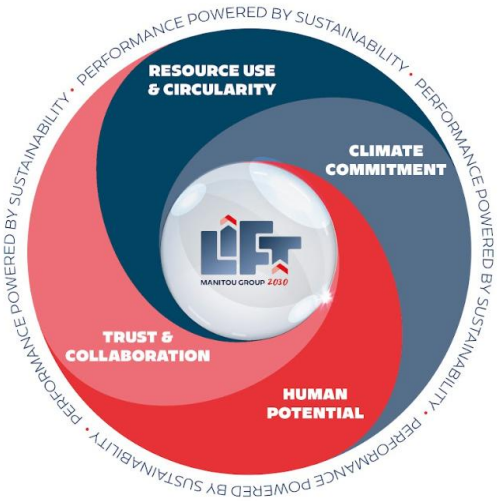
PRESS RELEASE

Manitou Group unveils the CSR commitments for its LIFT 2030 strategy
"Performance powered by sustainability"



Ancenis, March 11, 2026 — Manitou Group, a worldwide reference in the handling, aerial work platforms, and earthmoving sectors, announces its 2026-2030 CSR roadmap. Integrated at the core of the group's new global LIFT strategy, this roadmap has the ambition to establish "performance powered by sustainability". This strategic approach is designed to anticipate and address the complex challenges of an evolving global landscape, including social, human, geopolitical, competitive, technological, and environmental shifts.

A CSR roadmap integrated into the LIFT vision

Developed in collaboration with all stakeholders, the new 2030 roadmap builds upon over a decade of the group's corporate initiatives. It leverages established achievements from previous plans, specifically in product decarbonization, technological innovation, value chain engagement, and employee mobilization. Named the "CSR Lens," this roadmap provides a framework to view all group activities through the prism of sustainability, fostering new perspectives and innovative thinking. The objective is to position Manitou Group as an essential business partner, supporting clients through their own transitions.

The roadmap is structured around four strategic axis designed to generate shared value across the group's ecosystem:

Human potential

Manitou Group recognizes that its transformation depends on the men and women that composed the company. This axis focuses on career growth, employability, and maintaining a stimulating, safe work environment that protects both physical and mental health. These objectives address evolving employee expectations regarding talent retention.

Resource use & circular economy

The group aims to accelerate the transition to a circular economy across all operations and throughout the value chain. By integrating circular principles into the entire product lifecycle—from initial design to end-of-life management—the group seeks to reduce dependence on linear economic models. To achieve this, Manitou Group is committed to reducing pressure on resources. Key initiatives include refurbishing, retrofitting and remanufacturing machines in partnership with dealers to support end of life of products.

Climate commitment

Addressing the climate emergency while securing a competitive advantage, the group focuses on reducing emissions across the product lifecycle and enhancing business resilience in the face of climate change. Flagship initiatives include accelerating range electrification and energy optimization to reduce the Total Cost of Ownership (TCO) for users, and the provision of transparent impact data. Already committed to a SBTi decarbonation pathway, the group is pursuing its ambition to reduce greenhouse gas emissions in scopes 1, 2, and 3.

Trust & collaboration

This axis serves as the foundation for the success of the other three. Recognizing that global success requires shared responsibility and collective performance, Manitou Group is committed to building a responsible value chain. This involves co-constructing sustainable solutions through partnerships and sharing CSR standards with partners to ensure industry-wide resilience.

A transparent and measurable performance

To ensure transparency and track the success of this trajectory, the group utilizes 18 monitoring indicators. To assess collective and individual performance, four key strategic and essential KPIs will be communicated annually to the ecosystem:

- **Accident frequency rate 2 => target 2030: AFR2 of 10**
- **Greenhouse gas emissions => target 2030: 15,047 tons of CO_2 emitted for scopes 1 and 2 / 13.7 kg of CO_2 emitted per hour of machine use for scope 3**
- **Progression of the sustainable products and associated services net sales => target 2030: net sales multiplied by 5.5**
- **Percentage of the value chain parts involved in responsible and ethical standards => target 2030: 90%**

Through this new CSR roadmap, Manitou Group reaffirms its ambition to lead a more resilient, responsible, and collaborative handling industry. By establishing sustainability as a central catalyst for performance within the LIFT strategy, the group aims to exceed current requirements and create long-term shared value.

Michel Denis, President & CEO adds: *"This roadmap represents a new way of evaluating our existing operations. We are approaching the 2030 horizon with renewed determination. For Manitou Group, operational excellence and sustainability are now inseparable: they form the foundation of our growth and our contribution to a more sustainable world in motion."*

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. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.6 billion in 2025. It unites 6,100 talents worldwide with passion as their common driver.

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