



PRESS RELEASE

The Manitou group launches a recruitment campaign with its new employer brand *“Join the Up Movement”*


- **More than 300 recruitments planned for 2018**
- **A new recruitment site**
- **An innovative, rapidly growing group**

Ancenis, March 12, 2018 — The Manitou group, world leader in rough-terrain handling, is launching a 2018 recruitment campaign to fill more than 300 positions at its French sites. The available jobs encompass the full range of the company's professions and include all contract types. The group is leading this campaign with its new *“Join the Up Movement”* employer brand. Created to reflect the real-life experiences of employees at the company, this employer brand aims to promote the group's corporate culture and attract new talents.

With *Join the Up Movement*, the Manitou group is focusing on the theme of lifting – in keeping with its activity – as a metaphor for its commitment to uplift its employees' talents. The new employer brand is based on the coherency of experiences throughout an employee's career with the group: from the job application step, with special attention given to interviews and initial contacts with the company, to the orientation process upon arrival. Uplifting talents is also reflected in the company's ambitious training policy, which provides an average of two days' training annually per employee, as well as a number of mobility opportunities in France and to any of the 26 other countries abroad where the group directly operates. Laurence Berthou, the Group's HR communication manager, adds: *“The 'Join the Up Movement' is the invitation that we extend to all our applicants: to join a dynamic, rapidly-growing group where the assignments enable all the employees to develop their skills and fulfill their potential. We are also promoting our mission, ambition and culture as part of our corporate social responsibility.”*

To implement its new employer brand, the Manitou group is using a number of levers for communication, and in particular recruitment fairs and the development of partnerships with some fifteen secondary and higher educational institutions. The group has also launched a new, more intuitive recruitment website, careers.manitou-group.com, that presents the company's job offers in France and abroad. It also presents the group's principal professions, from design to distribution, from purchasing to production, and from services to interprofessional activities.

With this new employer brand – a call to join a true movement – the Manitou group hopes to highlight, for the second consecutive year, the rich variety of its job offers. The Manitou group will be hiring more than 300 new employees in 2018, offering them a stimulating career with a prestigious French industrial group.



Manitou Group, a world leader in rough-terrain handling, invents, produces, distributes and services material for construction, agriculture and industries.

The group's product lines include: fixed, rotating and heavy tonnage all-terrain telescopic forklifts, all-terrain, semi-industrial and industrial masted forklifts, skid-steer loaders on wheels and tracks, articulated loaders, backhoe loaders, aerial work platforms, truck-mounted forklifts, warehousing equipment and attachments.

Through its iconic brands - Manitou, Gehl and Mustang - and its network of 1,500 dealers worldwide, the Group offers the best solutions by creating optimum value for its customers.

With its headquarters in France, the group recorded a revenue of 1.6 billion euros across 140 countries in 2017, and it employs 3,900 people who are all committed to satisfying customers.