

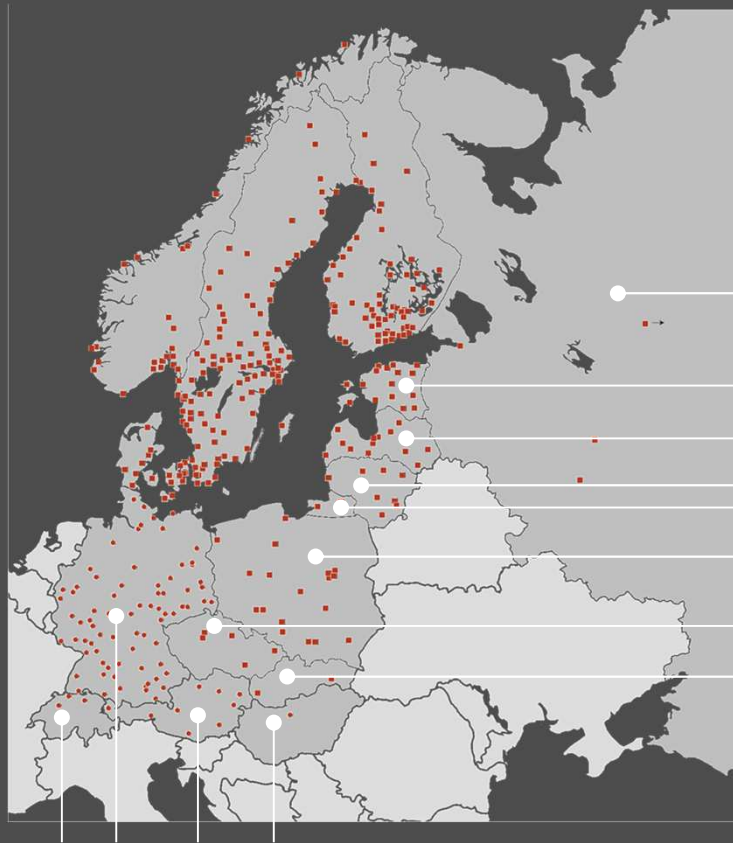
# CRAMO – A TOTAL RENTAL SOLUTIONS PROVIDER

# Cramo Group in brief

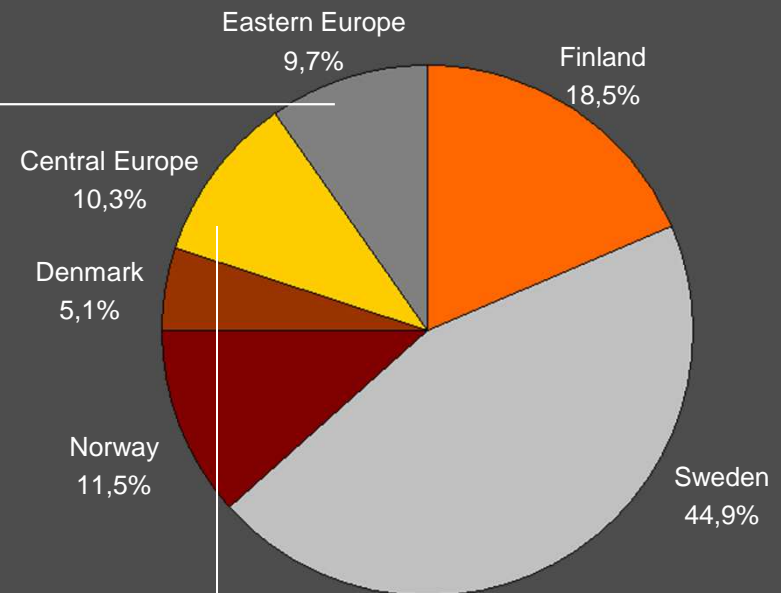
<b>What</b>	<ul style="list-style-type: none"><li>▪ Cramo is a rental solutions provider in machinery, equipment and modular space</li></ul>
<b>For whom</b>	<ul style="list-style-type: none"><li>▪ Construction industry</li><li>▪ Other industry</li><li>▪ Public sector</li><li>▪ Household, other</li></ul>
<b>Key financials 2011</b>	<ul style="list-style-type: none"><li>▪ Sales 680 MEUR (+38%)</li><li>▪ EBITA 71 MEUR (+106%)</li><li>▪ Listed on the Helsinki Stock Exchange since 1988, midcap</li></ul>
<b>Depot network</b>	<ul style="list-style-type: none"><li>▪ 409 depots</li><li>▪ 15 countries</li></ul>
<b>Personnel</b>	<ul style="list-style-type: none"><li>▪ 2,580 (average 2011)</li></ul>
<b>No. of rental equipment</b>	<ul style="list-style-type: none"><li>▪ More than 220,000</li></ul>



