

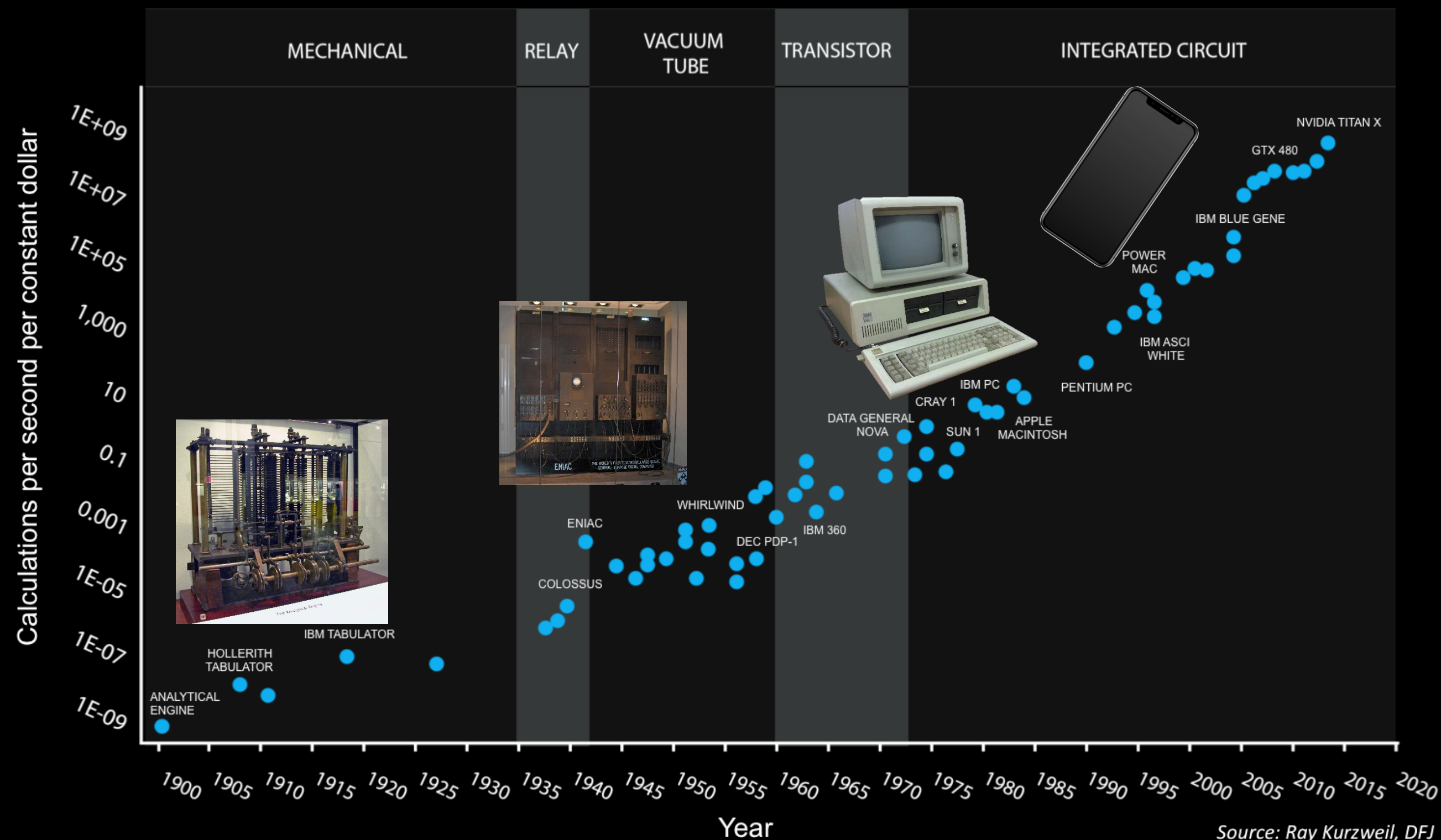


Guru Bandekar

Global Vice President of Product Development
and Product Management



120 Years of Innovation



Mega Trends – Global Trends

Megatrends Help Establish Long-term Product Development Strategies.

