

PALFINGER

UPLIFT

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A PALFINGER ASIA PACIFIC NEWSLETTER

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Dear Partners and Colleagues,

Q2 has been eventful for all of us here at PALFINGER Asia Pacific. The key highlight for me personally was the exciting and successful PALFINGER World Conference 2017 in May. The event gave us a glimpse of the digital future, as well as PALFINGER's commitment to strength our position as an innovation driver to shape the lifting industry. The pace of technological innovation and adoption in Asia, specially South-East Asia, would allow us to support PALFINGER's push towards digitization. As mentioned in my keynote speech during the conference, I hope that PAP, together with our partners, can bring important innovative ideas and business models to improve PALFINGER customers' experience and profitability.

On financial performance, Q2 2017 remains challenging for PAP. Our sales is down 14% y-o-y., and it is during times of difficulties where mutual support between PAP and our partners are even more critical to enable us to fight and eventually emerge as market leader. My team has been working hard to reach out to all of you to ensure that you are well-supported from business planning, sales, service, training and marketing . Please do not hesitate to contact us for help and support.

Amidst the challenging business environment, PAP remains committed to our 2017 focus:

1. Intensify dealer development efforts through the PADI program
2. Expansion of our product portfolio
3. Be closer to our partners and customers; invest in local resources
4. Continue to invest in the team and our core competencies

You will find in this newsletter edition several developments & achievements in line with our strategic direction, such as sales of our first units of SPAWP into Vietnam. I am also pleased to introduce our new colleagues, Maryadi (Indonesia), Surachai (Thailand) and Phuoc (Vietnam). I look forward to their contribution to PALFINGER and I am positive that they will bring high local added value to the different territories.

Thank you and I wish all of you a successful Q3 ahead.

General Manager Palfinger Asia Pacific
James Liu

BUSINESS UPDATES

1
New Products
Unveiled
- Sany Palfinger
Scissors Lift

NEW PRODUCT UNVEILED -

Sany Palfinger Scissors Lift

Look out for the new product by Sany Palfinger - Scissors Lift coming August 2017!!!

With the options of 4 models; 6m, 8m, 10m and 12m height, the scissors lift comes with standard configuration with additional system and features such as Fault Diagnosis System, Inclined Protective System, Charging Protection System; adopt the use of Trojan battery, increased ground clearance, and adjustable speed limit.

For more information, do contact the local dealers or our Sales Department.



NEWS

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First Sany
Palfinger
Scissors lifts in
Vietnam

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PALFINGER
visit Yangon,
Myanmar
for Hooklift
Project

3
EH Training
for Indonesia
Dealer - PT
Sanggar
Sarana Baja

FIRST SANY PALFINGER SCISSORS LIFT IN VIETNAM

4 units of Scissors Lifts commissioned in Hanoi, Vietnam

First 4 units of Sany Palfinger Scissors Lifts were delivered and commissioned in June 2017. The units are 12 meters high and it will be used for construction and maintenance in Vietnam.



PALFINGER ASIA PACIFIC VISIT YANGON, MYANMAR FOR HOOKLIFT PROJECT

Palfinger Asia Pacific visit to Myanmar, Yangon, Shan State

With the delivery of Palfinger Hooklifts to Yangon City Development Council, Palfinger Asia Pacific together with our dealer, MMC, visited the YCDC waste department.

During the interview, Palfinger Asia Pacific was very well received by the YCDC drivers. The efficient and high-quality hooklifts allow the waste department to handle waste with greater productivity. YCDC had an aging fleet of Korean waste trucks of more than 300 trucks to manage the city's waste.

The introduction of Palfinger Hooklifts into its existing fleet brought refreshing changes to YCDC's operation.

Following our success story in Yangon, interests were expressed by multiple states in Myanmar on Palfinger Hooklifts. Hence Shan State, the biggest state in Myanmar, invited Palfinger Asia Pacific to come over and present our solutions to their waste management team. Shan State covers 155,800 km², almost a quarter of the total land area of Myanmar, and had over 70 cities. The state capital rested 1,000 meters above sea level, and cities were divided in the mountainous area.

The presentation has generated great interest in the States Council, especially with our Hooklifts. Palfinger Asia Pacific had a very fruitful exchange with the State Council, and will be following up closely on its development on their waste management fleet.



EH TRAINING FOR INDONESIA DEALER - PT SANGGAR SARANA BAJA

Introduction to PALTRONIC 50 and PALFINGER University

Palfinger Asia Pacific sent our service engineer, Boon, to Indonesia, Jakarta to conduct an EH training for one of our Indonesia dealers, PT SSB in their office. Participants were introduced to the importance of PALDESK and PALFINGER University. It was a 3-day training that includes training modules of control valves, remote controls, and PAL 50 systems. It ended off with a practical hands-on session for all participants.



EVENTS

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National
Workplace
Safety and
Health Council
Roadshow

2
Thailand
International
Truck Show
2017

3
Malaysia
Commercial
Vehicle
Exhibition
2017

4
Mercedes
Benz
Commercial
Vehicle Expo
2017

5
PALFINGER
Asia and
World
Conference
2017

NATIONAL WORKPLACE SAFETY AND HEALTH COUNCIL ROADSHOW

Palfinger Asia Pacific creates awareness on crane safety to public in Singapore

Palfinger Asia Pacific took part in the National Workplace Safety and Health Council Roadshow (NWSH) cum Family Day in the month of May, held in Singapore. The aim of the event is to educate the public on the importance of workplace safety in Singapore.