# Sales by market 2011



EUR 680 million



# Sales by product group 2011



Tools (130 000 units)



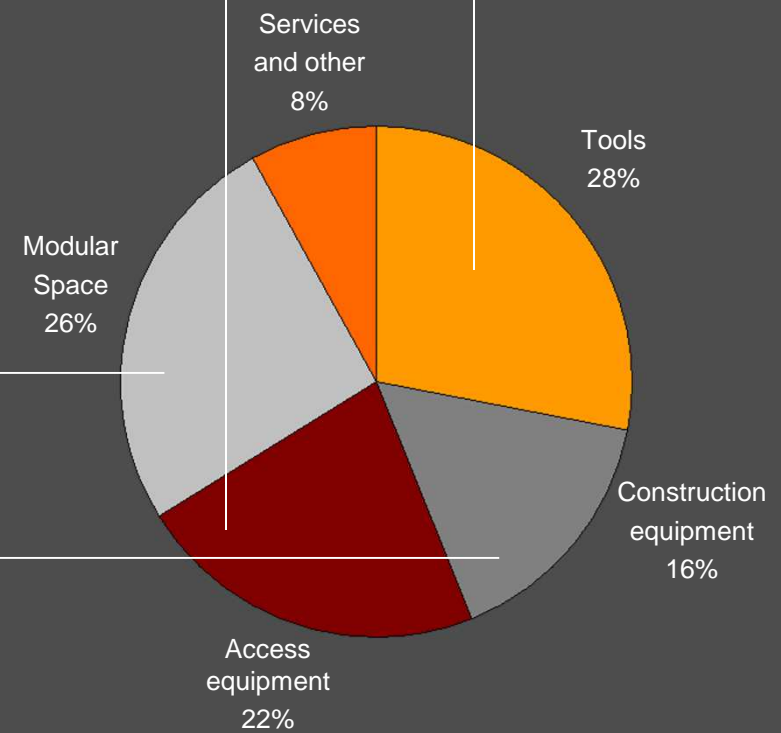
Access equipment (12 500 units)



Construction equipment  
(8 900 units)

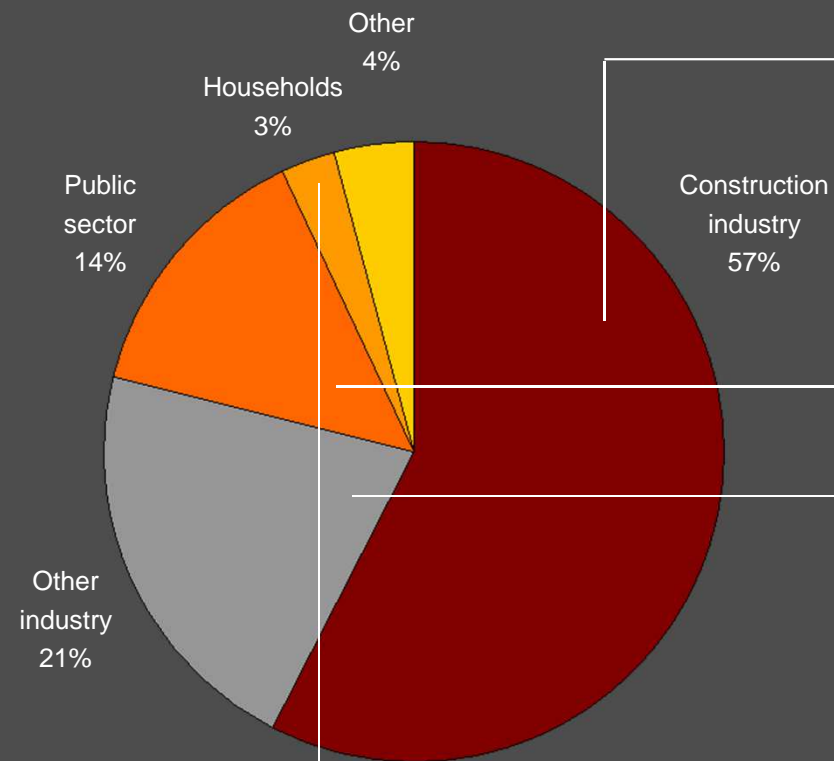


Modular space  
(42 100 units)



