



## The Company

# Service Company – Family-Owned Enterprise



Innovation Driver  
German Manufacturer  
Competence  
Service Company  
Better Solutions  
Flexibility



Erich Sennebogen



Erich Sennebogen jun.



Walter Sennebogen

We communicate our corporate personality on the basis of strategic goals, the capabilities of the company as well as the expectations of our customers and partners.



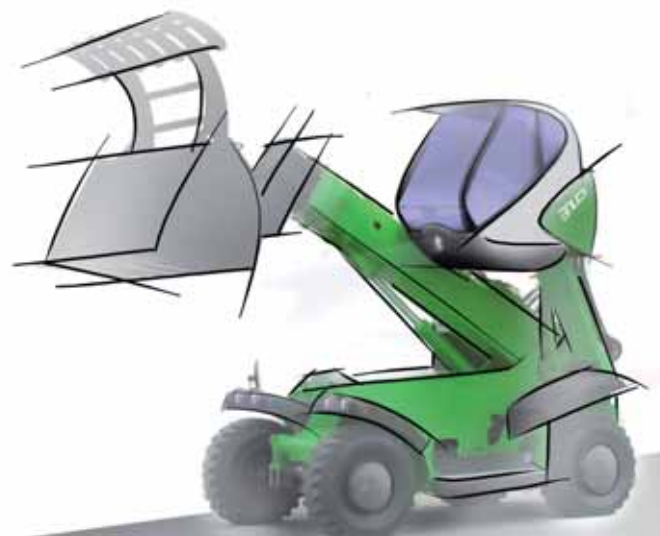
SENNEBOGEN is in a leading position as a globally established **innovation driver** and manufacturer in the areas of material handling and crane engineering.

Our customers and partners trust our competence and our services knowing that we are a sustainable and responsible **service company**.

It is with continuity that we achieve proven better solutions and it is with direct communication with all decision-makers involved that we maintain our rapidness and **flexibility**.

## *The Vision*

Our communication reflects the values and targets of the company in a credible and durable way. All areas of the company, from quality to design of the products, our services, contents and the formal presentation of our communication media, are strongly supported by our vision.



# Guiding Motive – Our Values and Targets



- Consulting in a Spirit of Partnership
- Solid and robust Technology
- Availability/Reliability
- Financial Independence
- Continuous Improvements
- Production Made in Germany
- Presence on all Continents

## *Orientation –*

As a family-owned company rich in tradition – strengthened by more than 58 years of experience and innovative services – we are and shall be an approachable company which is guided by the following values:

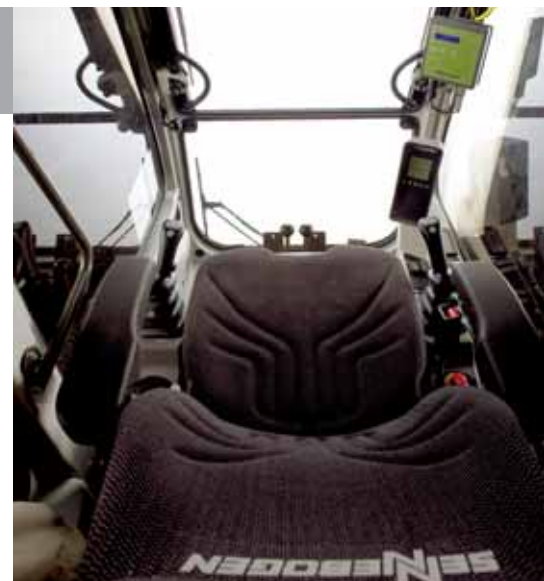


- We deal intensively with our customers and partners, their markets and challenges. In doing so, we are always striving for the right solutions based on our customers' and partners' competitive advantages.
- In a close and trusting partnership we cooperate locally with regional sales and service partners at the benefit of our customers.
- We provide consulting services to our customers that include a full range of potential solutions since we are in our comprehensive product lines an all-in-one provider in the areas of material handling and crane engineering.
- We contribute to important goods and valuable raw materials being transshipped and maintained in the materials cycle. It is with our equipment that the construction of important traffic connections and infrastructures can take place quickly and safely.

