PRESS FOLDER

DEMAG
CRANES AG

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1. Brief Portrait of Demag Cranes AG

Demag Cranes is one of the world's leading providers of industrial cranes, crane components, harbour cranes and port automation technology. Services, in particular maintenance and refurbishment services, are another key element of its business activities. The activities of Demag Cranes are divided up into three segments: Industrial Cranes, Port Technology and Services.

In Demag and Gottwald, the Group has strong brands and believes that it is a global market leader by virtue of its innovation and technology leadership, its excellent product and service quality and its close and long-term customer relationships. Demag Cranes manufactures in 16 countries on five continents and through subsidiaries, agencies and a joint venture operates one of the most comprehensive worldwide sales and service networks in the industry. The Group is represented in more than 60 countries and reaches customers in more than 100 countries.

The core expertise of Demag Cranes is in the development of technologically advanced cranes and hoists as well as automated transport and logistic systems in ports, the manufacture of high-quality components, and the provision of services for the entire product range. Cranes and hoists by Demag Cranes are distinguished by their high quality in terms of safety, reliability, longevity and precision while offering low cost maintenance over their entire service life.

With more than 1,000 patents and above-average high investments in research and development, Demag Cranes focuses on innovation and technology leadership. Development and production are always carried out on a modularised and standardised basis. Through close cooperation with crane-manufacturing partners in the Industrial Cranes segment, the Group also achieves broad geographical coverage in less industrialised regions and a high level of operating flexibility.

Demag Cranes pursues a consistent growth strategy to attain sustained profitable growth. The success of this strategy has been achieved principally through significant internationalisation of its business, the successful development and market introduction of new, innovative products, ranges and series and the implementation of extensive programs to increase efficiency. The Company's leading market position is to be further expanded by means of innovation and continuous structural improvements in the coming years.

In financial year 2008/2009, the Group generated total sales of EUR 1,047.6 million and operating earnings before interest and tax (EBIT) of EUR 67,6 million with 5,934 employees (as at 30 September 2009). 22.2 percent of revenue was generated in Germany, 32.9 percent in Europe excluding Germany and Russia, 13.8 percent in North, Central and South America, 13.2 percent in Asia, 12.7 percent in the so called BRIC countries (Brazil, Russia, India and China) and 5.2 percent in other countries.

Demag Cranes has been manufacturing cranes and hoists for almost two centuries. The business operations of the current Group are the result of a combination of Demag Cranes & Components GmbH (Industrial Cranes and Services segment) and Gottwald Port Technology GmbH (Port Technology segment) under the control of Demag Cranes AG. Since June 2006, Demag Cranes AG has been trading on the Frankfurt Stock Exchange under the code D9C in the Prime Standard index. The free float is 100 percent. The Demag Cranes share is quoted on the MDAX® share index, amongst others.

2. History (Milestones)

Year	Demag Cranes AG	
2006	Consolidation of Demag Cranes & Components GmbH and Gottwald Port Technology GmbH under the umbrella of Demag Cranes AG and IPO on 23 June 2006 Withdrawal of Demag Holding S.à.r.l.	
2002	Demag Cranes & Components GmbH and Gottwald Port Technology GmbH are taken over by Demag Holding S.à r.l. (Luxembourg), in which private equity investment funds advised by Kohlberg Kravis Roberts & Co. L.P. have a shareholding of 81 % and Siemens AG 19 %	
2000	Mannesmann Dematic becomes part of the Atecs Mannesmann AG Group; Demag Cranes & Components GmbH (Wetter) is disincorporated; Mannesmann is taken over by Vodafone; Atecs Mannesmann is acquired by Siemens AG and Robert Bosch GmbH; Atecs Mannesmann AG's mechanical engineering line of business, to which Demag Cranes' current segments also belonged, remains with the Siemens Group	
1997	Mannesmann Demag Fördertechnik AG is renamed Mannesmann Dematic AG	
1996	Mannesmann Demag Fördertechnik AG takes over the Mobiles Cranes Division of Mannesmann Demag AG, Duisburg	
1992	Restructuring of the Mannesmann Demag Group and spin-off of Mannesmann Demag Fördertechnik AG in Wetter	
1988	Leo Gottwald KG is taken over by Mannesmann and integrated into Mannesmann Demag AG	
1956		Leo Gottwald KG builds the first mobile harbour crane
1910	Successor companies to Mechanische Werkstätten Harkort & Co. become part of Deutsche Maschinenfabrik AG (Demag)	
1906		Today's Gottwald Port Technology GmbH is founded under the name of Maschinenfabrik Ernst Halbach AG in Dusseldorf
1819	Today's Demag Cranes & Components is established under the name of Mechanische Werkstätten Harkort & Co. in Wetter an der Ruhr	

3. Management Board

Chairman of the Management Board (CEO)
Aloysius Rauen *(born in 1956 in Lengerich, Germany)*
Degree in Mechanical Engineering

From 1983 Aloysius Rauen worked for MBB GmbH in Ottobrunn. In 1991 he was appointed director of the Tornado programme in MBB's aeronautics section and in 1992 he became plant director at Daimler-Benz Aerospace Airbus GmbH. In 1995, Aloysius Rauen took over as president of the Military Aircraft Division of Daimler Chrysler Aerospace AG and, in 1997, became a member of the Management Team before being appointed head of Corporate Strategy at Daimler Chrysler AG in 2000.