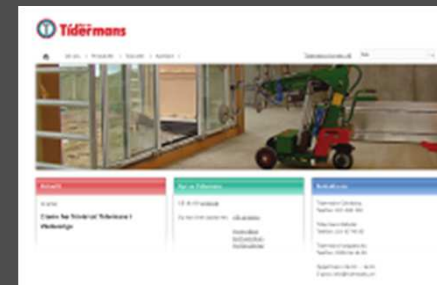
# Sales by customer segment 2011

More than 80,000 customers



# Three major acquisitions in 2011

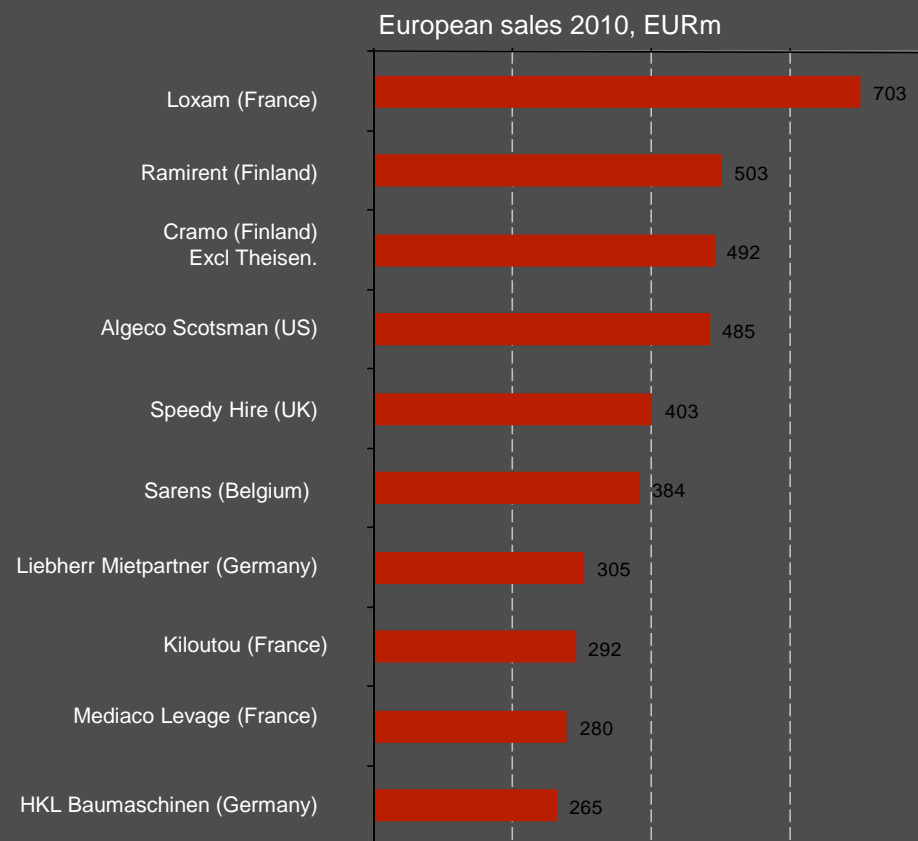
- Theisen Baumaschinen  
102 depots in Germany, Austria, Switzerland and Hungary.
- Stavdal, Norway  
3 depots, primarily around Oslo
- Tidermans, Sweden  
5 depots, primary around Gothenburg.





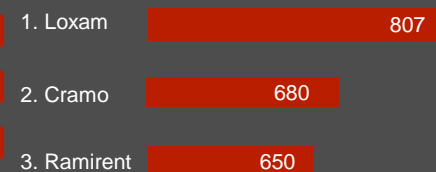
# Cramo No 2 in Europe 2011

## Leading European rental companies



Source: International Rental News June 2011, based on 2010 figures.

