



THE MATERIAL-HANDLING REFERENCE
2013 ANNUAL REPORT

 **MANITOU**

GEHL

MUSTANG 

MANITOU
GROUP



MANITOU
GROUP

THE MATERIAL-HANDLING
REFERENCE

HISTORY

1958

First Manitou rough terrain forklift-truck created, based on an idea from Marcel Braud.

1970

Group's internationalization began.

1972

Sales & marketing partnership agreement signed with Toyota for the exclusive distribution of Toyota industrial forklifts in France.

1981

Manitou's first telehandler launched.

1984

Stock market listing.

1993

The first of the MRT rotating telehandler forklifts were put on the market.

1995

Aerial work-platforms launched.

1996

Manitou was ISO-9001-certified.

1998

Marcel Braud took office as Chairman of the Supervisory Board.

2004

Manitou celebrated its 200,000th forklift-truck manufactured and sold, across the world.

2006

Manitou surpassed the one billion euro sales mark.

2007

Manitou inaugurated a 22,000 m² international logistics center.

2008

The American Gehl Company was acquired.

2009

Governance changed and the company went back to having a Board of Directors.

2010

Gehl and Mustang articulated loaders launched.

2011

Family shareholding reorganized.

2012

Crossover agreement signed with the company Yanmar for the manufacturing and distribution of compact excavators.

2013

Partnership with Yanmar made stronger with Yanmar taking a 6.26%-stake in the group's capital. Dominique Bamas, Director, served as interim President and CEO from March to December.

2014

January: Michel Denis appointed as President and CEO. April: new roadmap hinged on the three divisions, including one for service.

CONTENTS

INSTITUTIONAL REPORT

Group profile	5
Key figures	6
Governance	8
Values and strategy	10
Corporate social responsibility	11
2013 in pictures	12
Expertise	14
Human resources	16
RTH Division	18
IMH Division	20
CE Division	22
Markets	24
Sales & Marketing Strategy	25
Sales regions	26
Manitou on the stock exchange	30

3 PRODUCT DIVISIONS

Rough Terrain Handling (RTH), Industrial Material Handling (IMH), Compact Equipment (CE).

4 SALES REGIONS

Southern Europe, Northern Europe, The Americas (Northern and Southern America) and the Rest of the world (APAM*).

3 MARKETS

Construction, Agriculture, Industries.

3 TRADES

Designer, Assembler, Distributor.

5 BRANDS

Manitou, Gehl, Mustang, Edge and Loc.

2 INTERNATIONAL LOGISTICS CENTERS

of spare parts.



GROUP PROFILE

THE MATERIAL-HANDLING REFERENCE

Founded by the Braud family over 60 years ago, the Manitou group now operates throughout the world. It owes its leading position in the material handling industry (industrial or rough terrain forklift-trucks, aerial work-platforms, compact loaders, warehousing equipment, etc.) to its here-described organization:

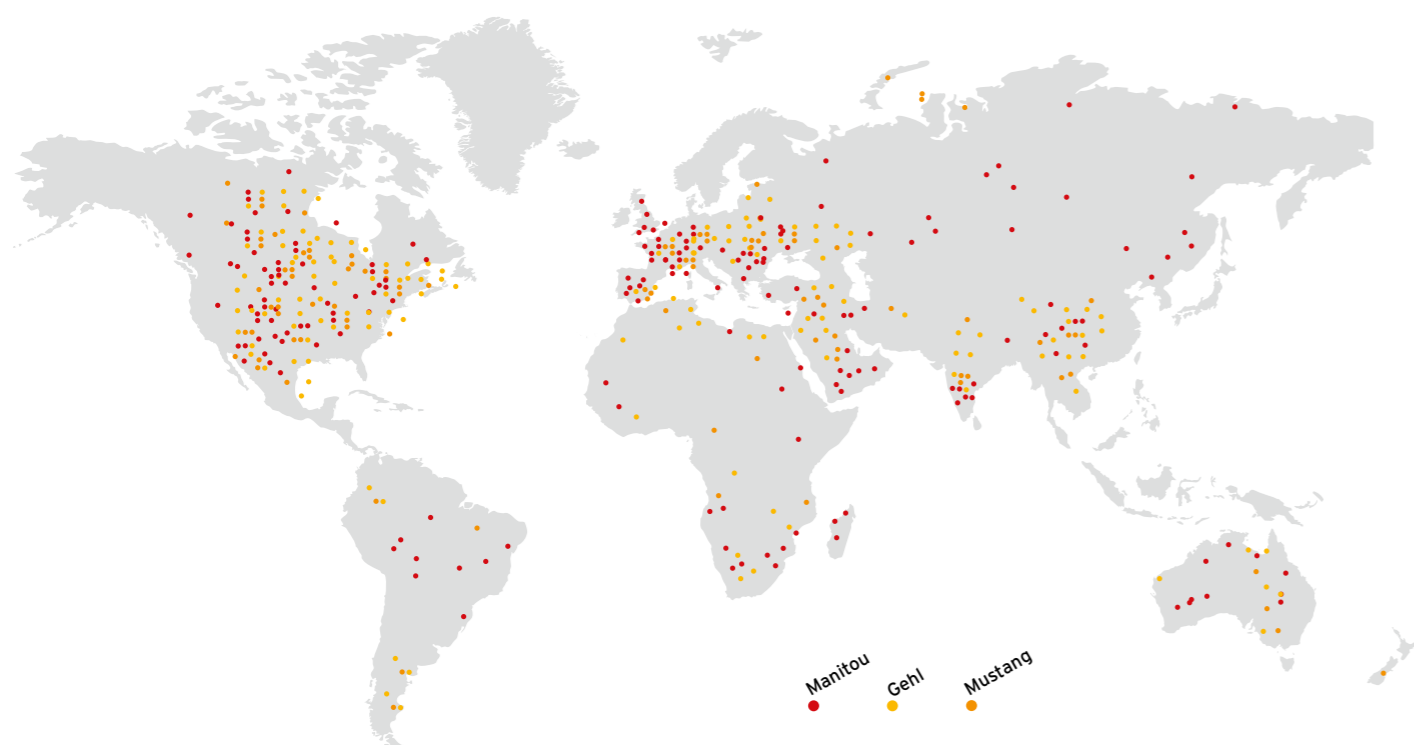
2013 REVENUE

€1.176 Bn



74%

OF SALES GENERATED ABROAD



19 SUBSIDIARIES WORLDWIDE

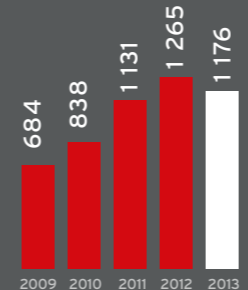
8 PRODUCTION SITES

3,242 EMPLOYEES WORLDWIDE

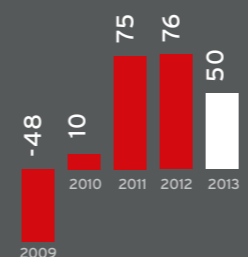
THE GROUP OPERATES IN 120 COUNTRIES

Backed by a 1,400-strong dealership network, the Manitou group distributes its products across the globe, under the Manitou, Gehl, Mustang, Loc and Edge brands.

