AGENDA

• Introduction to Goscor
  - About Goscor
  - Business Philosophy
  - Value Chain
  - Equipment
  - Group Structure

• Key Features

• Business Unit Overview

• Market Conditions
About the Goscor Group

- Diversified industrial equipment group – 30 years.
- Represents leading international manufacturers of industrial equipment in SA & surrounding countries.
- Operates 11 separate business units.
- Experienced strong growth (June 2013 revenue over R1,1 billion).
- 860 Permanent employees.
- National distribution and footprint.
- Blue-chip customer base.
- An Imperial Group Company.
Business Philosophy

• To represent on an exclusive basis world class manufacturers of industrial products.

• To offer the best product and after sales service to a select customer base in the Southern African market.

• To provide innovative solutions with lowest total cost of ownership.

• To involve key staff in the ownership of the business units and retain an owner manager culture.

• A Partnership mentality (with customers, principles, suppliers and staff).

• Customer retention built on consistent delivery and strong relationships.
INDUSTRIAL EQUIPMENT VALUE CHAIN

- IMPORT & DISTRIBUTION
  - PHASE 1
- SALE
- LONG TERM RENTAL
- AFTERMARKET SERVICE & PARTS (MAINTENANCE CONTRACTS)
  - PHASE 2
- TRADE IN
- EXPIRY OF LONG TERM RENTAL
- SHORT TERM RENTAL
  - PHASE 3
- REFURBISH & SALE (SECOND HAND MARKET)
  - PHASE 4

EQUIPMENT LIFE CYCLE
INDUSTRIAL AND CONSTRUCTION EQUIPMENT

- Forklifts & Warehousing Equipment
- Access Equipment
- Cleaning Equipment
- Compact Construction Equipment
- Engines, Generators Agricultural Equipment
- Compressor Equipment
- Import & Distribution
- Aftermarket Support (Servicing, Maintenance Contracts, Parts)
- Short Term Rental (Daily, Weekly & Monthly Hire)
- Full Maintenance Lease (3 – 7 year Contracts)
- Second Hand Sales
- Accessories & Attachments
About the Goscor Group

Forklifts & Warehousing Equipment

Sole distributors of Crown, Doosan, Bendi and Hubtex forklifts in SA. Sales, rental, servicing & repairs.

Flexible short-term rental of diesel, gas & electric powered forklifts & sale of used forklifts.

Sales & rental of forklifts to the brewing & bottling industries.

Access Equipment

Sales of Genie high access lifting equipment including full after market support.

Short-term rental of high access lifting equipment.

Industrial & Commercial Cleaning Products & Equipment

Distributor of industrial & commercial cleaning equipment from leading brands Tennant, Elgin, Ghibli, Lindhaus, Delfin, Maer, Vactor, Guzzler & Byotrol.
About the Goscor Group

Compact Construction Equipment

Bobcat Company is a leading provider of compact equipment for the construction, rental, landscaping, agriculture, grounds maintenance, government, utility, industrial and mining markets.

Engines, Construction, Agricultural Equipment

Distributor of quality engines, generators, pumps, fire-fighting equipment and construction equipment. Brands include Robin Subaru, Meiwa & Vibracon.

Compressor Equipment & Accessories

Distributor of portable & stationery compressors, air tools, vacuum pumps, dryers & filtration units + repair of all major brands.

Finance & Long Term Rental

Provides finance solutions for clients to obtain equipment through Goscor.

Your Trusted Equipment Solutions Partner
Revenue 2013 - Per Product Type

- Forklift: 56%
- Construction and Agricultural: 17%
- Compressor: 12%
- Access Equipment: 10%
- Cleaning Equipment: 3%
- Compact Construction: 2%

Your Trusted Equipment Solutions Partner
Revenue Split - 2013

- **New + Used equipment**: 55%
- **Aftermarket**: 20%
- **Rental**: 25%
• **Number 1 in SA in Warehousing Equipment, Industrial Cleaning Equipment and Compact Construction Equipment market.**

• **Number 2 in rental of access equipment in SA within 2 years.**

• **Operates fleet of nearly 2000 short term rental units (R390m)**

• **Funds over 1800 long term rental contracts**

• **Strong profit and ROI focus**
Business Unit Overview
Goscor Lift Truck Company

• Exclusive distributor of Crown electric materials handling equipment (market leader in SA), Doosan forklift trucks, Bendi articulated forklifts & Hubtex specialised side loader forklifts.

• Offer sales, leasing and maintenance of the equipment.

• Experienced and quality technical backup, support and parts availability.

• Prides itself on customer retention.
Product Range

CROWN  DOOSAN  Bendi  HUBTEX

Your Trusted Equipment Solutions Partner
Major Clients

- SAB Miller
- Makro
- Spar
- Pick n Pay
- Aspen
- Clover
- ENGEN
- UTI Pharma
- Imperial Logistics
- Unitrans
- Afrox
- Mr Price Group
Goscor Rental Company - A division of Goscor Lift Truck Company

- Provides customers with flexible short-term forklift equipment rental solutions.
- Focused on customer requirements rather than specific brands.
- Comprehensive fleet of gas, diesel & electric powered forklifts to suite all applications.
- Sales of quality used forklifts.
Product Range

Short-term forklift rentals

Quality used machines for sale
MPM Forklifts

• Provider of specialised forklifts and material handling equipment to SAB, ABI and the bottling industry.

