

# GROUPE MONNOYEUR

Equipment and services for construction and industry

2009



CONSTRUCTION AND INDUSTRY / RENTAL / ENERGY / HANDLING / / / / / / / / / /

**Groupe  
Monnoyeur**

## Editorial

After several years of growth and success, our business is suffering severely from slowing investment by our customers. Fortunately, their needs persist, in particular those involving works projects of all sizes, and aid from local authorities and central government should accelerate the recovery that we are all waiting for. Our Group is reorganizing to adapt to the circumstances. We continue to provide services that are as near as possible to excellence to our customers, for many of whom business remains sustained. We are supporting the efforts made in our other regions – Belgium, Algeria, Poland and Romania – and we continue to invest there. Finally, I am confident in the expansion of our new businesses, especially in renewable energies. I am convinced that our image remains strong and that we shall come out of this crisis stronger than ever. Our tenacity shows this every day.

**Baudouin Monnoyeur**  
Président



### EXECUTIVE COMMITTEE:

**Baudouin Monnoyeur** - Chairman

**Xavier Jauretche** - Chief Executive Officer, Development, Administration and Finance

**Denis Monnoyeur** - Chief Executive Officer, B to B Distribution

**Alain Rosaz** - Chief Executive Officer, Caterpillar

# BERGERAT MONNOYEUR

Equipment and services for construction and industry



CONSTRUCTION / INDUSTRY

TURNOVER  
€1 194 m

EMPLOYEES  
2 781



## Keeping close to our customers' requirements

**An exclusive distributor of Caterpillar equipment since 1929**, Bergerat Monnoyeur has two major strengths: an after-sales service recognized for its quality, and customer relationship management based on loyalty and permanence. All these aspects support the implementation of a strategy based on customer segmentation.

### FIVE MAJOR TYPES OF CUSTOMERS

Bergerat Monnoyeur has customers in Public works, Highway Engineering, Quarries, Industry, and Agriculture.

The network organization is the cornerstone of the system, favouring closeness and responsiveness: eight Regional Departments and one Major Customers Division ensure effective market presence with offers and services tailored to each customer, including financing, maintenance and repair solutions.

The key words are professionalism, a sense of service, and availability.

By assuring customers that we can provide them with both replacement parts and competent mechanics and technicians, Bergerat Monnoyeur has been able to develop a reliable, strong after-sales service.

### INTERNATIONAL EXPERTISE

The company is celebrating the 80th anniversary of its partnership with Caterpillar in France. Since then, the Group has expanded internationally: in Algeria, Belgium, Luxembourg, Poland and Romania, where it has brought its expertise to serve its customers.

In these countries, which currently account for one-third of its sales, Bergerat Monnoyeur develops networks close to the customers, which benefit from the synergies of an international group, including logistics, spare parts, personnel training, service and equipment offerings, and a sustainable development policy.



**FLASHBACK OVER 2008** / The past financial year was a good year in terms of volumes, despite a fall in orders in the last four months, a trend that has continued in early 2009. The exceptional results posted in 2007 and the significant contribution from our after-sales service offset the decline in sales and secured our outlooks for the future.



Chief Executive Officer:  
Pascal Guillemain

Bergerat  
Monnoyeur



# BERGERAT MONNOYEUR LOCATION

Equipment and services for construction and industry



RENTAL



€108m  
TURNOVER

757  
EMPLOYEES

## Supporting optimization strategies

With **96 branch offices throughout France**, Bergerat Monnoyeur Location is a leading local player. It meets the equipment needs of numerous segments, in industry, landscaping, building and construction, event management, to name but a few.

### THE BEST SERVICE AT THE BEST PRICE AT THE RIGHT TIME AND IN THE RIGHT PLACE:

This sums up the approach of Bergerat Monnoyeur Location. An ambition for excellence based on three main strengths:

- closeness, made possible by coverage of the country by the network of branch offices;
- the quality of the equipment proposed and the professionalism of its employees;
- safety and environmental protection, constant priorities which translate into numerous initiatives such as EcoControl — compliance with environmental standards for equipment through retrofitting and the acquisition of innovative equipment, audits for customers, etc.

### WITH RELIABILITY AND AVAILABILITY

as its main demands, Bergerat Monnoyeur Location covers all types of customers, from the “majors” to tradesmen. It has introduced specific solutions such as the Building Pack, and continues to deploy the Sales Area offer, in order to provide comprehensive coverage of on-site needs through the sale of consumables and small portable equipment.