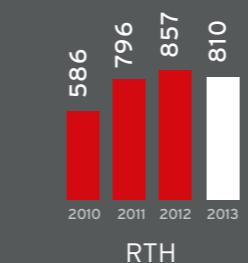
REVENUE (in €M)



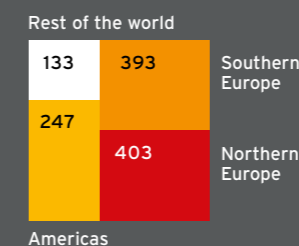
EBITDA (in €M)



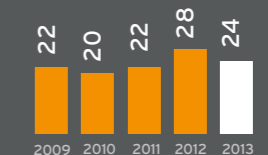
REVENUE by division (in €M)



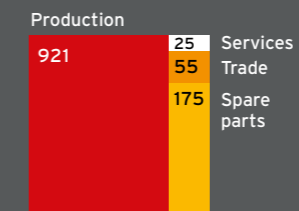
REVENUE by geographic region (in €M)



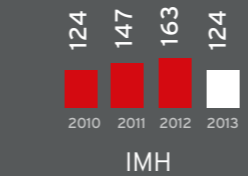
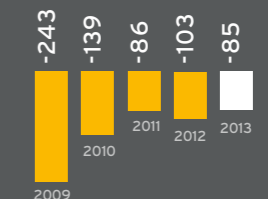
INVESTMENTS (in €M)



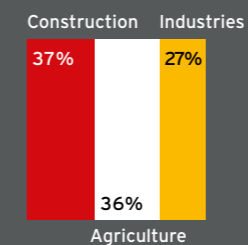
REVENUE by nature (in €M)



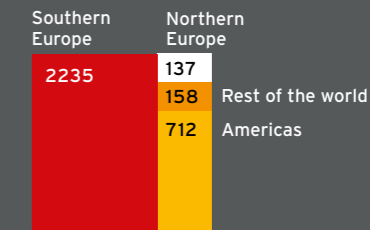
NET (DEBT) CASH POSITION (in €M)



REVENUE by market segment (in %)



WORKFORCE by geographic region (in number of people)





THE BOARD OF DIRECTORS:

- Marcel Braud, Chairman (4)
- Jacqueline Himsworth, Vice-Chairwoman (5)
- Gordon Himsworth (6)
- Marcel-Claude Braud (2)
- Christopher Himsworth (7)
- Sébastien Braud (1)
- Joël Goulet* (3)
- Pierre-Henri Ricaud* (9)
- Agnès Michel-Segalen* (8)

* Independent members in accordance with MiddleNext recommendations



GOVERNANCE

True courage is sometimes the courage of choosing. “

Innovation is an alliance between research, marketing, instinct, imagination, product and industrial courage. “

CHAIRMAN'S MESSAGE

At the end of the Group restructuring cycle that followed after the upheavals caused by the crisis in 2008, the Board of Directors took the time to think through and discuss about the group's future, in terms of its positioning, size or operating method.

After having terminated the term of office of the Chief Executive Officer Jean-Christophe Giroux in March 2013 by mutual agreement, the Group needed to ensure managerial continuity in step with its ambitions, with a leaner, more tightly-knit management following the departure of the Sales & Marketing and RTH directors. We had the pleasure of appointing one of our directors,

Mr. Dominique Bamas, as interim CEO. He put himself at the service of the group at a turning point in our history where we needed to strike a balance between profitability and growth. During that period, he stabilized the financing for 5 years, cut down debt and initiated various optimization and development programs that should benefit the group in the years to come. Manitou was now able to open a new chapter in its history with the appointment of Mr. Michel Denis as President and CEO. The group can rely on his experience to continue the ongoing operational reforms and adapt more rapidly to its commercial challenges.

Our mission as the leader in rough terrain handling for several decades, is to serve our customers by perfectly matching their requirements. Backed by our group's solidity and leading position, we aim to remain true to our longstanding credo: safe and secure international development backed by innovation, performance, quality and customer satisfaction.

Marcel Braud

Chairman of the Board of Directors

IN TRIBUTE



The Board of Directors wishes to pay tribute to Mr. Georges-Henri Bernard, former Director, who passed away on February 23, 2014.

Georges-Henri Bernard's arrival in 1971 coincided with a turning point for the company. Henri Faucheux had left the company, handing over the reins to Marcel Braud who thereupon decided quite naturally to bring within his inner circle, various key persons whose personality and expertise were crucial to the group's future.

This dedicated and trusted advisor ushered many important projects

that allowed the group to continue its growth. Georges-Henri Bernard left office in 1987 but remained director of the Manitou group until 2009. He was partner to Manitou's "big adventure" for nearly 40 years. His loyalty and dedication shall forever remain in the memories of all those who knew him.



PRESIDENT AND CEO
Michel Denis

CEO'S MESSAGE

Against the backdrop of a fragile economic recovery and strong tensions in the markets and prices, Manitou holds several trump cards for the challenges that the group faces: our capacity for innovation that has remained intact in an increasingly standards-driven environment, the breadth and consistency of our product offering, its continued expansion worldwide on markets that have a high growth potential, the loyalty of a highly professional and increasingly close-knit network offering a service that is consistent

with our own, as well as our renewed ambition for performance and our fighting spirit. I will devote myself to upholding and consolidating all of this know-how and these assets that are deeply and intrinsically embedded in Manitou's genes. Our customers' demands are just the mirror image of an increasingly complex and unpredictable world. To earn our customers' trust, we must go back to our fundamentals, keep our organizations – now based on three divisions, including one for service -

and our processes simple, and renew our proximity to all our stakeholders. Coupled with the CSR procedure that began two years ago in the group, these strategic initiatives will allow us yet again to demonstrate our commitment and firmly establish our position as the world's leader.

