

## STANDARD OFFERINGS - OUR CUSTOMERS ADVANTAGE



**Safety**



**Reliability**



**Ease of doing business**



**Sustainability**



### SAFETY

- We have certified IPAF training centres at all of our locations across the Middle East and India; helping us bring competency and knowledge to more than 1000 MEWP users each year. We are the MEWP safety experts and ensure that this is our primary consideration.
- We meet and exceed all mandated maintenance and repair requirements for our MEWP fleets. Our safety and reliability process include:
  1. "1st Check" (post hire MEWP health check)
  2. Programmed periodic maintenance, performed by competent technicians,
  3. Repairs using OEM approved methods and techniques.
  4. Quality Checks to measure our technical performance.
- We use MEWP Brands that meet internationally recognised Construction standards, that mandate specific safety systems to be inbuilt into each MEWP.

### EASE OF DOING BUSINESS

- The "My Manlift" App and portal, is a set of unique business tools for our customers. This app simplifies how our customers can interact with us and brings improved clarity on our business processes. Digitalisation is a focus for our organisation, and is continuously developed to ensure we are front runners in this critical business module that improves efficiency.
- Our technical team is available for support 24/7
- We represent OEM's interests via our many dealerships. We know MEWPs! And we specialise in them; resulting in a clear and dedicated focus to servicing the MEWP industry.

### RELIABILITY

- We Have a Customer-centric culture. Our engaged and specialist teams, continually review their performance to continually improve and deliver the "Best Customer Experience".
- Experience: Active in the industry for more than 14 years with a global presence.
- We use Best Practices throughout our Organisation. E.g., our Depots and practices in the UAE are similar to those in Qatar; this enhances learning and speedy improvements. Efficiency and our competitive skills are continually honed as a result.
- We continuously reach out to our customers to be clear on what is important from their perspective; these customer values, are then transformed into our own KPI's which we continually measure and improve. Some of our core KPI's are: *Machine Availability, Machine reliability, On-time delivery and collection, Field service response and problem resolution time.*

### SUSTAINABILITY

- We are leaders in sustainability; and this focus is embedded in our Corporate and Social Responsibilities and our SHEQ measures. Examples of this include our conversion of Diesel Powered MEWPs to DC electric. And our growing MEWP fleet of full electric and Hybrid options.
- We have aligned our objectives with the industry-standard, "Sustainable Development Goals" (SDGs) These are continuously assessed for performance via our "Continuous Improvement Review" program.