Backed by solid support, the company's development strategy is organized around two approaches:

- setting up sites where the company is not yet present;
- increasing the size of the branch offices, with additional services and offers to meet customers' needs and increase the portfolio, sales volume and profitability of each branch office



**FLASHBACK OVER 2008** / Faced with the dramatic economic downturn in the second half of 2008, Bergerat Monnoyeur Location managed to adapt by actuating three main levers:

- the financial lever: very tight expense management to contain and cut costs, and which reinforces a policy focused on efficient debt management;
- the operational lever: resizing of the fleet for external activity, optimization of the Bergerat Monnoyeur Location network;
- the commercial lever: the network moved dynamically, stepping up actions with customers to support them as well as possible in their own optimization strategies.



Chief Executive Officer:  
Thierry Robert

Bergerat Monnoyeur  
LOCATION

CAT Rental



€268m  
TURNOVER

658  
EMPLOYEES



## Being present in all energy markets

**A specialist in energy production and drive systems**, Eneria is present in numerous markets, including marine, rail, healthcare, renewable energies, to name but a few. While this diversity requires a constant watch on very different fields, it also helps ensure overall activity.

Replacing the engines on Customs Authority launches under a government contract, implementing the 2007 Hospital Plan, developing renewable energies with state subsidies: three projects with different time-scales and different sizes, but which are all part of Eneria's core business: **SUPPLYING PRODUCTION AND DRIVE SYSTEM SOLUTIONS**. The expertise deployed in numerous fields of application can offset the impact of the downturn in certain sectors, such as industrial motors, through the emergence or the resilience of other fields. This is the case, for example, of the standby generators installed in hospitals and clinics in France, replacement of the engines on Russian locomotives, or, more generally, oil and oil services applications which remain highly buoyant.

Eneria's strategy is to be constantly on the watch in order to identify growth markets and establish itself in high-value-added niches through services and development projects.

This is illustrated by the renewable energies sector, for example, with several main areas:

- wind power, in which Eneria performs initial project development on behalf of operators – preliminary searches for sites, obtaining building permits – and site maintenance;
- methanization with biogas recovery;
- cogeneration (combined production of heat and electricity);
- biomass, with involvement in an innovative project with Europlasma involving energy production using gasified solid organic waste.



**FLASHBACK OVER 2008** / The year was a good one in all the countries in which Eneria is present: France, Algeria, Belgium, Poland, and Romania. 2009 is promising for France and the other countries, with a major emblematic project in wind power in Romania: Fantanelle, a 350 MW wind-power farm for which Eneria is project manager.



Chief Executive Officer:  
Philippe Daverat



TURNOVER  
**€176m**

EMPLOYEES  
**1 016**

## Acting as a flexible, responsive partner

**From one day to seven years, from one to 1 000 machines,** from one-off maintenance operations to full outsourcing, Aprolis covers all the rental needs of the goods handling market. Its flexible, responsive solutions are deployed by a national network of 37 branch offices and implemented by 1 000 employees.



### A CLOSE NATION-WIDE NETWORK

Aprolis has two major assets:

- its ability to rent and maintain all types of rolling stock (aerial work platforms, sweepers, electric vehicles, etc.), in addition to specific handling needs;
- its flexibility in establishing contracts, a factor highly appreciated by customers, and a factor in the continuity of business relationships.

Whether the job concerns a small tradesman who needs to have his single lift truck maintained, or an industrial group whose fleet must be managed on several sites, Aprolis proposes solutions adapted to each configuration. In particular, it has special know-how regarding full outsourcing, with the takeover of personnel that this entails. This is the case for the agreement signed in February 2009 with Arc International, covering the purchase, then lease-back with maintenance by Aprolis of the entire handling equipment fleet. This outsourcing applies not only to conventional equipment but also to all the rolling stock on the historic site of Arc International, such as cars, trucks, tractors... and even cycles! The contract also provides for the transfer of maintenance personnel: the mechanics and administrative staff become Aprolis employees.

Aprolis's main line of development is the extension of its scope of operations with its customers. To do so, it endeavours to strengthen both its offer, with tools such as the extranet, and the professionalism and skills of its travelling and on-site technicians. Major efforts are made in training to ensure those skills are maintained.

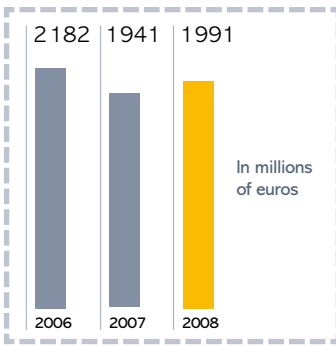
**FLASHBACK OVER 2008** / Following a first half in line with forecasts, the second half posted a sharp downturn, related to the decline in industrial activity.