Michel Denis

President and CEO

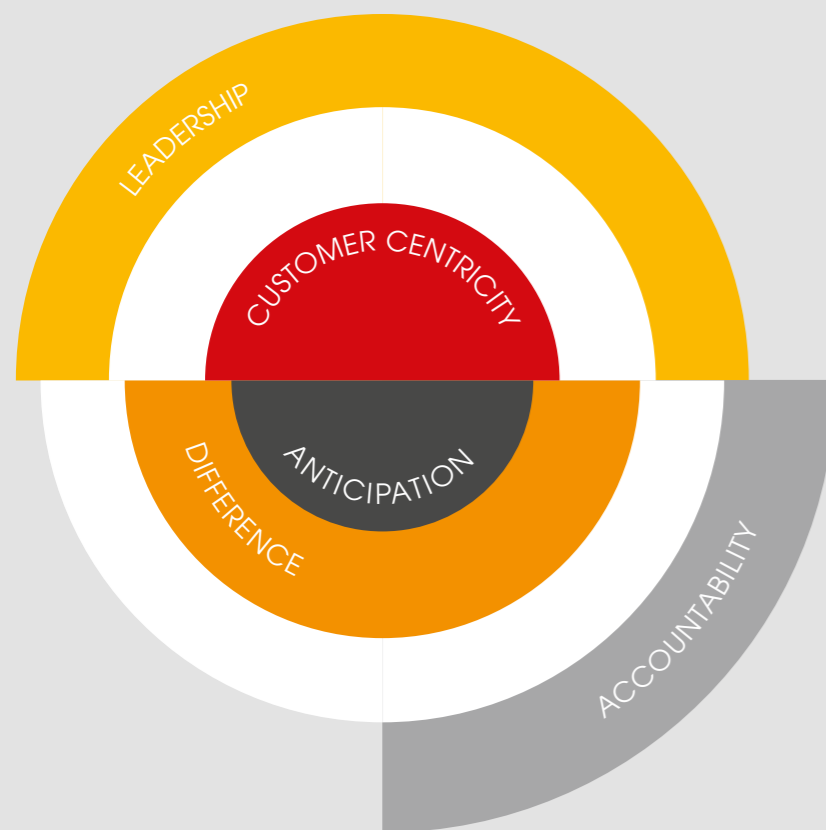


VALUES AND STRATEGY

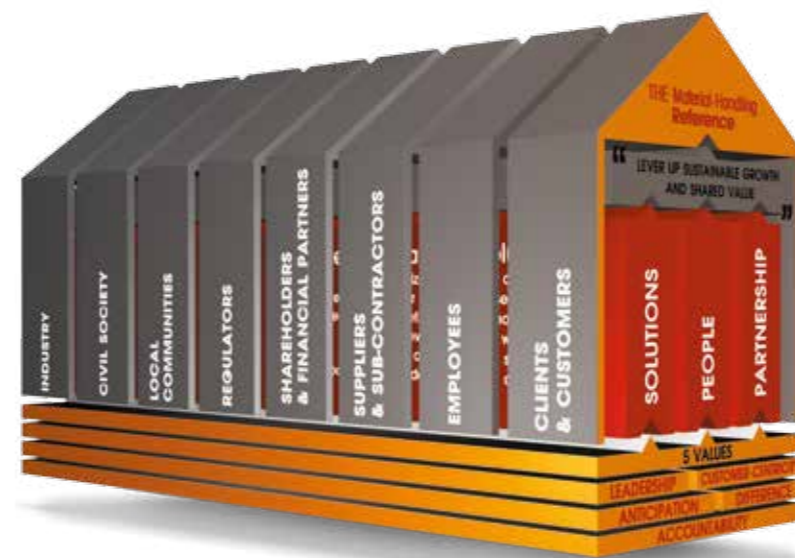
After three years of efforts made towards structuring the company and implementing its turnaround in a tense economic environment, the year 2013 marked the return to the Company's fundamentals, with a management transition that announced the opening of a new chapter in the group's history. Backed by its strengths, combining innovative capacity, a vast product

offering and wide-spread operations across the globe through its network of dealerships, the group is all set to face the challenges of tomorrow.

The Manitou group is deeply attached to its history, its know-how and its staff. It continues to deploy the five values that also represent the group's commitments to its customers and all of its stakeholders.



CORPORATE SOCIAL RESPONSIBILITY



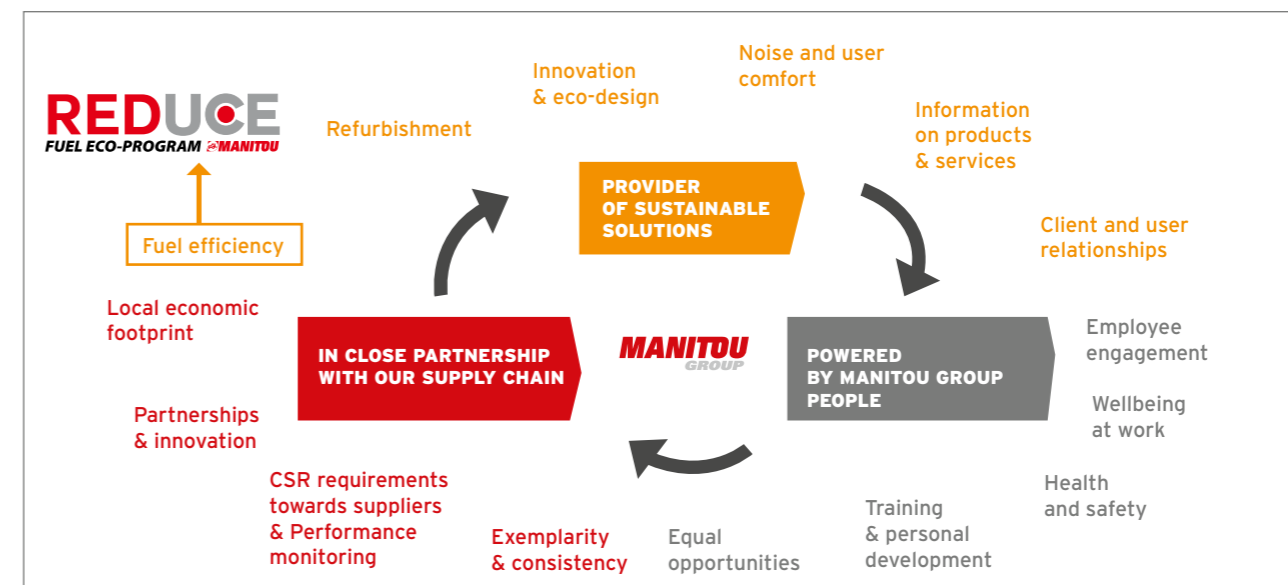
To be THE Material-handling Reference, the Manitou group decided in 2012 to build a Corporate Social Responsibility (CSR) strategy that incorporates three key dimensions of development:

- Provider of sustainable solutions
- Powered by Manitou Group people
- In close partnership with our supply chain

Get to know the main stakeholders of this strategy and our three commitments:



Deployed in 2013, our CSR approach rests on « 15 priorities » steered by the various business segments of the company: R&D, Sales & Marketing, Human resources, Operations and Purchasing.