GLOBAL
MARKETPLACE



PRODUCTIVITY
IMPERATIVE



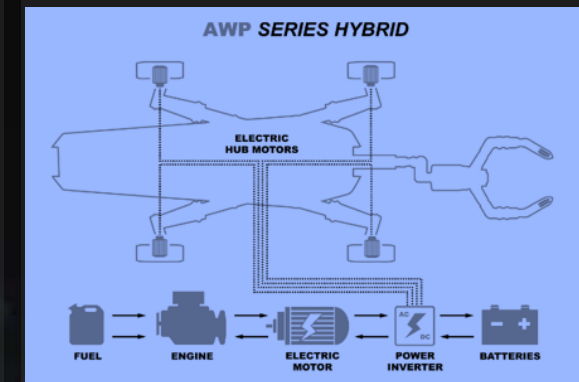
SHARING
ECONOMY



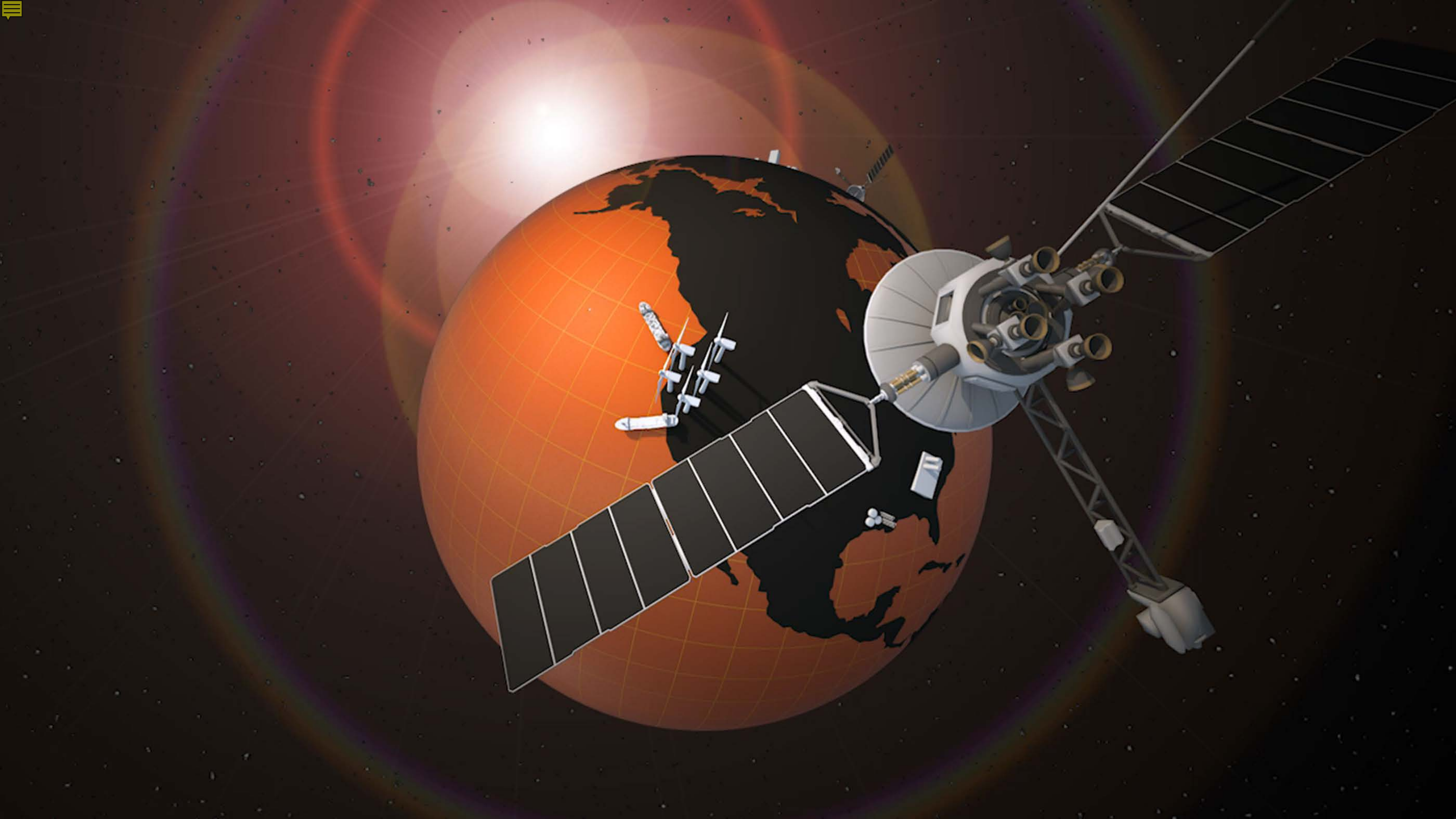
DIGITAL
FUTURE



URBAN
WORLD



Data Is The Common Thread That Binds All Megatrends.