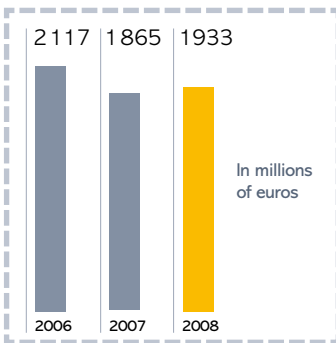
Chief Executive Officer:  
Philippe Rivoallan



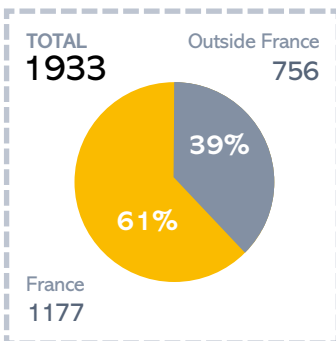
# KEY FIGURES



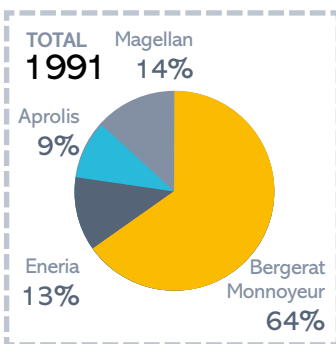
**COMPANY CONTROLLED TURNOVER**  
(excluding VAT - as at December 31, 2008)  
\* Proforma  
2006: €1 608m



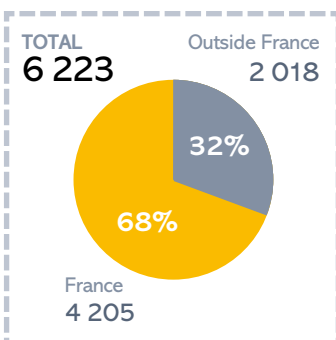
**CONSOLIDATED TURNOVER**  
(excluding VAT - as at December 31, 2008)  
\* Proforma  
2006: €1 546m



**BREAKDOWN OF CONSOLIDATED TURNOVER**  
(excluding VAT - as at December 31, 2008)  
In millions of euros



**BREAKDOWN OF COMPANY CONTROLLED TURNOVER**  
(as at December 31, 2008)



**GROUPE STAFF BREAKDOWN**  
(as at December 31, 2008)

## Human Resources

The corporate culture of Groupe Monnoyeur is that of a family-owned group with private capital. Backed by a culture of sharing common values, it contributes to the transmission of the Group's values.

**Technical expertise, cross-functionality, conviviality, employability:** keywords that underpin the human resources policy applied within the Group. Detecting talent, career management and personal guidance are used to promote career paths offering each employee optimal conditions for their personal development.

**Another essential priority:** safety, with awareness-raising initiatives for certain types of exposed workstations, especially those of the teams of technicians.

**A major strength of the system established within the Group, training** responds to three key issues: maintaining our competitive advantage, helping our staff develop their skills, and maintaining lasting relationships with customers through expertise in their business lines and in the machines used on their sites. In this context, training is provided in various forms, from the simplest to the most sophisticated. E-learning, for example, which enables the transmission of knowledge remotely via the internet, is deployed in all the units.

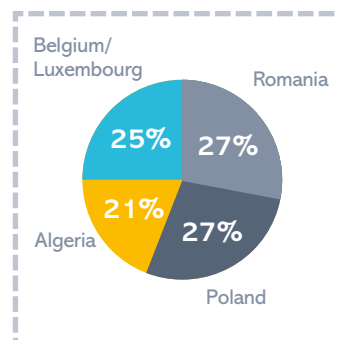
## Diversity: Making social responsibility meaningful

For many years Groupe Monnoyeur has acted in favour of the disabled by its ethics and respect for people. Its involvement is attentive and proactive, making workstations accessible and adopting appropriate organisational arrangements. This strong commitment is also a pragmatic, meaningful reflection of the Group's social responsibility.

## Distributor of major brands in France and internationally:

- Caterpillar
- John Deere et Kuhn (Romania)
- Mercedes Benz (Algeria)
- Metso (Romania)
- FG Wilson
- MaK
- Renault Trucks (Romania)
- Mitsubishi
- Hyster (Algeria)
- Crown

Established in Algeria, Belgium, France, Luxembourg, Poland and Romania.



**BREAKDOWN OF TURNOVER OUTSIDE FRANCE**  
(as at December 31, 2008)

Bergerat  
Monnoyeur



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Bergerat Monnoyeur



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Eneria



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LOUEUR DE MANUTENTION

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**Groupe  
Monnoyeur**