«REDUCE» program is a concrete example of the group's determination to put every CSR project on the path to growth, to create shared value. Fuel consumption is a major expense for our customers and users, and to date, no standard cycle has been defined to calculate this consumption. In initiating this program, the group targets two objectives:

- reduce the environmental impact of its machines in terms of fuel consumption;
- inform its customers in total transparency about the fuel consumption characteristics of the machines (l/h), the

savings made, and the resulting CO₂ impact. In doing so, the group gives a behind-the-scenes view of its test protocol and measuring methodology.

To enhance the credibility of the data supplied, the Manitou group opted to have the results of these tests validated by the certifying agency UTAC (the Technical Union for Automobile, Motorcycle and Cycle Industries) that handles official assignments in the automotive sector.

*** Tests performed by Manitou according to the internal EP-695 procedure validated by UTAC

2013 IN PICTURES



• TRADE SHOWS:

- **SIMA 2013** Paris: international agricultural trade show
- **BAUMA 2013** Munich: the biggest international construction trade show
- **AGRITECHNICA 2013** Hanover: international agricultural trade show.

• CORPORATE EVENTS:

- **Yanmar:** reinforcement of partnerships with Yanmar
- **Manitou Middle East:** new subsidiary opened in Dubai
- **Group's 5-year refinancing.**

• GOVERNANCE:

- **Interim management:** to ensure managerial continuity in line with the group's ambitions, Mr. Dominique Bamas, Director, accepted to serve as interim President and CEO from March to December 2013. This familiar figure

in the group for several years now is a trusted advisor who made every effort to bring the group back to its fundamentals and strike a balance between profitability and expansion.

- **January 2014:** Michel Denis appointed as President and CEO of the group.



• PRODUCT LAUNCHES:

- **Gehl V400, Mustang 4000V:** the industry's most powerful skid-steer loader
- **New MT 8, 11 and 13 meter range:** renewed mid-height range for the construction industry
- **MRT Privilege Plus:** new range of rotating telehandlers
- **M30, M50:** renewed masted rough terrain forklift range
- **6 new telehandlers for agriculture:** renewed, enlarged range (MLT 629, 960 and 1040, as well as engines compliant with the new standards fitted on the MLT 634, 735 and 741).



• OTHER KEY EVENTS:

- **"Red Tour"** organized in North America to promote the Manitou brand in that region
- **40th anniversary** of the Gehl skid steer
- **record year** for aerial work-platform sales.



• CSR:

- Castelfranco site (Italy) and 3 French sites **ISO 14001-certified**
- **"REDUCE" program** launched to cut down the environmental impact of our machines in terms of their fuel consumption

and to provide customers with explicit information about their consumption, the savings generated (up to 20% more than for competitor models) and the resulting CO₂ impact.



EXPERTISE

THREE VALUE-CREATING FIELDS OF EXPERTISE

Since its origins, the Manitou group has built an economic model around three pillars: design, assembly and distribution. This development strategy has enabled us to focus our efforts on product innovation, the setting-up of a high-performance, flexible industrial infrastructure and the creation of strong networks of independent distributors.

DESIGNER

DESIGNER

Product innovation, the key to a successful development strategy

Through its constant quest for innovation, the Manitou group can anticipate the demands of the market by designing products that match its customers' requirements perfectly. Besides, in optimizing its component sourcing group-wide by selecting the best partners at the very outset, the group has earned recognition for the quality and reliability of its products. The Manitou, Gehl, Mustang, Loc and Edge equipment have a constant competitive edge that is much appreciated by all of their users.

FOCUS ON 2013

In 2013, Manitou Group pioneered in its line of business an application that customers can use to calculate the fuel consumption of their machine, their carbon footprint and the savings obtained compared to competitor models. This application was developed by the R&D (Research & Development) and CSR (Corporate Social Responsibility) departments, initially for Manitou's agricultural equipment. With this calculation method, certified by UTAC (Technical Union for Automobile, Motorcycle and Cycle Industries), the group has demonstrated that the end-user can save up to 20% of fuel with a Manitou machine.

ASSEMBLER

ASSEMBLER

A powerful, highly flexible industrial tool

In a move to adapt to fluctuating demand and the specificities of the different markets, the Manitou group has built its industrial tool around three guiding principles:

- development of the know-how in manufacturing structure assemblies such as frames, booms and masts;
- flexibility and responsiveness of its supply chain to optimize production, and the use of subcontracting and procurement of external components;
- use of its high-skilled assembly and fitting capabilities.

FOCUS ON 2013

The operational challenges identified in 2012 were met in 2013 with tangible results, not only in terms of time line management and reduction but also industrial efficiency that combines supply chain and production. The significant improvements in quality made in the last four years were continued. Also in 2013, cost-cutting action plans picked up pace; they are expected to contribute to restoring the company's financial standing.

DISTRIBUTOR

DISTRIBUTOR

Robust network of independent distributors

From the outset, the Manitou group has focused on deploying reliable and powerful networks locally. There are nearly 1,400 dealerships and distributors spread over 120 countries, all specialized in handling equipment, who are the flag bearers of the group's brands, sharing the same commitment with their manufacturer. The qualification of this network of specialists is now unanimously recognized in all of the business sectors in which the Manitou group operates. As an essential relay to dealerships, the sales administration set up in each of the entities handle the routing and delivery of the equipment in the four corners of the globe.

In proposing a comprehensive offering of services via its networks, from financing the equipment to its maintenance, the group meets the increasing pressing demand from customers for personalized service in tune to their requirements, which will allow them to optimize their use of the equipment.

FOCUS ON 2013

The group consolidates its operations world-wide by continuing to expand and open several new subsidiaries in countries having a strong growth potential. Two new subsidiaries have been opened in the UAE and in Brazil.





HUMAN RESOURCES

ADAPT, MOBILIZE, STRUCTURE

The year 2013 was one of transition, following the change of governance and strategy, where the Human resources teams were called upon to provide support to management, make for smoother reorganization and redeploy competencies within the group, both in France and abroad.