- In product development, we focus on availability and reliability of our products; SENNEBOGEN has got the undisputed competence to use technology in an intelligent and efficient way, thus handling complexity and high performance without overengineering.
- In the interest of our customers, we use solid and robust technology to achieve maximum value and service life for our equipment.
- We live up to our high quality ambitions through continuous improvement processes in all company segments.
- We rely on flexible and modern production methods in Germany and continue to invest successfully in these locations.

## *Trust – Customer Benefit*

- We make a major contribution to ergonomic and safe jobs. With each machine delivered, we create a modern and effective workplace.
- Our financial strength and independence form the basis for long-term stability and development in our company; we rely on a profitable and organic growth in the long term.



# Market Orientation



Market Segments

Green Line

Crane Line

Port Line

Special Equipment

Customer-Specific Solutions

Exchange of Experience

## *Listening –*

We have concentrated our knowledge about markets and applications in independent product areas; proven specialists understand and support our customers in their specific areas.

We are close to the customer, and we demonstrate this not only when we go to a trade fair but we also welcome our customers and visitors to plant visits and guided tours as well as equipment presentations which take place on a regular basis. With our experience and competence, we achieve maximum benefit for our customers in the following industries:



**Material Handling**  
*Green Line*

Scrap Handling  
Waste/Recycling/Environmental Technology  
Timber and Forest Industry  
Port  
Demolition  
Agricultural Industry/Biomass  
Municipalities/Industry



**Crane Engineering**  
*Crane Line*

Building Construction/Civil Engineering  
Special-purpose Civil Engineering  
General Construction  
Crane Rentals  
Mining Industry  
Demolition  
Industry and Construction Sectors



**Port materials handling**  
*Port Line*

General Cargo Handling  
Bulk Material Handling  
Heavy Load Handling

## *Understanding the Customer*

■ Our focus on the various product segments is consistently applied in development, product management, sales organization and our production plants in Wackersdorf and Straubing.

■ The SENNEBOGEN subsidiaries as well as our comprehensive network of sales and service partners always ensure that we are close to our customer when we provide consulting, customer service and fast and high-priority spare parts supply.

■ Training activities are constantly being developed and improved, the exchange of experience among users and operators supported and maximum utilization of our equipment ensured.

■ Our special market orientation is reflected in our product customizing approach which is targeted at fulfilling particular customer requirements.

# Industrial Competence Green Line



Germany



Germany



Turkey

## *Powerful –*

Our Green Line material handling machines fulfil the requirements that discriminating customers have when it comes to modern process machines. Our machines permanently withstand highest loads, and even with 7,000 operating hours per year, they perform their function with maximum reliability. In particular, our customers appreciate our superior availability, high reliability and robust and high-quality workmanship of all components.

- Scrap Handling
- Waste/Recycling/Energy
- Timber and Forest Industry
- Port
- Demolition
- Agricultural Industry/Biomass
- Municipalities/Industry

Green Line Team



Norway



Scrap is valuable – and therefore it has to be handled in a safe and fast way. From the high pile on the scrapyards to the ship with extreme requirements for working range and digging depth – we prepare ourselves and our robust machines for highly individual requirements. Our great variety of solutions is unsurpassed in the market.

Our machines can only support our customers in the waste and recycling business if we design them for their difficult applications. Extremely dusty air and a very hot ambient temperature do not affect the performance of our equipment.

Pick & Carry machines for wood are ideally designed for picking up and moving heavy loads of wood. The driver maintains a perfect overview, drives safely with the extremely stable undercarriage – despite highly compact dimensions.

If you are active in hydraulic engineering, in demolition, at the port or in the industry, you will certainly appreciate the benefits of flexible handling machines with a modular design. Permanently safe and reliable.