### 2011, sales top 3 companies EURm



Source: Annual reports for 2011.

# Business overview

	Business segment					
Market	Finland	Sweden	Norway	Denmark	<b>Eastern Europe</b> Estonia, Latvia, Lithuania, Poland, Russia, The Czech rep, Slovakia	<b>Central Europe</b> Germany, Austria, Switzerland, Hungary
Rental Market size, MEUR	395	1300	767	348	1200	3800
Position (estimate)	No 1 in modular space No 2 in equipment rental	No 1	No 2 in total No 1 in access	No 1 in modular space No 2 in equipment rental	No 1 in Estonia, Lithuania and Latvia No 2 Poland and Russia No 1 in access in Czech Rep and Slovakia, No 3 in general	No 3 in Germany No 1 in Austria n/a in Switzerland n/a in Hungary
Competitive situation	2 strong players	2 strong players	3 strong players	Fragmented market situation	Mainly smaller national and local players, a few West European competitors	Fragmented market situations. 3 strong players in Germany
Number of depots	55	128	34	20	76	96



# RENTAL SERVICES FROM CRAMO



# A total rental solutions provider

Full range of products, services and solutions to:

- the construction industry
- other industry
- the public sector
- private households
- other

Through a common business model, the Cramo Rental Concept

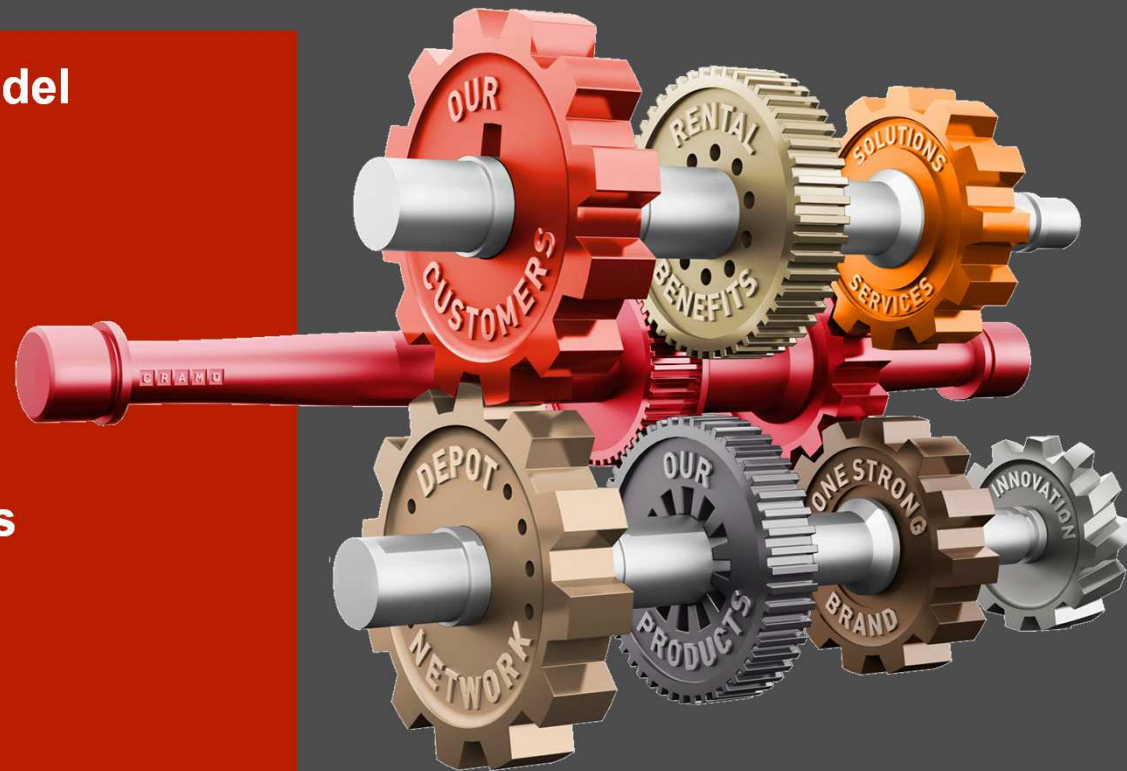


# The Cramo Rental Concept

To support our vision to become the role model in rental

## Cramo's business model and its components:

- Rental benefits
- Depot network
- Our customers
- Our products
- Services & Solutions
- One Strong Brand
- Innovation