• ADAPT THE ORGANIZATIONS:

following the departure of the CEO, the strategic guidelines that were followed in the past years were reworked in March 2013 itself, with ensuing organizational changes, particularly in the Sales, Marketing and Spare parts structures. These changes that took place during the interim period until the new CEO took office were aimed at simplifying and optimizing the organizations. The Human resources team made every effort to assist line management in these transfers, using a pragmatic approach that was respectful of employees.

• STEP UP INTERNAL MOBILITY:

with the modifications to the organizations, Human resources had to step up internal mobility. To this end, a group international internal mobility program called "Manitou Move" was initiated right from September 2013. This program consists in keeping outside hires to the minimum and facilitating staff mobility by making all open positions in the group readily viewable by all employees. This program, which is to be continued in 2014, achieved the mobility of 50 managers, with 14 international moves in countries as varied as the United States, Italy, Singapore, Russia, Australia, United Arab Emirates, Chili and Brazil.

In this changing world, mobility is essential to our employability.

Jérôme Tertrais,
Human resources Director

• REDEPLOY COMPETENCIES:

the brisker pace of internal mobility allowed internal competencies to be redeployed in new organizations (to move from support positions to sales-related positions, for example) in new markets (where resources based in Spain moved to Chili, and those based in Portugal moved to Brazil) or in growing markets (resources based in Belgium moved to the United States). This simple, sensible and responsive approach to mobility offered employees great career opportunities while optimizing the transfer of know-how and skills in a timely manner.



• MAINTAIN PERMANENT SOCIAL DIALOG:

these changes could not have come about without maintaining permanent social dialog, one of the strengths of our group. Above its legal duties, the Central Works Council met ten times in the course of the year 2013. Each of these meetings provided the opportunity to explain the progress made in employee transfers, and the new meaning that the group governance would like to lend to the group's future. To add to these information and consultation sessions, negotiation sessions were conducted in France and in Italy on a wide variety of topics (salaries, incentives, work time organization, employment). These negotiations on all of our sites led to 21 agreements being signed in the course of the year 2013.

• STRUCTURE THE HR PROCESSES:

the Human resources processes have been formalized and enhanced over the past years; the annual assessment, objective-fixing, compensation, organizational and team reviews, recruiting and mobility processes are now fully developed. A tool was necessary to structure them and roll them out to the entire group. This tool was successfully deployed in 2013. Accessible in all of the countries in which our employees work and available in three languages (French, English, Italian), it presently covers nearly 2,500 employees in some twenty countries.



RTH DIVISION

INDUSTRIAL PERFORMANCE
AT THE CUSTOMER'S SERVICE

2013 SALES

€ **810** M

REPRESENTING 69%
OF TOTAL SALES
STAFF: 1,630 PERSONS



Ask not what your customer can do for you;
ask what you can do for your customer. "

All-terrain handling is the Group's historic activity and remains the core business within the RTH division (Rough Terrain Handling). This develops material-handling and people lifting equipment for the construction markets (roofers, carpenters, builders, etc), agriculture (livestock farmers, cereal growers, etc), industries like mining and waste processing, and also for institutional clients (armed forces, the UN, etc). The Manitou group listens closely to its end-clients and is constantly striving to increase its understanding of their needs and thus to guarantee more reliability and better performance.

The RTH division's core brands are:

- telehandlers for the construction industry (MTs) and agriculture (MLTs) with a lifting height of 5 to 18 metres and a capacity of 2.3 to 4 tonnes;
- rotating telehandlers (MRTs) with a lifting height of 14 to 30 metres and a capacity of 4 to 5 tonnes;
- high-tonnage MVT and MHT solutions which are particularly suited to mines and quarries, for example;

- all-terrain personnel access platforms, either diesel or electric and bi-energy, which include the ATJ aerial work platforms or telescopic TJ, the vertical VJRs and the scissors-based XEDs, ranging in height from 5.70 to 28 metres.

RTH develops and builds these products on the Ancenis, Candé and Laillé sites in France, on the Castelfranco site in Italy and on the Waco site in the US. Around 130 engineers work in the R&D departments at these different sites on the RTH division's future products.



REVIEW OF 2013 AND OUTLOOK FOR 2014

The year 2012 was one of improvements in the industrial sector, and 2013 was able to take full advantage of the progress made in terms of control over time lines and processes.

The division stepped up its production volumes and cut down its delivery times, while raising the level of quality and optimizing industrial fluidity.

Besides launching new telehandler models for the construction market, the RTH Division created a fuel consumption calculation method for its end-users called the "REDUCE"

program. This UTAC*-certified calculation method that was presented at the Agritechnica trade fair in Germany at end-2013 sparked much interest among farmers, proving to them that their fuel consumption can be lowered by up to 20% compared to a competitor machine. Another noteworthy fact is the record that was reached in 2013, concerning the production of aerial work-platforms at the Candé site (France).

With the strides that were made, the Division is set to continue, in 2014, the various works that were started in the past two years, placing customer satisfaction at the core of its priorities.

* Technical Union for Automobile, Motorcycle and Cycle Industries



2013 SALES

€124M

REPRESENTING 10%
OF TOTAL SALES
STAFF: 215 PERSONS

IMH DIVISION

A NEW STAGE WITHIN THE GROUP

“ Our task is not to foresee the future, but to enable it. ”

The IMH division (Industrial Material Handling) positions the group on the world's leading material handling market.

The division develops handling equipment dedicated to industrial applications. It also offers management services for fleets of handling machines, builds masts for Toyota Europe.

The main product ranges of the IMH Division are:

- Manitou industrial and semi-industrial masted forklifts including electrical forklift-trucks of 1.5 tonne to 3 tonnes and diesel forklift-trucks with a lifting capacity ranging from 1.5 tonne to 7 tonnes;

- truck-mounted forklifts with a lifting capacity of 2.5 tonnes to 2.7 tonnes;

- warehousing equipment also distributed under the LOC brand, including pallet-trucks, stacking trucks, order preparers, industrial tractors, retractable mast forklift-trucks, etc.

IMH develops these products at the Beaupréau site (France – 49), the headquarters of the IMH division and under OEM agreements with certain key market players. Providing a genuine response to the specificities of material handling on level surfaces and in warehouses, this equipment also benefits from a service offer that runs from financing to maintenance or rental plans.

REVIEW OF 2013 AND OUTLOOK FOR 2014

2013 was definitely the year of transition and extensive transformation for the IMH Division that introduced a new existence for the Industry within the Manitou group. The agreement for the distribution of Toyota equipment in France was completed on December 31, 2012, which enabled the IMH division to introduce its MI and ME industrial forklift range to this territory. Following on from the termination of this distribution contract, Toyota also announced midway into 2013 that it will put an end to the mast production contract at its Ancenis plant, as of January 2015.