## *Strong – Universal*

Whether it is in agriculture, municipalities or in the industry – the family of multi-loaders is unique in its wide variety of applications. In an ideal combination of wheel loader and tele-handler, this machine with shovel, lift fork, snow plough, sweeper or other attachments can be operated extremely flexible. And with its unique hydraulically raisable cab, this machine ensures perfect operator visibility in any application.

Mauritius



# Industrial Competence Crane Line



Germany



Germany



Antarctic

- Building Construction/  
Civil Engineering
- Special-purpose Civil Engineering
- General Construction
- Crane Rentals
- Mining Industry
- Demolition
- Industry and Construction Sectors

## *Reliable – Stable Value –*

A crane can become something special when after years of reliable operation you simply do not want to give it away anymore. Due to their enormous reliability and straight-forward technology, cranes from SENNEBOGEN ensure trouble-free use on any construction site even after many years of operation. The fact that our machines are easy to service, have a short set-up time and are highly compact, makes them unique.



Crane Line Team



Switzerland

■ To raise and maintain loads in building construction applications is one thing. But when a crawler crane with a high load can move safely and highly versatile, this is when the true benefits of the machine are revealed. In our crawler cranes, we have combined power, stability and versatility.

■ In special-purpose civil engineering, highly renowned partners are relying on SENNEBOGEN base carrier equipment. From subterranean diaphragm wall grabs to tubbing casing machines – special attachments for civil engineering applications are reliably handled and driven by our base carrier equipment and rope excavators and ensure safe drilling of pile foundations as well as the creation of walls.

■ Crane rental companies are appreciating SENNEBOGEN cranes because of their short set-up time on the construction site, their excellent road transportability or their high resale value. Something that all crane rental companies have in common is that they have made their decision in favor of a SENNEBOGEN crane because it proves daily to be highly efficient.

■ Our rope excavators are successfully used both in mining and demolition. Both types of applications require a great deal from the operator and his machine, in fact the two have to become one when the driver uses the full potential of the machine.

■ SENNEBOGEN telecranes are perfectly suited for heavy-duty applications on any construction site – which is why highly renowned customers have relied on our machines for many years. And whether in hydraulic engineering or in rough terrain – as soon as requirements go up, you discover the true potential of our telecranes.

## Long Life

If you use a multicrane instead of several machines, you really make a far-sighted investment. The multicrane with a lifting capacity of 8 t, a cab that can be raised along a height of 4 m and with a rear radius of less than 2 m, defines a new quality of cranes. And with a variety of attachments, it can handle the most complex tasks with superiority and versatility – this is what our customers in the construction industry appreciate.



England

# Industrial Competence Port Line

Turkey



Norway



- General Cargo Handling
- Bulk Material Handling
- Heavy Load Handling

## *Efficient –*

Our cranes and material handling machines are flexible and adapted to the individual requirements existing at a port. Due to its modular design, we can serve nearly any ship type, any transshipping good and any port size – in a safe and reliable way. Especially its robust workmanship and the wide variety of safety techniques and standards make sure that the crane is always ready for use and that the port operator can always concentrate on optimizing his transshipping times.

Every ship, every port is a little different.



Taiwan

Long service life and availability are the result of two major components which characterize the SENNEBOGEN philosophy. On the one hand, we make sure that engineering and technologies remain straightforward, and on the other hand we ask for top performance and maximum reliability from each of the components.

Modern harbour cranes ensure maximum visibility of the operator's working environment at any time. Cabs can be flexibly positioned and working tools changed quickly – this ensures that the most different transshipping requirements can be met with one machine. Decades of experience and highly modern computer simulations guarantee a high degree of stability and a long service life, thus ensuring permanently solid supporting structures at the highest efficiency possible.



