



## Manitou Group creates "The Festival"

- A world premiere bringing together over 1,000 partners: customers, dealers, importers, suppliers, bankers, analysts, journalists, etc.
- A discussion platform to share ideas on how to "Grow Together" based on the Material-handling Reference mission
- Conferences, round tables, and 12,000 square meters to exhibit the Group's solutions based on 5 areas illustrating the values of Leadership, Customer centricity, Anticipation, Difference and Accountability

**Seville, May 28, 2012** - Manitou Group is organizing a totally new external event with all its partners in Punta Umbria in the south of Spain from May 29 to June 1 called "The Festival". More than 1,000 guests from 80 countries are expected to attend (customers, dealers, importers, suppliers, bankers, analysts, journalists, etc.) to discuss the Group's outlook, and define how to "Grow Together".

*"The diversity of the guests, the tone and style of this event make it the first of its kind, but the message is intended for everyone, says Jean-Christophe Giroux, President & CEO. After three very difficult years, it's time to share our convictions and our view of the future. We are proud of our Material-handling Reference mission, and want to encourage ALL our partners to embark upon a new stage of the adventure. To "Grow Together" is both an opportunity and a challenge, and all the actors in this big film need to be aware of their respective roles. This "Festival" aims to give us a real platform where we can exchange ideas and subscribe to a shared goal".*

The festival includes the following events:

- A plenary session to set the stage on vision, strategy, challenges. Members of the Group's top management commit themselves;
- 14 conferences on specific subjects presented by the business experts;
- 21 round tables to allow guests to discuss their opinions on subjects of general interest;
- An exhibition area of 12,000 square meters to showcase solutions and brands based on the five corporate values: Leadership, Customer centricity, Anticipation, Difference and Accountability
- "One-on-one meetings" with ComEx members for straightforward and frank interviews;
- A Supplier convention;
- A press conference;
- A machine show;
- And several convivial occasions when people can talk to each other in a free, informal way.

The reference to the movie industry underlines the plurality of genres and audiences, and the need to bring together talented and often unique people throughout the design, direction and production stages of a film.



Manitou, THE Material-Handling Reference, is headquartered in Ancenis (West of France). Manitou designs, assembles and distributes material-handling solutions for agriculture, construction and industry markets. Manitou reported in 2011 revenue of €1,131 million, of which two thirds outside France. Business is conducted under the Manitou, Gehl, Mustang, Loc and Edge trademarks, through 1,400 independent dealers in more than 120 countries. As of December 31, 2011, Manitou employed approximately 3,000 people of which 40% outside France.

**Forthcoming events**

**June 7, 2012:** Annual Shareholders' meeting

**July 19, 2012:** Q2' 12 Revenue

Corporate information is available at: [www.manitou.com](http://www.manitou.com)  
Press contact: Damien Cocton - [d.cocton@manitou-group.com](mailto:d.cocton@manitou-group.com)