Given the change and expected fall in sales, the division launched a massive cost price optimization program for its equipment, initiated a Lean* process at its Beaupréau site and pursued its efforts to cut down overheads.

The year 2013 was also marked by several events:

- the ME POP front loader electric forklift range and the EMA II electric articulated forklifts were launched;
- the Beaupréau production site obtained the ISO 9001 certification;
- major operational breakthroughs were made to step up our business standards and cut down time lines in all the product lines;
- the «OEM Management» operational unit, in charge of all the product ranges resulting from OEM agreements, was established in Ancenis.

Riding on the success of its new MI range, the IMH division intends to continue to expand its sales in the global industrial material handling market in 2014. Accelerate cost cuts, successfully launch new products (MSI 2/3 and MSI4/5 forklifts in stage IIIB, new TMM truck-mounted masted forklift) and ramp up its industrial network – these are the major challenges for 2014.

* Lean approach: optimize production to avoid wastage





CE DIVISION

FIRMLY ANCHORED OPERATIONAL AND FINANCIAL PERFORMANCE

2013 SALES

€ **242** M

REPRESENTING 21%
OF TOTAL SALES
STAFF: 569 PERSONS



/// In 2013 the Compact Equipment Division focused on new product enhancements based on customer needs as well as continued emission regulations. An emphasis was also placed on improving product quality, expanding the American dealer network and partners, improving financing options, exploring new business, optimizing our service and support and streamlining processes. With all of this, the CE Division stayed on course and exceeded its forecasts as regards operational performance despite the highly-competitive environment, thus laying the foundation for solid growth in 2014 and beyond. **///**

Daniel L. Miller,
President, CE Division



Formalized by Manitou's acquisition of Gehl in October 2008, the partnership between the two companies was originally based on the complementarity offered by their respective product ranges and networks. In 2009, the activities of Gehl were integrated into the "Compact Equipment" division, as were RTH and IMH, as part of the group's organizational overhaul.

Beyond product complementarity, numerous synergies that were initiated in 2009 began to bear fruit in 2010 and 2011, both internally (purchasing, R&D, production, etc) and in our dealer networks across all countries.

CE's primary product ranges are:

- Gehl and Mustang skid-steer and trackloaders;
- compact loaders;
- articulated loaders;
- telehandlers;

These machines are manufactured in the US at the Yankton and Madison plants. Their solidity, ease of use and lifting capacity make them particularly well adapted to the construction and agricultural markets.

REVIEW OF 2013 AND OUTLOOK FOR 2014

Well-positioned to take advantage of the economic growth in the United States, the Compact Equipment Division was able to meet the demands of the construction sector and rentals. The track-loaders, excavators and telescopic handlers were well-received; the forklifts benefited from the recovery of rental companies in the North American continent. The Compact Equipment team concentrated on rationalizing processes, new products, new financing solutions, as well as on improving services, paving the way for sustainable growth.



MARKETS

THREE MARKETS FOR LIMITLESS APPLICATIONS



CONSTRUCTION



AGRICULTURE



INDUSTRIES

SALES & MARKETING STRATEGY



In adopting a structured sales and marketing approach, the group clearly states its ambition to step up the growth in sales in all of its markets throughout the world, in keeping with one of its core values, CUSTOMER CENTRICITY.



In 2013, the sales and marketing policy focused on strengthening the Manitou group's commitment in its various markets (construction, agriculture, industries), in its four sales regions (Southern Europe, Northern Europe, The Americas and APAM*) to accelerate sales growth and provide better customer support.

All of the group's brands were a part of this growth strategy. The expansion of the Gehl and Mustang brands in Europe and also in the rest of the world continued, with reciprocally that of the Manitou brand in the North American continent, using a highly pro-active approach.

In 2014, we will direct our efforts to regaining market shares in the group's traditional regions and will continue our expansion into geographic regions with high-potential markets such as South America.

* Asia, Pacific, Africa, Middle East

SALES TO RENTAL COMPANIES AND KEY ACCOUNTS

With the construction market leaning increasingly towards rental, the sales and marketing team, set up in 2012, dedicated to rental companies and key accounts successfully accelerated its growth throughout 2013.

The group adapted its product ranges as well as its service and finance offerings to cater to this demanding, international clientele, and was able to set up the best-suited partnership contracts with the support of its dealers, consolidating its reputation as THE Material-handling Reference for rental companies.



NORTHERN EUROPE

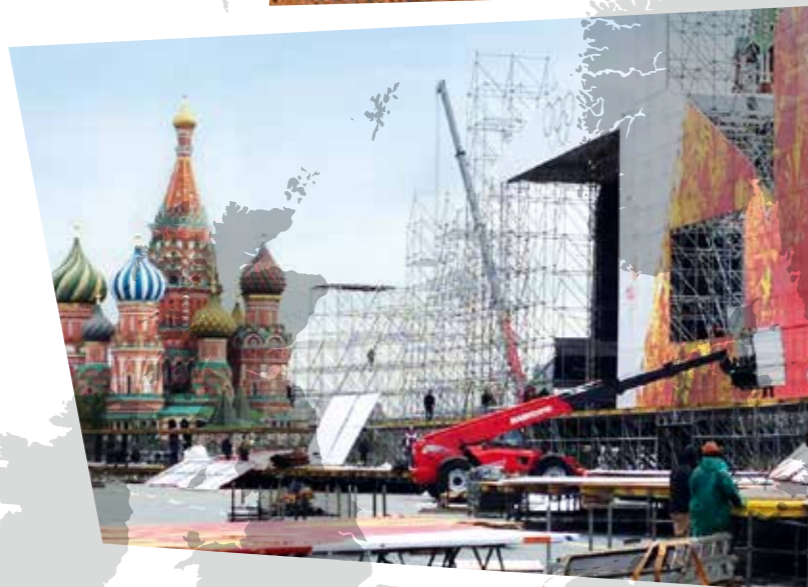
Despite a more sluggish environment coupled with occasionally inclement weather conditions, business in Northern Europe remained steady and holds promise.

The changes in sales were different from one country to the next, amounting to a slight decrease for the entire region. While the United Kingdom and Benelux suffered a significant decline, sales in Nordic countries increased by over 20% and that of Russia and CIS* by over 15%. The change in the other countries in this sales region, including Poland, Central Europe, Germany, Austria and Switzerland, was far less contrasted.

