrate Brazil and China
- Develop segments and new applications
- Grow and expand service