## *Flexible – Powerful*



Turkey

# Innovation Power



- Large Variety of Cabs
- Wide Range of Products
- Biggest Line of Material Handling Machines
- Innovative Electric Drives
- Easy-to-control Technology

## *Visibly Better –*

With its more than five decades of experience, SENNEBOGEN has a unique competence in many areas.

An excerpt from recent innovations serves to demonstrate its chain of further developments made in the sixth decade – developments that have moved the markets in the past and define the standards for the future.

Innovation to us means to clearly improve what we have already while striving for the new.

■ SENNEBOGEN achieves maximum ergonomics in all driver cabins to enable the driver to make full use of the potential of the machine in optimally designed working environment.

■ The unique 608 Multicrane defines a new crane category and is unbeatable when it comes to carrying load, compact design and straightforward operation.

■ The Multihandler series with its raisable cab provides the decisive plus in operating safety; it is the most robust model series in the market and is designed for permanent heavy-duty operation.

■ Big - bigger - 880; with the current top model 880, SENNEBOGEN has set new standards in the top performance category for material handling.



■ Above-average serviceability: Perfect access to any service point in the machine makes sure that each service inspection is faster, easier and safer.

■ The modular design of the machines helps to reduce parts variety and ensures spare-part friendly solutions.

■ We produce high performance without overengineering, and in combination with the outstanding repair-friendliness of our straightforward technical solutions, we achieve maximum reliability and availability.

■ SENNEBOGEN has for many years been a market leader in crawler telescope cranes and has to offer the widest performance range in the market.

## *Benefit Oriented*

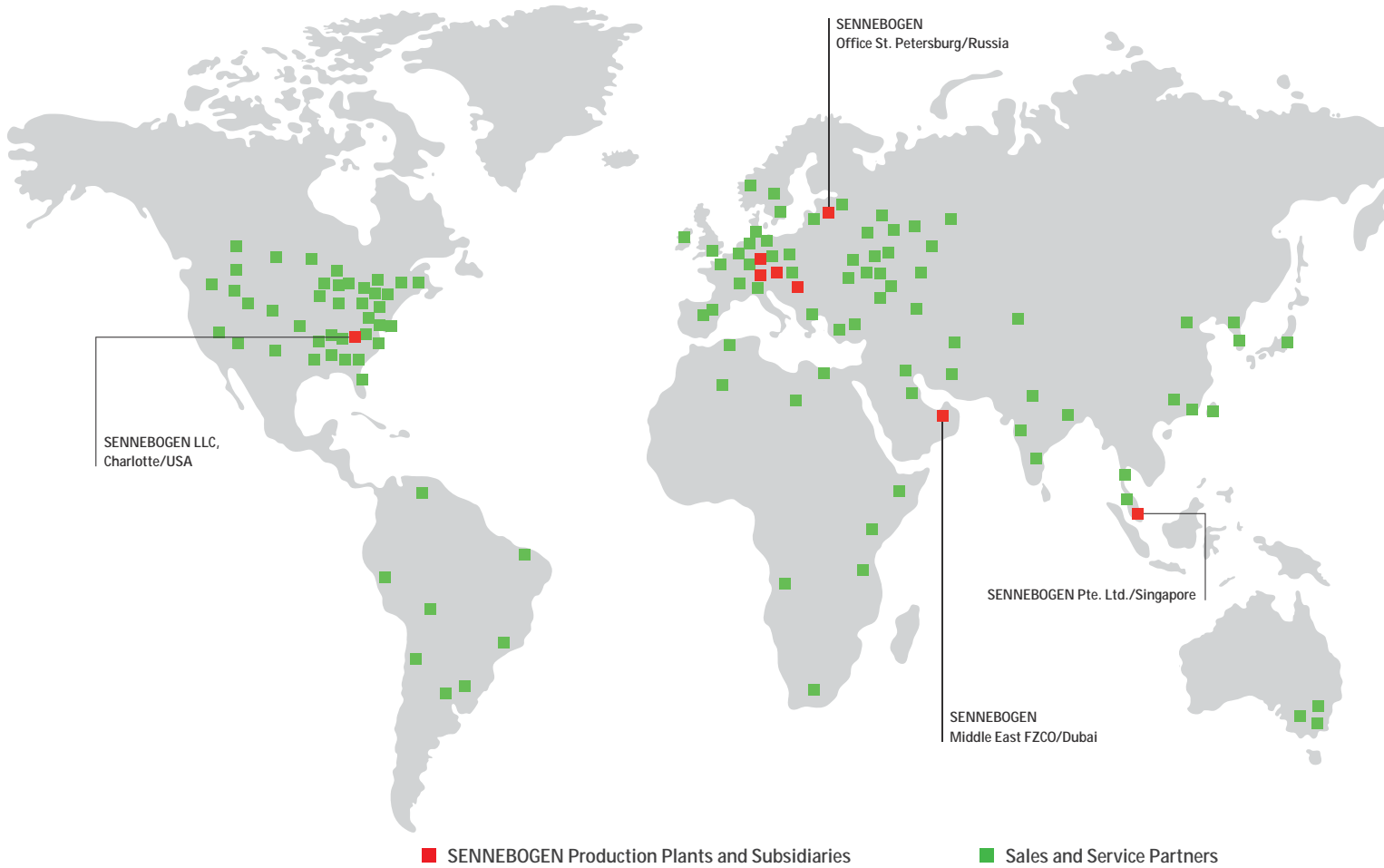
■ For years, SENNEBOGEN has been an innovation leader in machines with electro-hydraulic drive systems and has, as such, achieved excellent results in its orientation towards a