Despite the drop in most construction and agricultural machine sales in 2013, the sales of Performance range machines increased two-fold owing to several contracts being signed with armies. Also, access platform sales increased by 39%. Sales in the industrial division expanded well, just as in 2012.

The encouraging results obtained in the second half-year of 2013 compared to the same period in 2012 augur well for the development of the markets in 2014, and should gain market shares and reap the benefits of the actions undertaken over the past months.

* Commonwealth of Independent States



SALES REGIONS



SOUTHERN EUROPE

Just like the economy of the countries in South Europe, equipment sales struggled to take off in this zone in 2013. However, the ever solid and dynamic agricultural market helped to keep up a satisfactory volume of business, especially in countries where the construction market remains weak (Romania, Bulgaria, The Balkans).

The construction sector generally remained relatively low with a significant drop in sales owing to the decrease in construction starts, as was the case in France for example.

On the industrial front, the industrial forklift offering that was launched in France after the termination of the distribution of Toyota products boosted the sales volumes of the IMH (Industrial Material Handling) division and helped expand the Manitou product offering in this sector.

As regards compact equipment, in the extremely weak market at present, the Gehl and Mustang brands confirmed their second place in terms of market share, offering bright growth prospects for the years to come.

It must be noted that changes are highly contrasted from one country to another in South Europe, with, for example the double crisis - economic and political - that deteriorated business in Turkey on the one hand, and on the other hand, the noticeable recovery in Spain which recorded genuine, albeit moderate, growth in sales.

Despite being hard hit by a difficult economic climate, this sales region that comprises countries with very mature markets remains a benchmark market for applications and service.





AMERICAS

NORTH AMERICA

The change in distribution of the different product ranges in the North American continent was quite contrasted, attributable to several factors:

- slower overall growth compared to 2012;
- increased volume of sales to rental companies due to the greater uncertainties faced by buyers;
- decline in compact loader sales, penalized by the increase in product prices following the introduction of the new iTierIV and TierIV engines;
- increase in sales of semi-industrial masted forklifts and truck-mounted forklifts.

The mining and oil & gas sectors remain strong with new business opportunities to look forward to.

The Red Tour, an event organized to promote red Manitou products in the United States was a huge success and should help step up telehandler sales in niche markets.



LATIN AMERICA

Business in South America slowed down in 2013. While this decline remained moderate in Brazil, it was much sharper in Argentina, thereby increasing country risk. The mining sector remained healthy and accounted for the major portion of equipment sales. Several actions were conducted for the agricultural sector that should be a major lever of growth in the coming years.

Mexico, Columbia and certain Central American countries on the other hand experienced substantial growth that led to the decision to reinforce the commercial teams on a new zone covering the area from Mexico to Venezuela.

SALES REGIONS

APAM*

This sales region composed of highly disparate countries and covering a large territory comprises two sales and marketing zones: APAC that groups together Asia and the Pacific, and MEA that groups together the Middle East and Africa.

APAC* :

these markets flourished on the whole, with a significant breakthrough in India and Korea in the construction sector where the concept of the telehandler forklift is gaining ground, as is also the case in Indonesia. The Singapore zone continued to benefit from the growth and business received strong backing from rental companies. The

numerous major contracts signed in the oil & gas sector in South Asia are also noteworthy.

Business in Australia was propelled by the agricultural sector in which the group's position was consolidated in mature markets. While its performance was more modest compared to

2012, the mining sector nevertheless continued to generate a large part of the sales revenue in that zone.

The entire zone remained very dynamic with the support of the many targeted marketing and sales actions that were conducted successfully throughout the year.



MEA* :

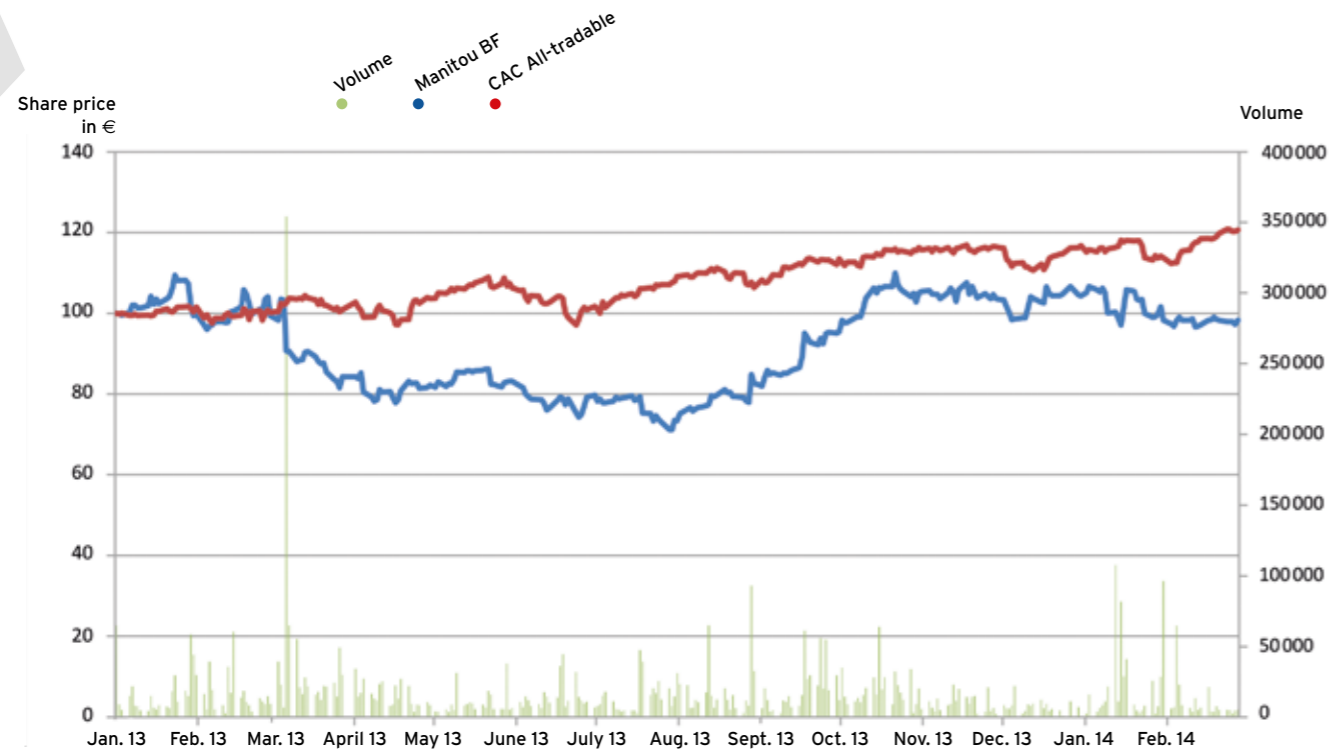
whereas the mining business declined sharply in South Africa, new opportunities came up in this sector in countries such as Morocco, Ghana, Mauritania and Tanzania.

