

# THE MANITOU GROUP

- **Key figures**

- A medium sized family enterprise listed on the Paris stock exchange
- 11 production sites and 26 subsidiaries
- 2017 revenue: 1.6 billion euros
- 3 markets: construction/agriculture/industry
- Designing, assembling and distributing handling solutions through 3 brands (**Manitou**, Gehl and Mustang by Manitou)
- 4,200 employees across the world

- **Business model**

- 1) A network of 1500 independent dealerships in 140 countries
- 2) Selling directly to key accounts (Veolia, Vinci, the UN, etc.) and to national and international rental companies (Loxam, Kiloutou, etc.)
- 3) 46% of sales to the construction market (2017)
  - 2/3 to rental operations – 1/3 to customer users (craftsmen, roofers, builders)