# Rental benefits



## Focus on your core business

Machinery is normally non-core



## Transparency

Budgeting and control get easier



## Freedom

Turning fixed costs into variable



## Cost efficiency

Share costs with others and reduce fixed cost



## Flexibility

Reduce or expand machinery according to needs



## Improved access

Access to a variety of modern, high quality products and services without keeping stock



# Why rent from Cramo

**The widest assortment.** Rental objects for every possible need.

**Capacity to deliver.** 190,000 modern pieces of equipment of high quality ensure a high degree of delivery.

**Always nearby.** 400 strategically positioned depots and sales offices.

**A long history and strong tradition.** Access to the collective competences from rental operations in 15 countries.

**Forerunner in the industry.** ISO-certified in the Nordic area.

**Committed to development.** We strive to develop new creative solutions, based on our extensive customer experiences.



# Cramo's depot network

A wide network of more than 400 Cramo depots offering a wide range of equipment

Our standard depots offer:

- All standard equipment
- Light construction equipment and smaller lifts
- Merchandise in the Cramo Shop
- The best customer service and efficient logistics
- Reliable equipment availability and flexible delivery conditions
- Efficient logistics through a hub-structure



# Different depot types for different needs

Additional depot types to complement the standard depot network.

## Cramo Express



Quick rental of tools and light equipment.  
Merchandise for sale.

## Cramo Project



Depot at your job site with customized range of equipment

## Cramo 24



Automatically operated, open 24/7. Rental of tools and light equipment.

## Web depot



Book all machines and equipment online.



# The Cramo Shop

A shop-in-shop at our standard depots and Cramo Express offering a convenient supply of supplementary high-quality products related to rented equipment and other merchandise.

Offering professional advice and information about rental services.



# Quality, environment and work environment

Cramo maintains a high level with respect to quality, environment and working environment matters, both internally and in cooperation with customers. We not only provide a top range of quality products, but can also help toward minimizing environmental impact and creating a better working environment at our customer's work sites.

Environmental and quality certified operations in Cramo				
	Sweden	Norway	Denmark	Finland
ISO 9001 (quality)	x	x	x	x
ISO 14001 (environment)	x	x	x	
OHSAS 18001 (work environment)	x			

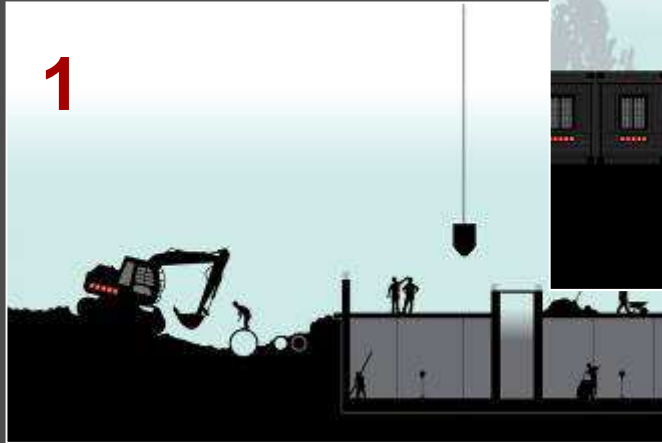


# A WIDE RANGE OF RENTAL PRODUCTS

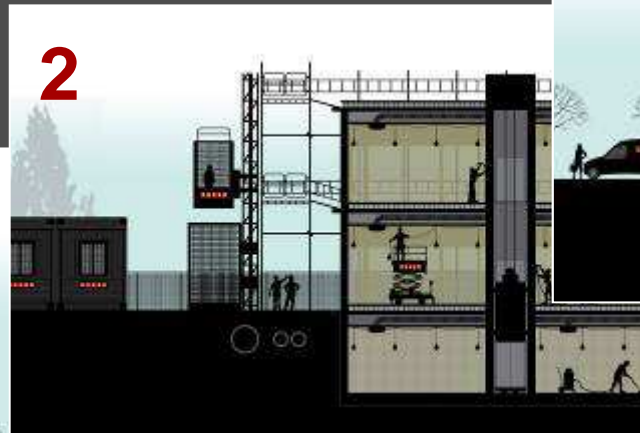


# Total rental solutions provider - from start to finish

Products for every building phase (examples)



