

## PRESS RELEASE


### Announcement of the new "LIFT" strategic roadmap for 2030



**Ancenis, April 28, 2025** – Manitou Group unveils its new "LIFT" roadmap to consolidate its worldwide leadership and provide differentiating solutions to its customers, by committing its employees and partners to innovate, on solutions with a positive societal and environmental impact. This strategic plan, approved by the Board of Directors, covers the years 2026 to 2030, and is structured around the following axes:

- Leading on material handling and people elevation markets: Manitou Group will consolidate its leading position in telehandlers and to reinforce its presence of the aerial work platform market.
- Innovating with sustainability and customer-driven mindset: the group is accelerating its energy transition by expanding its ranges of electrical machines and associated services tailored to customer needs. Circularity is also at the heart of its ambitions, with the deployment of reconditioning centers and the development of "retrofit" offers.
- Focusing on customer experience: drawing on the expertise of its dealer network, Manitou Group is organized to offer its customers the best possible experience. The company plans to drive its transformation by accelerating its digitalization and use of data.
- Transforming ourselves for tomorrow: focusing on two key issues: "human resources" and "competitiveness." Manitou Group will transform its employer brand to attract talent and improve the experience of its employees worldwide. The company also plans to launch ambitious programs to boost competitiveness and accelerate the development of new products and services.

To better meet customer expectations and the specific needs of its markets, the group is transforming its operating model from a two-division organization (Products division and Services and Solutions division) to one based on three geographical zones: North America, Europe and LAPAM (Latin America, Asia-Pacific, Africa and the Middle East).



This strategic plan is accompanied by the Group's objectives\* for 2030:

- Revenues in excess of €3.8 billion
- Recurring operating income in excess of 7.5% of revenues
- Recurring EBITDA in excess of 10% of revenues
- 28% of machines sold are electric
- 600 M€ investment over 5 years

Michel Denis, President & CEO of the Manitou Group, adds: *"Faced with a geopolitical and economic environment of unprecedented volatility, and ever-increasing competition, we must continue to adapt constantly to consolidate our leadership and offer ever more sustainable and efficient solutions to our customers. It is in this spirit and with these convictions that we have designed this new 'LIFT' strategic roadmap. To achieve our objectives, we also need to change the way we are organized to reinforce agility, commitment, and customer proximity. Our project is based on a division into three geographical zones, each of which will be able to manage its own sales performance and industrial efficiency. The combination of all the initiatives in this strategic roadmap and this new operating model project will enable us to carry out the profound transformation needed in a changing world."*

*\*All these targets are defined excluding acquisitions and assuming market conditions are unaffected by any new major or structural crisis.*

ISIN code: FR0000038606

Indexes: CAC ALL SHARES, CAC ALL-TRADABLE, CAC INDUSTRIALS, CAC MID & SMALL, CAC SMALL,  
EN FAMILY BUSINESS



#### UPCOMING INVESTORS EVENTS:

April 30, 2025 at 10.00 am  
Conference on the new roadmap

June 12, 2025  
Annual General Meeting

July 30, 2025 (after market close)  
2025 first half-year results

[Company information is available at www.manitou-group.com](http://www.manitou-group.com)

**Shareholder information: [communication.financiere@manitou-group.com](mailto:communication.financiere@manitou-group.com)**

As a world reference in the handling, aerial work platform and earth moving sectors, Manitou Group's mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Thanks to the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, Manitou Group is headquartered in France. It achieved a 2024 turnover of €2.7 billion and brings together 6,000 talented people worldwide, all driven by a shared passion.