- sustainable ecological balance
- significantly lowering life cycle costs
- extending service life



USA

# Sales and Service Partners



Service Company  
 Global Presence  
 Competent Partners in  
 Sales and Service  
 Subsidiaries in Key Regions

*Think global –*

We fulfil our common ambition to be a responsible service company by implementing continuous improvements in all process steps – in all common activities in sales, production and customer service. Every employee makes his contribution to convey a spirit in which customers worldwide feel comfortable in dealing with SENNEBOGEN.

We are a family-owned company – and our partners feel comfortable in dealing with us.

In recent years, SENNEBOGEN has established a network of sales and service partners which spans almost the entire globe. Thus we ensure that our customers get immediate support from competent regional contacts – across the entire service life of our products. SENNEBOGEN sales and service partners support our customers with the following services:



Common exhibition stand with our Dutch partner

- They have many years of experience in our industries and their size lives up to market potential, customer requirements and future opportunities.
- They guarantee our customers first-class service in consulting, customer service and spare parts supply thus achieving long-term customer loyalty.
- They implement our understanding of market orientation in their own organizations, take a customer-oriented approach in the market and solve our customers' problems with their own specialists.
- They are able to identify strong points in the present and opportunities for the future resulting from a cooperation with SENNEBOGEN, and our machines are among their main sales products.
- They identify with our targets and values – the guiding motive of SENNEBOGEN – and invest in the further expansion of their service activities.

## *act local*

In important key regions, we have our own local subsidiaries:

- SENNEBOGEN LLC, Charlotte/USA
- SENNEBOGEN Middle East FZCO/Dubai
- SENNEBOGEN Office St. Petersburg/Russia
- SENNEBOGEN Pte. Ltd./Singapore

Based on this commitment, our customers can rely on long-term support.



Team SENNEBOGEN LLC with sales partners in the USA

# 1952

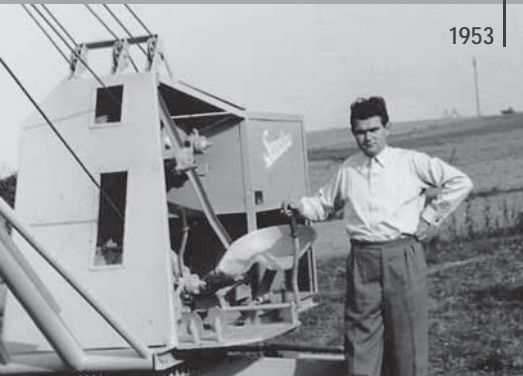
## Company Development

1952 Founding of company in Pilling near Straubing by Erich Sennebogen sen. founding president of the association of the Bavarian economy (Vereinigung der Bayerischen Wirtschaft e.V.)