Compaction equipment, modular space solutions and earth moving equipment



Material handling equipment, access equipment and safety products



Tools for drilling and grinding, dust collectors and bolt driving

# Tools

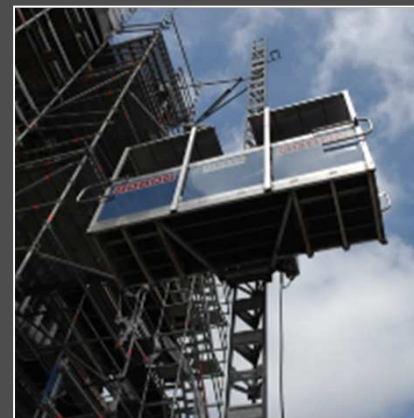
- Ground vibrators
- Concrete processing machines
- Electrical equipment
- Compressors
- Drying and heating equipment
- Pumps
- Screw/nail tools, chipping and hewing hammers
- Cutting machines, saws and welding equipment
- Grinding, milling and drilling machines
- Bending machines
- Measuring instruments
- Cleaning equipment





# Access equipment

- Minicranes
- Telescopic handlers
- Vertical mast lifts
- Scissor lifts
- Articulated boom lifts
- Telescopic boom lifts
- Crawler-mounted lifts
- Trailer-mounted lifts
- Truck-mounted lifts
- Building hoists
- Scaffolding
- Work platforms
- Forklift trucks
- Warehouse trucks



# Construction equipment

- Dumpers
- Rollers
- Excavators
- Skidsteer loaders
- Compact loaders
- Wheel loaders
- Compressors
- Generators
- Drilling rigs
- Demolition robots





# Modular space for construction sites

## Products

- Site huts
- Trailers
- Toilets
- Containers

## Building site premises for

- Accommodation
- Project offices
- Changing rooms, hygiene
- Storage



# Modular space

## Modular systems for non-construction use

- Quick assembly and flexible solutions
- Premises on site
- An alternative to long-time investments
- Permanent standards

### Applications

- Offices
- Schools
- Daycare/pre-school
- Accommodation



**SERVICES  
AND  
SOLUTIONS**

**SUPPORTING  
OUR  
CUSTOMER'S  
BUSINESS**



# Services - to complement equipment and modular space rental

<b>Modular Space Services</b>  All services that might be needed during the Modular Space life cycle	<b>Transportation</b>  Complete transportation service for equipment	<b>External training</b>  Coaching and training to obtain new knowledge about new products and technologies	<b>Temporary electricity</b>  All services related to temporary electricity	<b>Cramo Rental Insurance</b>  Protection against unexpected costs for unforeseen events	<b>Offered on all Cramo markets</b>
<b>Operators</b>  Experienced staff for rented equipment	<b>24/7 technical support</b>  24/7 access to technical expertise from Cramo	<b>Construction site services</b>  Full range of services for construction sites	<b>Repair and maintenance</b>  Repair and maintenance service for equipment	<b>Scaffolding &amp; rack/ponion hoist services</b>  Extensive services for erection and dismantling of scaffolding	<b>QSE services</b>  Recommendations and instructions for how to operate based on QSE
<b>Other services available on some Cramo markets</b>	<b>Heating services</b>  Extensive services for heating buildings or construction sites	<b>Moisture damage services</b>  Extensive services for humidity damage repair	<b>Humidity control services</b>  Extensive services to prevent humidity damage	<b>Air quality management</b>  Extensive services for managing air quality on the construction site or in the workplace	<b>Trading services</b>  Trading services for outdated equipment

# Modular Space services

Services related to assembly, disassembly and usage of Modular Space

All services related to modular space from one provider.

## Components:

- Dimensioning of premises
- Drawings and documents
- Site preparations and foundation work
- Transport and logistics
- Assembly and disassembly
- Electricity, IT, water and sewage
- Furniture, equipment and installations such as





# Transport services

Transportation of equipment rented from Cramo or your own.

No need to set aside resources for transportation.

No need for your own fleet.