America's Housing Construction
Labor Shortage Continues

The Productivity Imperative

Construction Demand Rises in
Texas, Amid Labor Shortages

DULL



DIRTY



DANGEROUS

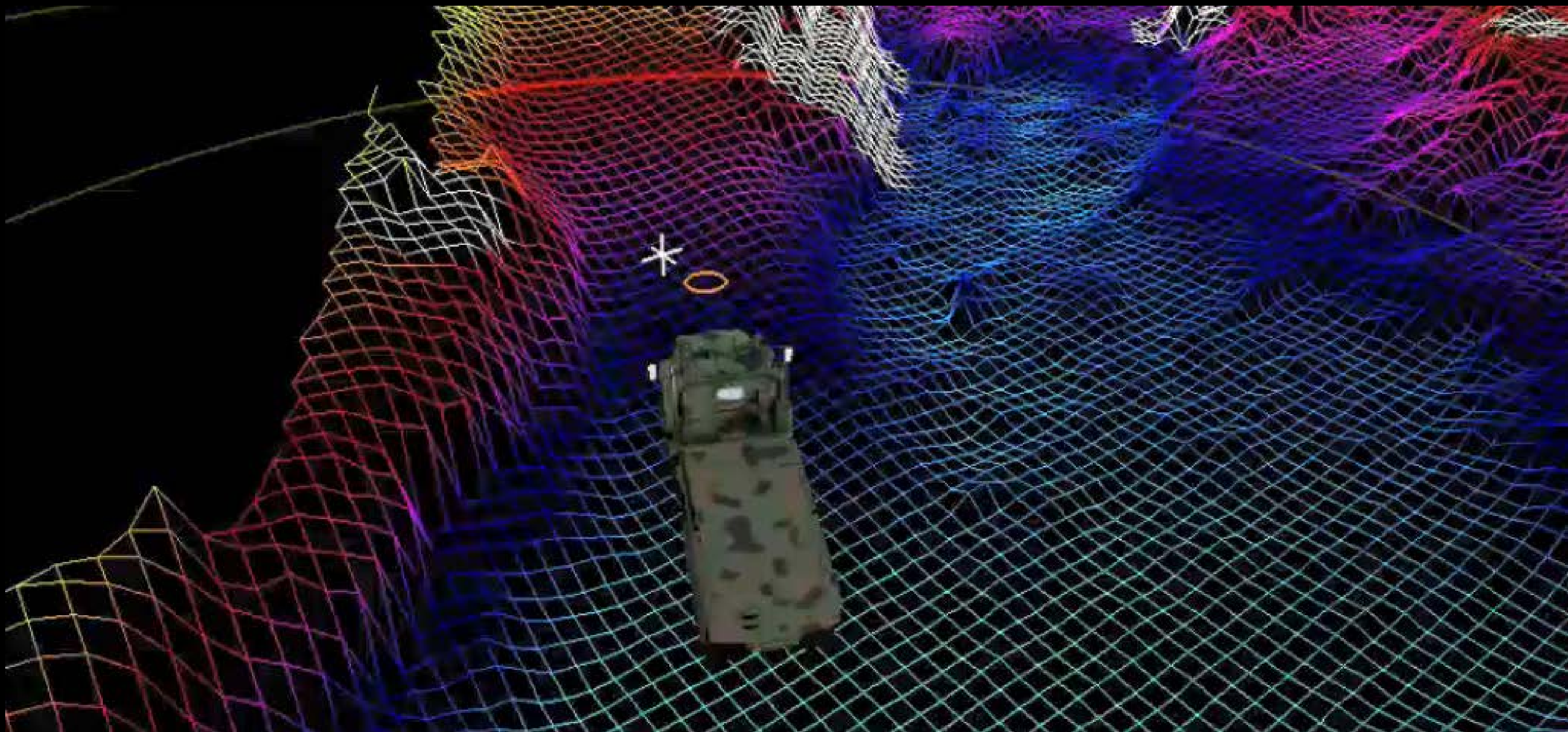


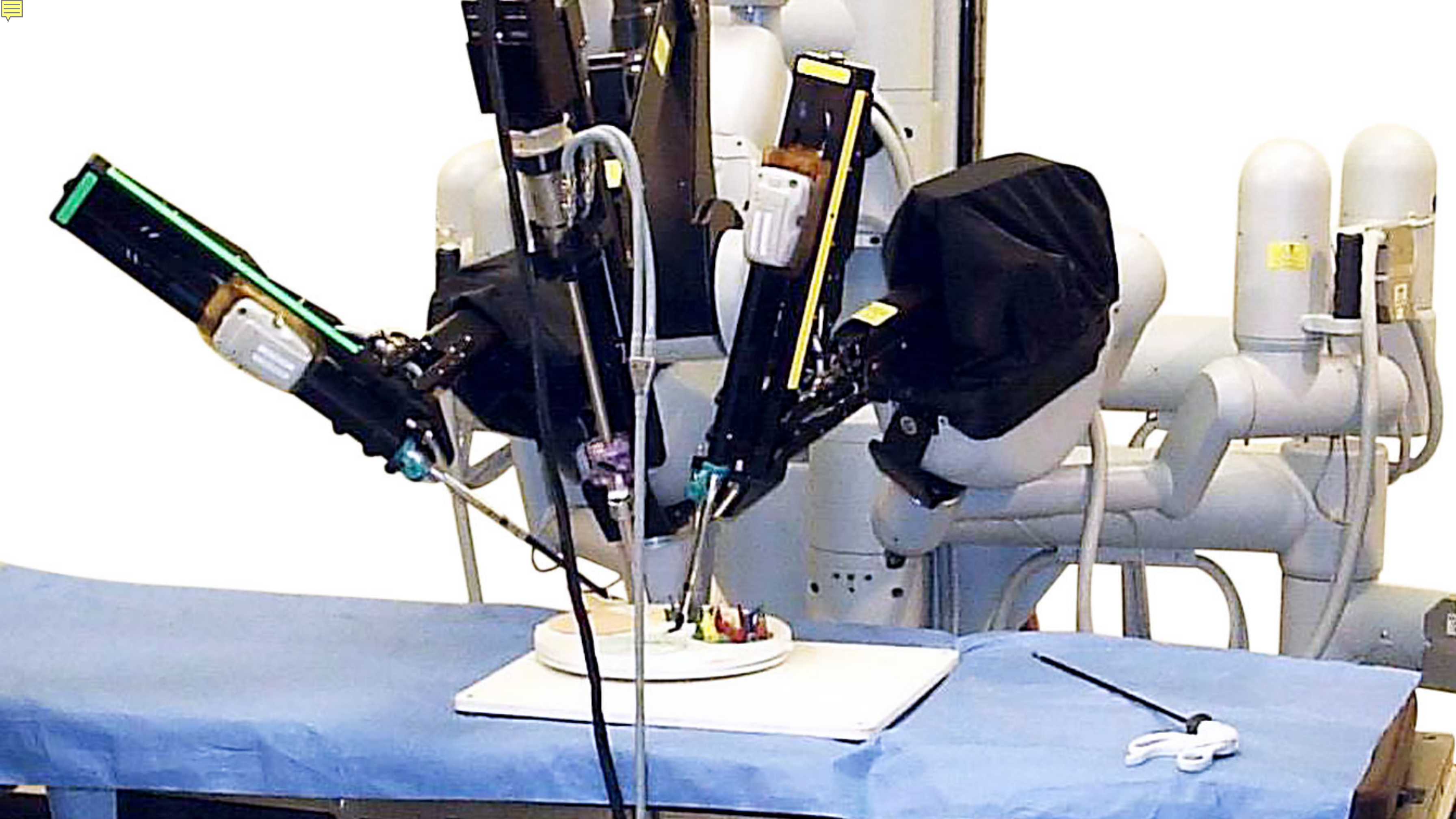
DEAR



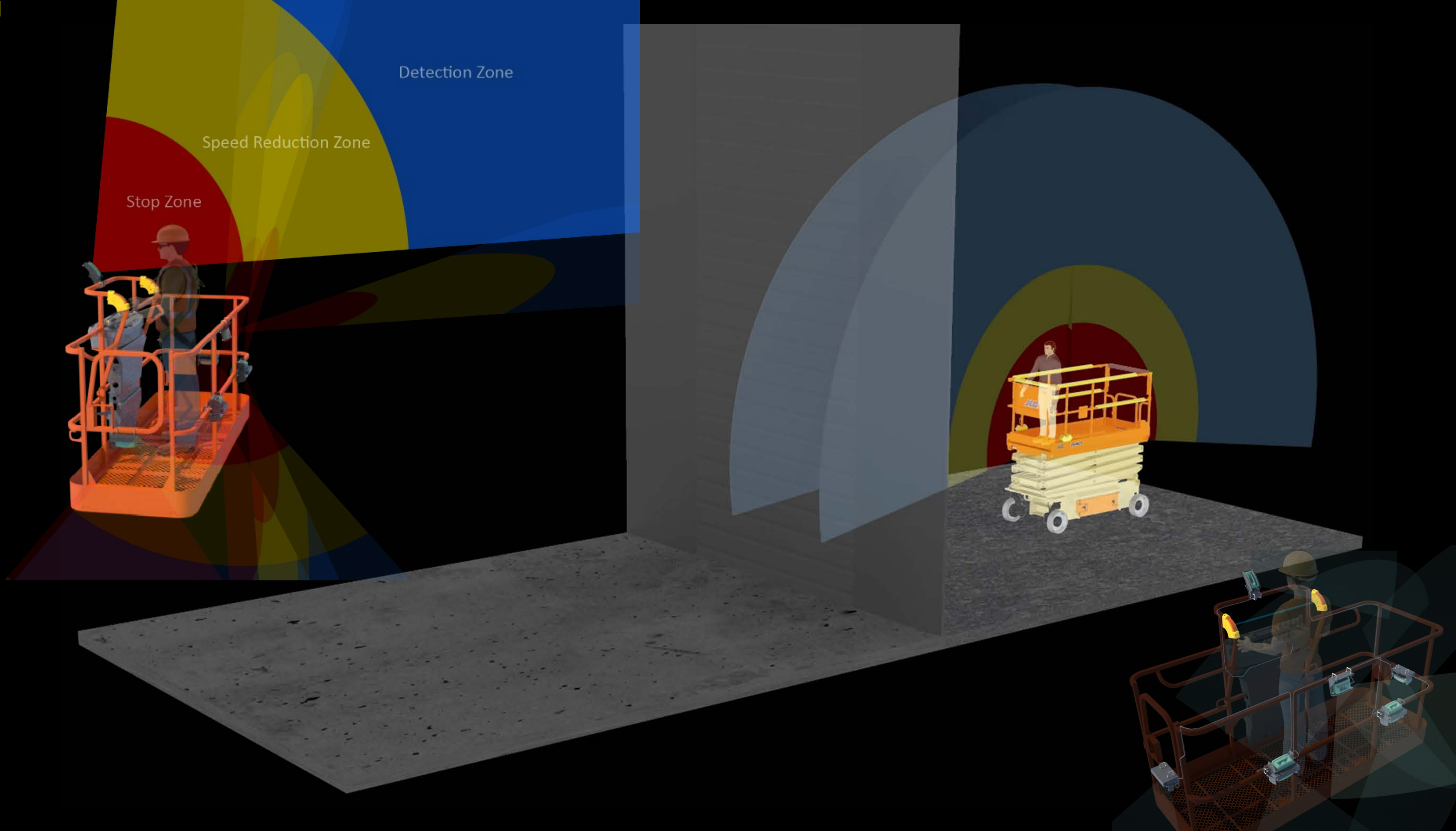
47% Jobs automated within 20 years