The new ranges of industrial forklifts that were deployed over the entire zone and the major efforts made to boost agricultural sector sales did pay off, but their impact was weakened by currency fluctuations and the some-

times unpredictable business climate due to political events.

In a move to keep in step with the growth in the Middle East market and to be closer to this region where several great events are awaited (FIFA World Cup, World Exhibition, etc.), a subsidiary was opened in Dubai.

* APAM: Asia Pacific Africa Middle East
APAC: Asia Pacific
MEA: Middle East Africa

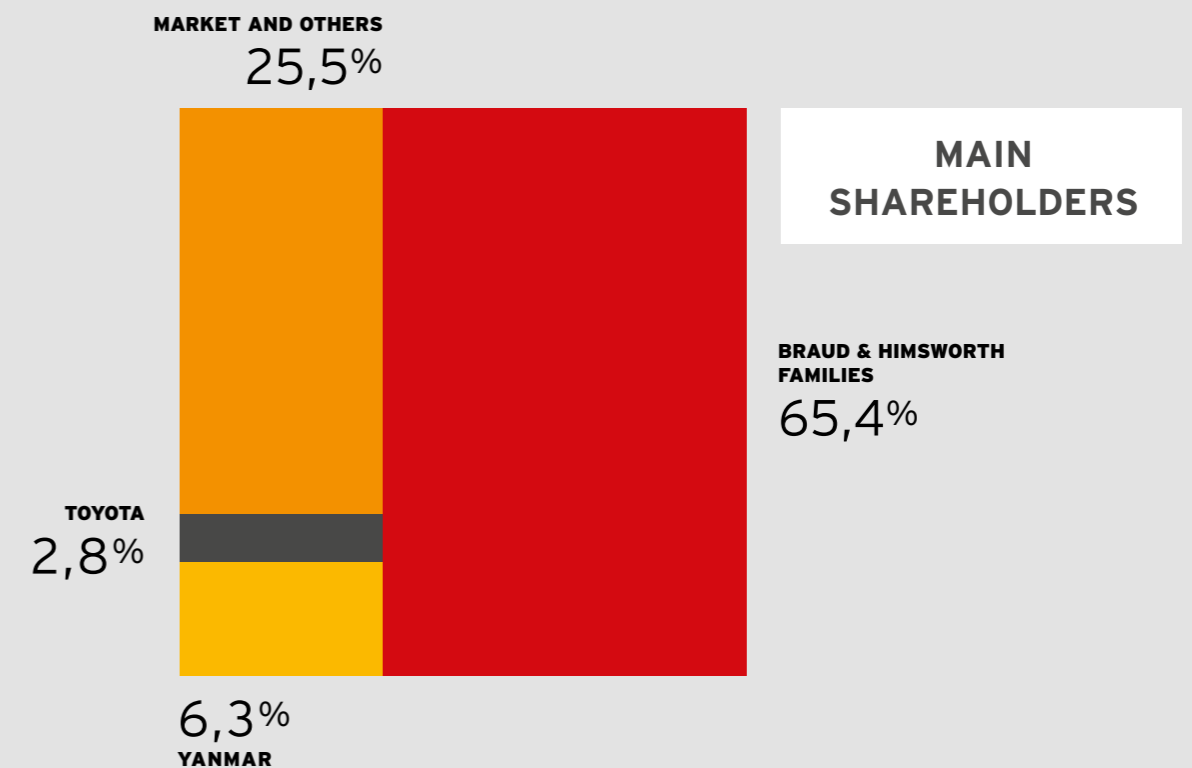


MANITOU ON THE STOCK EXCHANGE

SHAREHOLDERS AND SHARE DETAILS

ANALYSTS COVERING THE MANITOU SHARE:

- | | | |
|---|--|--|
| CM-CIC Securities
Christian Auzanneau | ID Midcaps
Denis Scherrer | Oddo & Cie
Emmanuel Matot |
| Exane BNP Paribas
Laurent Gélébart | Kepler Cheuvreux
Thomas Alzuyeta | Portzamparc
Jean-Baptiste Barenton |
| Gilbert Dupont
Denise Bouchet | MainFrist Bank AG
Carole Rozen | Société Générale
Marie-Line Fort |
| Goldman Sachs
Eshan Toorabally | Natixis
Kathleen Gailliot | |



SHARE PRICE EVOLUTION IN €	2009	2010	2011	2012	2013
High	12,74	17,69	24,99	19,70	14,55
Low	3,48	8,91	10,01	10,86	9,42
Year-end price	10,38	17,31	11,74	13,00	13,80
Year change	+ 27,4 %	+ 66,7 %	- 32,2 %	+ 10,7 %	+ 6,15 %
Annual evolution of Cac Mid & Small	+ 39,7 %	+ 18 %	- 21,4 %	+ 20,5 %	+ 26,7 %
Market capitalization at 31.12 in millions of €	390	650	464	514	546
Number of shares traded daily	45 544	20 731	35 755	18 319	17 524
Number of shares traded annually	11 659 292	5 348 601	9 189 032	4 689 715	4 463 012
Number of shares at 31.12	37 567 540	37 567 540	39 547 824	39 548 949	39 548 949
Share turnover rate	30,8 %	14,2 %	23,8 %	11,9 %	11,3 %

THE MANITOU SHARE IS LISTED ON NYSE EURONEXT PARIS

- EUROLIST compartiment B
- Code ISIN: FR0000038606

CAPITAL AND SHAREHOLDERS

- Capital of € 39 548 949

STOCK MARKET INDEXES

- CAC PME • CAC Mid & Small • CAC Small • CAC All-Tradable • CAC All-share • NEXT 150

SHARE MANAGEMENT

- Establishment in charge of managing shares: Société Générale Securities Services
- Market-making contract: Portzamparc Société de Bourse SA

RESPONSIBLE FOR FINANCIAL INFORMATION

- Hervé Rochet, CFO

MANITOU GROUP

Manitou BF

Share capital
of € 39,548,949

RCS Nantes B857 802 508
Siret 857 802 508 00047
APE 292 D / APE - NAF 2822Z

Head office:

430 rue de l'Aubinière
BP 10249 - 44158 Ancenis
cedex - France
Tel. : + 33 (0)2 40 09 10 11
Fax : + 33 (0)2 40 09 21 90

www.manitou-group.com