Erich Sennebogen and the dung loader

1953



S800, first machines in construction application

1958



SK20 in port materials handling

1962



The first team

1953



Rope machines in agriculture

1954



Brochure auto-excavator S803

1960



*“There is no such thing as can’t”*

Erich Sennebogen,  
his basic principle since 1955



First series production

1957



S4000

1966



Production of mechanical rope excavators and cranes for agriculture and the construction industry



1966

Rope excavator S833  
in a dragline bucket application



1969

Worldwide first  
fully hydraulic rope excavator



1962 SK20

Mobile excavator S833



1964

# 1969



1972 SK 15

*More than half a century  
of experience*



Hydraulic excavator SH40



1964



Mobile excavator S467



1968



Crawler excavator S1164R



1968

Development, production and presentation  
of first hydraulic excavators

# 1964

# Company Development

# 1982

Rope excavator S1240R

1989



Rope excavator S655R

1992



Telemobile crane 613

1991



The innovation: GAUH articulated boom

1982



SM 20

1986



1990



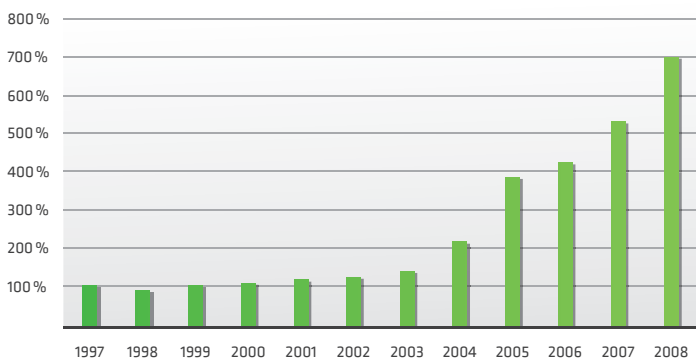
More than 50 years of Experience  
Grown Know-How  
Continuous Growth  
Family-owned Enterprise

*“The economy is not everything –  
but without it, almost everything  
is nothing.”*

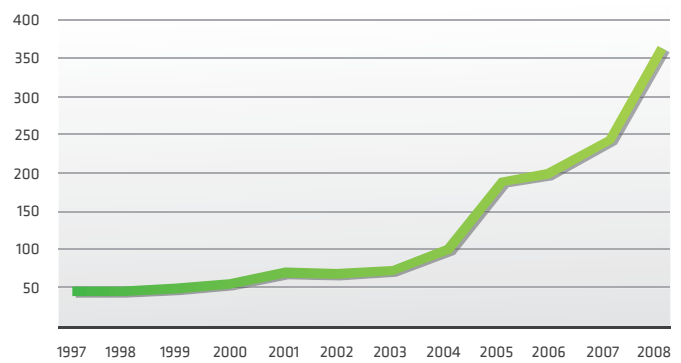
Erich Sennebogen, quote from 1999



Successful for more than a quarter of a century in special civil and underground engineering



SENNEBOGEN machine production

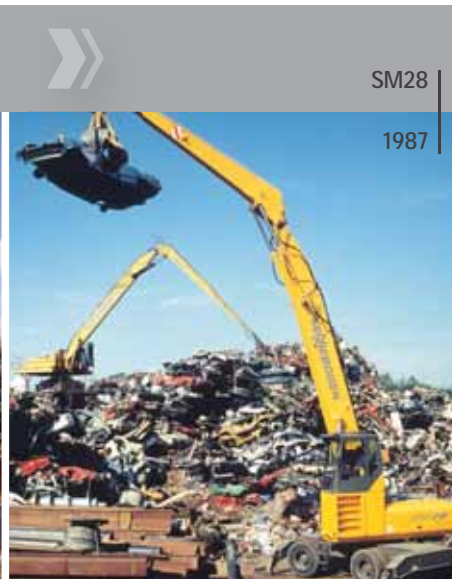


SENNEBOGEN Group sales development (million Euro)