## Components:

- Basic, normal or express delivery
- Efficient allocation of rental equipment where it is needed
- Logistics centre for services on customer's construction site



# External training (the Cramo School)

Customized coaching and training services.

Keeps you updated on new products, technologies and regulations.

## Courses available

- Erection of scaffolding
- Safe usage of access equipment
- Operation of forklifts and dumpers
- Dust-free workplace
- Safety and safety constructions





# Temporary electricity

All services related to temporary electricity from one provider.

Offering safe planning and installation of electricity with certified staff

## Components

- Mapping customer requirements
- Subscription of electricity connection
- Complete CAD-based electricity plan
- Lighting plans and services
- Electricity installation and connections
- 24/7 service
- Power calculations
- Electricity usage monitoring



# Cramo Rental Insurance

Extra security when renting equipment from Cramo.

Offering protection against unexpected costs for unforeseen events such as break-ins, fire, water damage or equipment breakdowns.



# Solutions - bringing together various services and products designed for your specific needs and situations

## **Cramo Safety**

Safety solutions for construction sites

## **Clean House**

Solutions for managing air quality on construction sites and working environments

## **Cramo Smart Energy**

Solutions for saving energy with smart, efficient assembly of Modular Space

## **Dry Construction**

Solutions for heating and humidity control on construction sites or the set-up of construction sites

## **Cramo Security**

Security and access control solutions for construction sites

## **Crew Camp Solutions**

Total accommodation solutions

# Cramo Safety

Comprehensive safety solutions for construction sites.

Fewer accidents and less risky situations on construction sites.

Services and products:

- Personal fall equipment
- Temporary edge protection
- Mounting and dismounting of safety equipment
- Training



# Clean House

Solution for managing buildings affected by water or excessive heat.

More comfortable working conditions and improved air quality.

Products and services:

- Planning and sizing of dust control
- Installations
- Dust measurements
- Seal measurements
- Indoor air quality measurements
- Other indoor air services





# Cramo Smart Energy

Saving energy with up to 50% with smart, efficient assembly of modular space with insulation and low-energy lighting.

Studies show that approximately 70% of the energy consumption at a construction site relates to the heating of site huts, and lighting equipment.

## Products and services:

- exterior insulation between the huts
- energy efficient site huts, PK2000 and P6000
- low energy light fittings in exterior and interior
- lighting
- Insulated storage containers
- measuring and follow-up

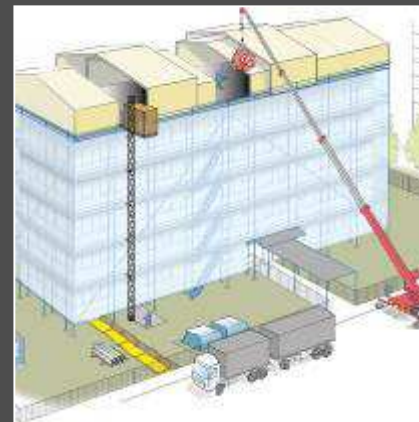


# Dry Construction

Combines training, products and counseling to avoid damage and/or delays due to weather conditions during the building process

A healthy climate at the construction site gives healthier workers and tenants.

Cramo offers training, products such as weather protection, halls, heaters, dryers and dehumidifiers. And finally follow-up and documentation.



# Cramo Security

Total solutions for security and access control for construction sites.

A healthy climate at the construction site gives healthier workers and tenants.

## Products and services:

- Smart identification card and access device (e.g. ID06)
- Gates and fences
- Cameras
- Security service (guards)
- Container safe storages
- Training (Cramo School)



# Crew Camp Solutions

Temporary accommodation and premises for longer projects.

Especially for projects not located near populated areas.  
Accommodation customized based on customer needs with high living standards and premises close to the construction site.

## Products and services:

Accommodation, offices, canteens and recreational facilities with modular space.  
Planning, assembly and disassembly.





# Rental options for all needs

## Cramo Direct

Products and services from the depot for immediate, short-term rental periods

## Cramo Project

Guaranteed access to equipment and services in a project at agreed costs during a defined rental period.

## Cramo Long term

Access to equipment for a long-term rental period including services and maintenance.

## Cramo Outsourcing

A strategic two-way commitment where Cramo takes ownership of a customer's fleet of equipment and rents it back including a mixture of rental options.