On Demand Car Services



Driving Yourself



Taxi

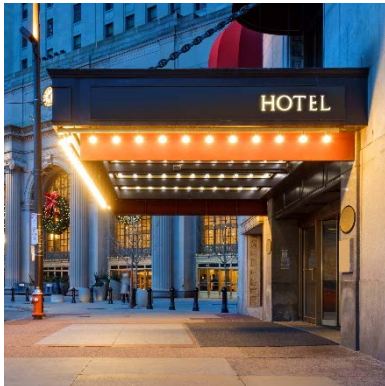


Uber

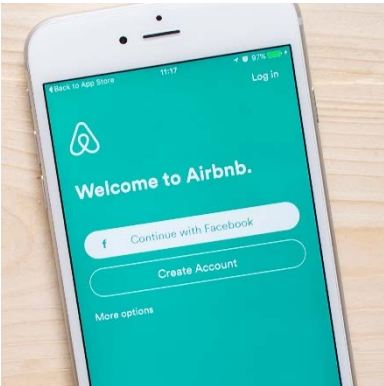
On Demand Housing Services



Hostel



Hotel



Airbnb

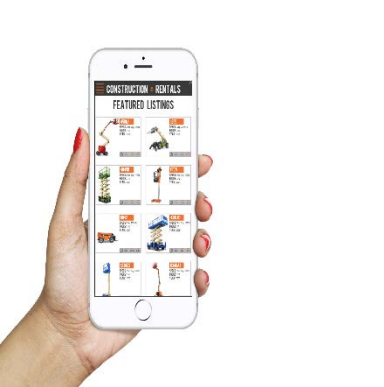
On Demand Construction Vehicle Services



Owning Equipment



Rental Company