*More than half a century of experience*

2011

Specific solutions in material handling for many decades



# Locations

Straubing plant 2, industrial area  
Port of Straubing



Straubing plant 1, Headquarters



4 Production Plants  
3 Plants in Germany

## Continuity –

### Straubing plant 2, industrial area Port of Straubing

Completion in 2008  
Total surface area 125,000 m<sup>2</sup>  
Office and shopfloor area 20,000 m<sup>2</sup>  
Appr. 350 employees

Development/design, production, marketing/  
sales of rope excavators, cranes, material han-  
dling machines and harbour cranes. Special  
focus on large equipment, small-scale series  
and customer-specific solutions.

### Straubing Service Center

Expansion in 2008  
Appr. 50 employees  
Customer service and  
Spare parts supply

■ With its individually specialized locations in Germany, SENNEBOGEN is focussing thoroughly on the needs existing in multiple machine type production scenarios. The requirements for the quality of the machines are strict, and we fulfil them with our individually sequenced processes set up in our plants and by procuring important key components from renowned suppliers.

■ We achieve competitive cost structures through lean processes, our focus on robust and efficient solutions and high-quality steel components and welding constructions from our own plant in Hungary.



Wackersdorf plant



Balatonfüred plant/Hungary

## Planning Security

### Straubing plant 1, Headquarters

Completion in 1959  
 Total surface area 44,000 m<sup>2</sup>  
 Office and shopfloor area 16,000 m<sup>2</sup>  
 Appr. 200 employees

Headquarters of the group and production site for special base carrier equipment and steel construction groups.

### Wackersdorf plant

Completion in 1991  
 Total surface area 160,000 m<sup>2</sup>  
 Office and shopfloor area 25,000 m<sup>2</sup>  
 Appr. 200 employees

Special focus on series production of material handling machines up to 80 t total weight.

### Balatonfüred plant/Hungary

Investment 1996  
 Total surface area 120,000 m<sup>2</sup>  
 Shopfloor area 22,000 m<sup>2</sup>  
 Appr. 300 employees

Modern production plant for high-quality welding and steel construction groups including mechanical finishing.

# Production



Stability and Continuity  
 First-class Suppliers  
 Laptop and Lederhose

## *Flexibility –*

The location of our plants strengthens our position as innovation and competence leaders. This proves our trust in our experienced employees, and the strength of our products justifies our confidence in each individual employee. Production “Made in Germany” for our customers is and has always been a synonym for sustained quality.



■ Short distances between our plants in Straubing and Wackersdorf create advantages in logistics and simplify communication. Our experts can easily and flexibly be used wherever they are needed.

■ We procure the prevailing share of our components from German suppliers which is in the interest of our customers who appreciate efficient solutions, sustained value and long service life in our products.

■ With several decades of experience in the production of large equipment and with our four own production plants, we guarantee permanent high quality.

■ We respond quickly to customer requirements and are continuously improving our processes. SENNEBOGEN continues to set standards in Time-To-Market for development projects and in the realization of customer-specific solutions.

■ The mixture of laptop and Lederhose represents a special incentive for our employees to work in an attractive business region and to live in the beautiful region of Bavaria.

■ These are some of the factors which ensure that we can maintain this family atmosphere in an organic environment – this is why we continue to rely on continuity and stability in the interest of our customers.