Palfinger Asia Pacific came up with a crane operation simulation setup using household products and DIY a game that is able to relate to the elderly and kids on crane safety. The public response was incredible and many were equipped on the standard safety features which our Knuckle Boom Crane can offer.

Other participants include NTUC Scaffold, Galmon, and 3M Singapore.



THAILAND INTERNATIONAL TRUCK SHOW 2017

Palfinger Knuckle Boom Crane demo with Fuso Truck

The annual Thailand International Truck Show is held in Bangkok, Thailand. Thanks to our Thailand dealer, Chainant Equipment Co., Ltd, we worked together with Daimler Commercial Vehicles (Thailand) to exhibit a demo truck with a Palfinger, PK 8500 mounted on it.



MALAYSIA COMMERCIAL VEHICLE EXHIBITION 2017

Palfinger Asia Pacific takes part in largest Commercial Truck in Asia

Palfinger Asia Pacific held its first Exhibition at Malaysia Commercial Vehicle Expo, MCVE. This is the largest Commercial Truck exhibition in SE-Asia which boasts more than 5,000 visitors for a single day event.

Palfinger Asia Pacific showcased its ever popular work horse unit, the PK 32080, the compact PC 3800 and the cost effective Sany-Palfinger Knuckle Boom Crane to the visitors. Our booth had also attracted much interest from Truck Fleet Owners, end-users and Potential Partners.

We were exhilarated to receive a group of students from the University of Malaysia, to present our Palfinger Knuckle Boom crane and other product range. The students brought back knowledge of Knuckle Boom Crane working principle, and how a quality knuckle boom crane can have good productivity and the improved return on investments to a transportation company.



MERCEDEZ BENZ COMMERCIAL VEHICLE EXPO 2017

Invitation from Mercedes Benz Indonesia

Mercedes Benz invited Palfinger Asia Pacific together with our Indonesia dealer - PT Sanggar Sarana Baja, to take part in a 2-day exhibition in Jakarta, Indonesia. This is the first ever collaboration between Mercedes and their body builders. Mercedes launched their new Mercedes truck and at the same time showcased to end-user some of their reliable partners.



PALFINGER ASIA AND WORLD CONFERENCE 2017

The PALFINGER Asia & World Conference ended on a high note!

The event kicked off with a 1 day Asia Conference, followed by the celebration of Palfinger AG's 85th anniversary - A product show in front of the headquarters in Bergheim with around 300 dealers from all over the world, a classic car tour around the lake districts such as Wolfgangsee, Attersee and Mondsee; and a great gala finale in the Salzburg Residenz.



INTRODUCING NEW STAFF CHANGES



Maryadi Bet
PALFINGER ASIA PACIFIC
SERVICE ENGINEER, INDONESIA

It is our pleasure to announce that Maryadi has joined our company as a Service Engineer, Indonesia, effective from 03 Apr 2017.

Maryadi held the title of "Technical and After Sales" in PT. HYVA, Indonesia and "Service Technician and Service Officer" in PT. Sanggar Sarana Baja Transport Equipment Division for his last few appointment, where he has gained a wealth of technical expertise.

With Maryadi's extensive background and experience, I believe that he will be able to contribute to the Indonesia and service team in supporting and provide value-added services to our dealers.

Maryadi will report to Niki directly and report dotted line to Steven, Service Manager.

Maryadi can be contacted via email B.Maryadi@palfinger.com and his direct line at +62 85229863693.



Surachai Trakullueang
PALFINGER ASIA PACIFIC
BUSINESS DEVELOPMENT MANAGER,
THAILAND

It is our pleasure to announce that Surachai Trakullueang has joined our company as Business Development Manager (Thailand) effective from 03 Apr 2017.

Surachai has numerous years of experience dealing with truck dealers and manufactures in Thailand. His last few appointments were with Italthai Industrial Co., Ltd. and Foton Truck (Thailand) Co., Ltd. managing their dealer net and supporting the Company's expansion growth.

With Surachai's extensive background and experience, he will be spearheading PALFINGER's growth strategy for the Thailand market by engaging and supporting our dealers to expand our market as well as product reach.

Surachai will report to Fook Seng and as a team, we will work closely with various stakeholders in our company to ensure we continue to grow together.

Surachai can be contacted via email S.Trakullueang@palfinger.com and his direct line at +66-626519876.



Pham Hong Phuoc
PALFINGER ASIA PACIFIC
TECHNICAL ENGINEER, VIETNAM

It is our pleasure to announce that Pham Hong Phuoc (Phuoc) has joined our company as a Technical Engineer, Vietnam, effective from 17 Apr 2017.

Phuoc has numerous years of experience in heavy equipment industry and has been in the service field for over 7 years. His last few appointments were with Atlas Copco Vietnam and Asia Elevator Ltd to provide technical support, repair and giving advice on troubleshooting to customer.

With Phuoc's past experience, he will certainly contribute to the service team in supporting dealers in the Asia Pacific region and provide value-added services to all our dealers.

Phuoc will report to Steven directly and report dotted line to Fook Seng, Sales Director.

Phuoc can be contacted via email H.Pham@palfinger.com and his direct line at +84 90 9599597.

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