Convenience of Rental

CONSTRUCTION RENTALS

FEATURED LISTINGS



450AJ
SPECS: Plat. Cap. 500 lb
HOURS: 426
YEAR: 2015

\$325 \$450 \$1,100



1255
SPECS: Cap. 12000 lb
HOURS: 668
YEAR: 2016

\$400 \$1,800 \$2,700



4045R
SPECS: Plat. Cap. 770 lb
HOURS: 134
YEAR: 2017

\$275 \$400 \$800



FT70
SPECS: Plat. Cap. 300 lb
HOURS: 172
YEAR: 2017

\$70 \$180 \$130



8042
SPECS: Cap. 8000 lb
HOURS: 142
YEAR: 2017

\$300 \$1,100 \$1,400



430LRT
SPECS: Plat. Cap. 1500 lb
HOURS: 57
YEAR: 2018

\$200 \$450 \$700



1230ES

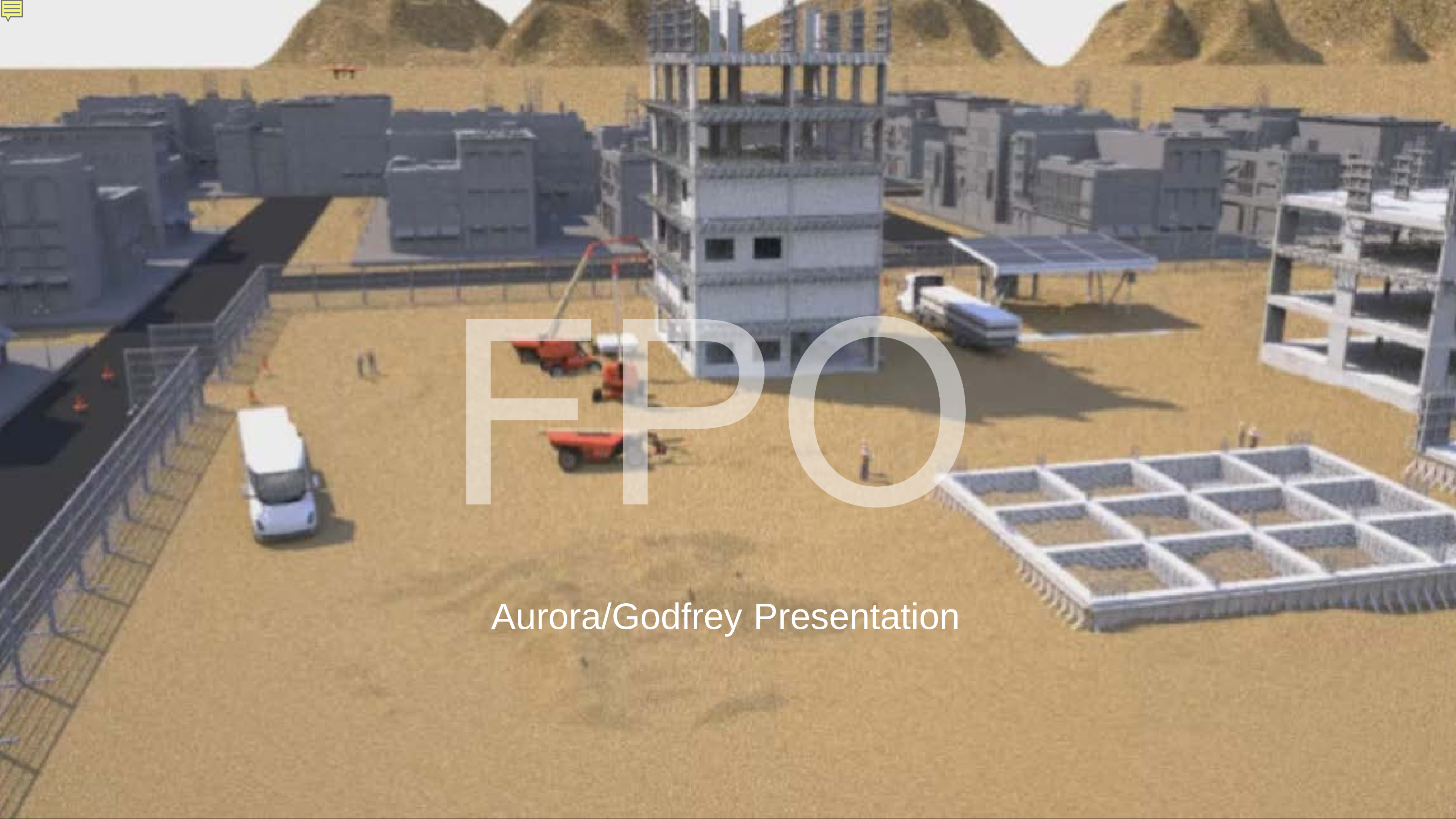


H340AJ

AR BIM SIMULATOR







FPO

Aurora/Godfrey Presentation









MORE VERSATILITY



AT&T

7:57 AM