## *Rapidness*



# Responsibility



Investments in Growth  
Holistic Energy Balance  
Training and Qualification  
Sensible Ecology

## *Sustainability*

Where others think in terms of Shareholder Values, we think and act in the interest of a responsible and long-term strategy to develop a family-owned company successfully. We are convinced that only through applying these principles consistently we can live up to the responsibility and trust towards our customers, partners and employees.



■ We look at overall energy balances – our low specific fuel consumption represents but one characteristic feature with regard to the environmental friendliness of our machines. We also focus on:

- Effective material usage in our machines
- Longer service life of the components through robust technology
- Reduced effort for maintenance and service
- Reduced emissions of pollutants and noise through continuously improved technology
- The overall efficiency of the machine at lower Life Cycle costs

■ The operating behaviour of the driver to a large degree contributes to an efficient and environmentally friendly use of the machines. We are training our drivers in efficiently handling and operating our machines.

■ We are responsible for technology that can be controlled; this way, we enable the customer to carry out maintenance and service himself, resulting in much higher machine availability.

■ For SENNEBOGEN, training is the very basis for successful machine operation. With more than 10 % of our staff being apprentices, we are highly committed to training young people and enabling them to start a successful professional career. Hundreds of young ambitious career-starters have meanwhile been trained to become skilled professionals and hired by the company. The employees' high level of know-how is in line with our definition of tradition, sustainability and education. Because education and knowledge stand for future and prosperity.

## *and Training*

■ We offer apprenticeships in seven different professions and continuously provide qualified junior professionals in all locations. In addition, we permanently offer internships, topics for dissertations as well as various kinds of projects for highly committed working students.



# People



Flat Hierarchies  
Employees are Key Factor  
Attractive Jobs

## *Employees -*

Our employees are the pillars of our company. Our above-average success in the market depends on their training, knowledge and motivation. Their leadership and skills ensure that we continue to be one step ahead in the market.



- SENNEBOGEN has highly qualified and motivated employees in a very attractive company full of opportunities and potentials.
- The decision-makers in our company are actively involved in the operative business and can rely on well-established links with our processes, customers, markets and products.
- We pursue very flat hierarchies, and in our everyday business operations, we practise an open communication with all decision-makers in our company.
- We are permanently cooperating with universities and institutes and comparing our practical experience with scientific methods.

- The regional training system qualifies employees for the many different challenges in everyday business operations – the apprenticeship, the German dual training system, professional universities and general universities ensure that young people have the right qualifications for all professions and leadership functions.
- We are investing in training for our employees to enhance the development of our company and to individually support highly ambitious and committed employees.
- In our highly modern plant 2 in the industrial area of Straubing port region, new and attractive jobs were created and, by using regenerative energies, responsible energy efficiency initiatives realized.
- Through continuous investments in our locations, we live up to our entrepreneurial responsibility to ensure sustainable success of our group of companies through stable growth.

## *Communication – Motivation*



# Emotions



Diverse Engagements  
Business Activities in Harmony  
with the Environment  
Popular Company  
Everyday Passion

## *Engagement*

We engage ourselves in many different ways because we are convinced that only as a sustainable and sympathetic company which is in harmony with the environment we can be successful in the long run and reveal our true identity.



- We want to evoke positive emotions – among our customers, suppliers and partners, both in the region in which our employees and their families live and in the general public and wherever we communicate and do business.

- The satisfaction of the people who work passionately with our machines is as important to us as the enthusiasm of the collectors who proudly display their model cranes in their cabinets.

- We are present in society – whether in politics, the industry, associations, schools and clubs – because their concerns matter to us and because we engage ourselves in their concerns.

- Engagement based on passion means to us at SENNEBOGEN to live up to the political and social commitment of our company and to actively shape our surroundings. We express passion when we do something for the diverse development of culture, sports and our environment.

- Those who have been our partners for many years feel that they are an integrative part of our family because they tackle their everyday challenges with enthusiasm and successfully shape our common future.

*based on passion*





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Straubing Tigers

Straubing, March 2011