## Cramo Flexi

Supply of electric hand-held equipment during a defined minimum rental period (6 months).



Available on some Cramo markets



# Customer support

## Cramo Shop

A shop-in-shop concept that offers a selected range of consumables, accessories, spare parts, protection equipment to customers visiting the depots.



## Cramo Bonus

Loyalty program for regular customers giving bonus points, offers and information on products and services.

## Work Instructions

A service that gives customers information on safe, secure handling of tools and equipment.

## Cramo Business Support

Web-based services such as monitoring orders, invoices and statistics.

## General Customer Support

Consultation on site, electronic invoicing, call centre services etc.

# ADDITIONAL INFORMATION



# **Cramo Care** is our framework for sustainable business

It covers questions related to business ethics, labour rights, environment and social responsibility.



# Cramo Care framework

## Corporate Responsibility Principles of UN Global Compact

*International sustainability principles for business*

### Key Responsibility Issues

- Customer satisfaction
- Employee involvement and training
- Environment (climate, energy and waste)
- Social Commitment “Good Citizen”

### Tools

- GHG (*Climate standard*)
- ISO (*Management standard*)
- Cramo Code of Conduct (*Set of rules*)
- QSE Roadmap (*check list*)
- CSR planning template

### Communication

- Public information (web, Cramo Vision and print)
- Internal Communication e.g. Cramopol
- Social sponsorships, e.g. SOS Children's Villages
- GRI (*reporting framework*)



# Our **quality work** gives you many advantages

- Expert depot personnel who give advice on machine selection
- The right machine in the right place at the right time
- Testing of machinery and equipment prior to delivery
- Calibrated control and measurement instruments
- Modern inventory of machinery with the latest technology
- Regular servicing of the machinery
- Machinery that has passed inspection
- Rental insurance that provides extra security
- Business support that presents the current rental rate
- Training of Cramo's employees and customers
- Customer surveys that capture customer views
- Reporting system for discrepancies/improvements

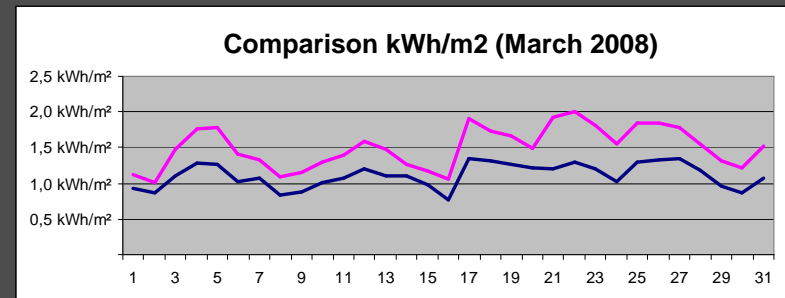




# Take part in our active **environmental work**

- Advice/tips for customers on environmental work
- Machinery that meets environmental demands
- Documented environmental performance of machinery
- Help with calculating emissions
- Environmentally-adapted oils and fuels
- Products for environmentally-safe handling
- Help with waste disposal in customer projects
- Site hut and module set-up with low energy consumption
- Extensive environmental work at Cramo's rental depots:
  - Environmental assessment of chemicals and safe handling
  - Environmental assessment of the carriers and suppliers
  - Energy effectiveness
  - Waste management

## Energy saving that works



Measurement of energy consumption between standard site hut (purple) with Cramo energy establishment (blue). It is possible to make an energy saving of 35% with Cramo energy establishment.

Cramo's work with environmental issues differ between markets and are furthest advanced in the Nordic countries, where this work has become an evermore important argument for customers choosing rental solutions from Cramo.

# Take advantage of our knowledge of the work environment

- Information about work requirements
- Machinery that reduces strain on users
- Training in aerial equipment, scaffolding and forklift trucks for our customers
- Machinery that reduces the risk of vibration injuries
- Fall protection to reduce the risk of accidents
- Equipment that contributes to cleaner air
- Sale of personal safety equipment
- Site huts and modules providing a good workplace environment
- Help with solutions toward improving the work environment
- Safety instruction for certain machines



Cramo's work with work environmental issues differ between markets and are furthest advanced in the Nordic countries, where this work has become an evermore important argument for customers choosing rental solutions from Cramo.



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