• Prides itself on a highly personalised and efficient service customised to meet the demands of SAB and ABI.
Goscor Hi-Reach

• Acquired majority share in 2011.

• Exclusive distributor of Genie high reach lifting equipment since 1998.

• Range consists of: Material lifts, scissor lifts, aerial work platforms, articulating boom lifts, telescopic boom lifts, trailer mounted, tele-handlers.

• Spares, parts and maintenance services.

• Recently increased shareholding to 75%.
Product Range

- Trailer Mounted Booms
- Scissor Lifts
- Mini Access Lifts
- Articulated Boom Lifts
- Telescopic Boom Lifts
- Aerial Work Platforms
- Telescopic Handlers
- Light Towers
- Material Lifts
- Spider/Crawler Lifts
Goscor Access Rental

- Startup business formed in July 2011 supplying the construction, mining, leisure & any industry requiring work at height equipment for rent.
- Invested over R200m in NEW units for rental.
- 2013 acquired African Access in the Western Cape and established office in KZN.
- Range consists of: Material lifts, scissor lifts, aerial work platforms, articulating boom lifts, telescopic boom lifts, trailer mounted, tele-handlers.
Product Range

- Scissor lifts (Electric & Diesel)
- Boom lifts (Electric & Diesel)
- Articulated Boom Lifts
- Telescopic Boom Lifts
- Crawler Mounted Booms
- Low-level access equipment
Goscor Cleaning Equipment

- **Exclusive distributor of market leading brand - Tennant.**
- **Holistic Cleaning solutions.**
- **Extensive range of environmentally friendly cleaning equipment & technologies (ecH20 & Byotrol).**
- **Sales, rental and service.**
- **Leader in industrial cleaning solutions.**
- **Major supplier into contract cleaning market.**
Product Range

- Vacuums
- Carpet Extractors
- Scrubbers
- Polishers
- Sweepers
- Industrial & City Cleaning
- Industrial Tankers
- Janitorial Equipment
- Industrial Vacuums
- High Pressure Cleaners
Bobcat Equipment SA & Bobcat Equipment Rental SA

• World & SA leader in the compact equipment market.

• Cost effective, practical and versatile equipment.

• Broad product range with huge options on attachments.

• Large short-term fleet supplying equipment on daily, weekly, monthly and project based rentals.

• Quality after sale, support through comprehensive branch network throughout SA.
Product Range

Skid Steer Loaders

Compact Track Loaders

Excavators

Telescopic Handlers

Attachments
Goscor Power Products

- Exclusive distributors of Subaru (Robin) engines and generators and MEIWA light construction equipment.
- Focused on the Construction, Agricultural, Fire Fighting and Industrial markets.
- Distributes through 54 dealers, 18 OEM’s + 5 Hire Companies in Southern Africa.
## Product Range

### Engines
- EH Series (Overhead Valve)
- EX Series (Overhead Cam)
- DY Series (Diesel Engine)
- EY Series (Side Valve)

### Construction Equipment
- Rammers
- Rollers
- Compactors
- Concrete Mixers
- Concrete Vibrators
- Bullfloat Screed
- Troweling Machines

### Generators & Pumps
- Generators in Petrol & Diesel from 2.5kva to 15kva
- Welders from 180-200 amps
- Pumps suitable for clear water, trash, slurry pumps

### Fire Fighters
- Ranging from a complete fire fighter with tank (sizes: 500L, 650L and 1000L), pumps also used for other applications such as cattle dip, irrigation, heavy duty cleaning
Goscor KLG Compressed Air Solutions

- Acquired KLG Compressors in 2010.
- Sole distributors for world-leading compressor brand, Sullair.
- 2013 started distributing Ozen compressors (Turkey).
- 5 and 10 year warranties on our compressors.
- Highly experienced technical expertise in compressors.
- Repair of all major compressor brands.
- SABS & ISO 9001 Accredited.
# Product Range

## Compressors
- Oil injected rotary screw
- Oil FREE rotary screw
- Diesel (Portable)

## Vacuum Pumps
- Oil injected rotary screw
- Hospital applications

## Dryers, Filtration & Water Separators
- Refrigerant Dryers
- Desiccant Dryers
- Oil FREE filtration to 0.003 ppm
- Standard inline filtration

## Construction Equipment
- Medium-to-heavy duty
Goscor Finance

- Providing customers with flexible finance and full maintenance rental solutions for their industrial equipment needs.
- Highly competitive rates.
- Maintenance contracts.
Market Conditions

• Exchange rate volatility.
• Forklift market showing significant weakness (25% down year-on-year).
• Construction and Mining - depressed sectors.
• Market Share gains continue.
• Strong access equipment market.
• Diversified portfolio.
• Africa opportunities.
• Complimentary new products.
Thank you.

Q&A