Brochure - Dynamic

68%

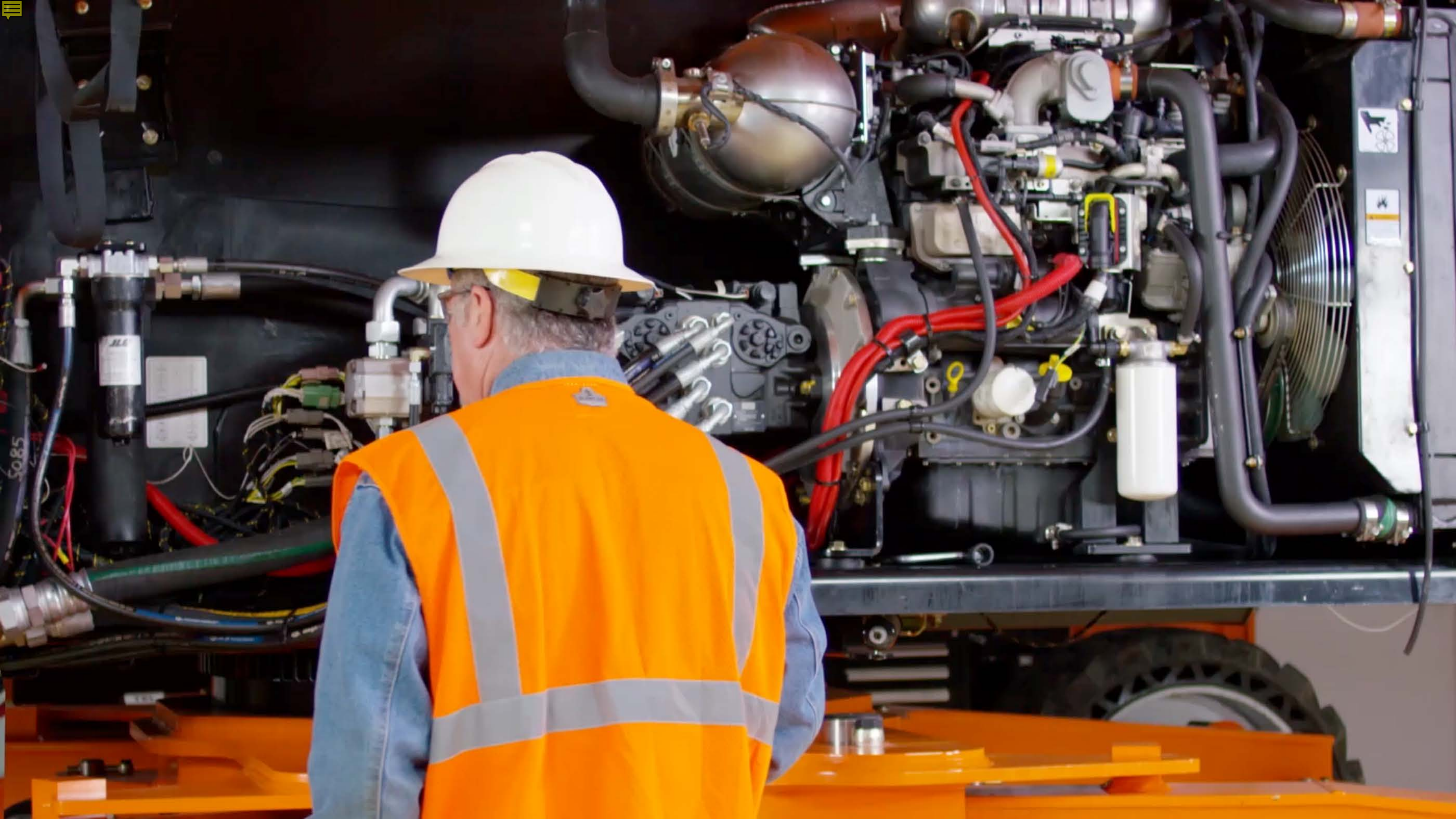
Rescan



Home









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GLOBAL MARKETPLACE



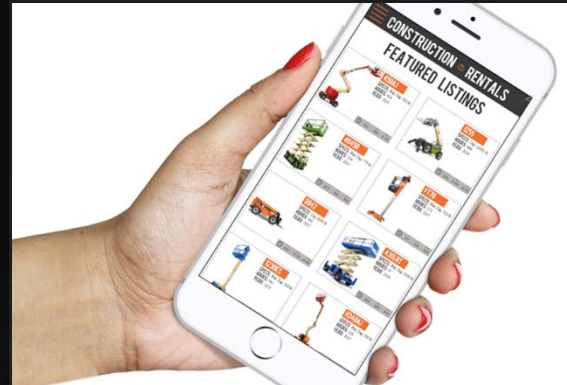
Adapt core product performances to meet regional preferences.

PRODUCTIVITY IMPERATIVE



Our self-leveling chassis improves productivity.

SHARING ECONOMY



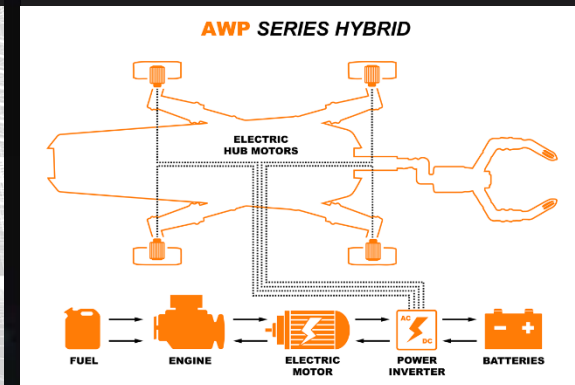
Connecting contractors to enable resources sharing across businesses.

DIGITAL FUTURE



Connecting our products and developing a data analytics protocol.

URBAN WORLD



Electrified, lighter and narrower.

Data Is The Common Thread That Binds All Megatrends.



Thank You