At the end of 2000, he moved to EADS and, in 2003, became CEO of EADS Deutschland GmbH and, in 2004, CEO of Eurofighter Jagdflugzeug GmbH. In the same year, Aloysius Rauen was appointed a Member of the Supervisory Board of EADS Deutschland GmbH.

Since 1 May 2009, he has been CEO of Demag Cranes AG and the Member of the Management Board responsible for the Services business segment.

Chief Financial Officer
Rainer Beaujean *(born in 1968 in Neuss, Germany)*
Degree in Business Administration

Rainer Beaujean embarked upon his professional career in Group Accounting at Deutsche Telekom AG in Bonn. From there, he transferred to the staff of the board member responsible for Finance and Controlling before becoming Head of Controlling, reporting to the board member for the International Subsidiaries and Investments Division.

From February 2000, Rainer Beaujean worked as Chief of Staff in the Finance and Controlling Division of the Management Board until, with effect from 1 October 2000, he joined the Management Board of T-Online International AG as CFO. In 2004, he was appointed Chairman of that Company's Management Board. In this position, which he held until 2006, he was responsible, in particular, for the expansion of T-Online and its internationalisation.

Since 1 June 2007, Rainer Beaujean has been a member of the Management Board and has assumed the position of Chief Financial Officer (CFO) of Demag Cranes AG.

Member of the Management Board (Industrial Cranes, Port Technology)
Thomas H. Hagen *(born 1962 in Hof, Germany)*
Degree in Business Administration

From 1988 to 1992, Thomas H. Hagen worked for Daimler Benz AG in Stuttgart where he was responsible for Sales Controlling for the USA and Canada as well as for Financial Controlling for the Group's subsidiaries.

In 1992, Thomas H. Hagen moved to Asea Brown Boveri AG to become assistant to the Chief Financial Officer and, from 1995 to 1997, he was Chief Financial Officer of the subsidiary ABB Umwelttechnik GmbH and responsible, among other things, for international plant engineering. From 1997 to 1999, Thomas H. Hagen worked for Lahmeyer AG as Executive Vice President for Strategy and Controlling until, in 1999, he moved to Weidmüller AG & Co. KG a. A., where he was initially the Member of the Board responsible for Finance, Controlling, Human Resources and Production. From 2000 to 2006, he was responsible for the successful reorganisation of the group as sole Chief Executive Officer and President.

Since 1 May 2007, Thomas H. Hagen has been a Member of the Management Board of Demag Cranes AG where he is responsible for the Industrial Cranes and Port Technology business segments.

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4. Segments

Demag Cranes is a worldwide leading supplier of industrial cranes and provides solutions for material flow, logistics requirements and drive applications with a comprehensive range of products and services for industrial plants of all sizes. Above all, the Group currently serves the premium segment of the market with its products. The high demands of its customers for quality, reliability and performance are significant driving factors for the continuous development of its technology-leading products.

a. **Industrial Cranes** *(52.1 percent of total sales in financial year 2008/2009)*

In its Industrial Cranes segment, Demag Cranes manufactures high-quality components such as rope hoists, chain hoists, travel units and motors, as well as complete cranes. A distinction is made between cranes that are configured individually from standardised modules for industrial infrastructure applications (Standard Cranes), and cranes that are designed for use in the customer's specific production processes (Process Cranes). With its highly flexible crane construction kit ("KBK"), which is primarily used in industries that have changing needs in terms of the manufacturing process (e.g. automotive industry), Demag Cranes is the world market leader.

The Industrial Cranes segment operates three component plants in Wetter an der Ruhr (Germany), Sao Paulo (Brazil) and Shanghai (China), as well as 22 crane plants in industrialised regions around the world. In less industrialised regions, Demag Cranes achieves broad geographical coverage and operational flexibility through co-operation with crane manufacturing partners, who are supplied with Demag Cranes components. With more than 650,000 electric cranes and hoists for industrial applications in operation, Demag Cranes has the largest installed base worldwide.

In financial year 2008/2009, the Industrial Cranes segment generated sales of EUR 545.8 million.

b. **Port Technology** *(19.5 percent of total sales in financial year 2008/2009)*

In the Port Technology segment, Demag Cranes offers selected products and services to provide solutions for material flow and logistics requirements in ports and terminals.

The product portfolio ranges from mobile harbour cranes for loading and unloading goods of all kinds onto and from ships to automation solutions for container transport and storage with automated guided vehicles and automated stacking cranes, including related navigation and control software. In addition, the segment offers planning and consulting services for port operators and special simulation and emulation software.

With an average market share of approximately 46 percent of all units sold per year, Demag Cranes is the clear global market leader for mobile harbour cranes and has the world's largest installed base of mobile harbour cranes. As the sole supplier of fleets of automated guided vehicles and automated stacking cranes, Demag Cranes also benefits from increasing port automation.

The Port Technology segment has its own service business, which provides assembly and maintenance services. Port Technology's manufacturing site is located in Düsseldorf.

In financial year 2008/2009, the Port Technology segment generated sales of EUR 204.0 million.

c. **Services** *(28.4 percent of total sales in financial year 2008/2009)*

With more than 220 service locations worldwide, Demag Cranes has one of the most extensive networks in the service market for cranes and hoists. The Services segment provides a comprehensive range of services for the maintenance and modernisation of cranes and hoists. The range of services includes technical inspections for hoists and crane runway surveys, repairs, modernisation and conversions.

The product range also covers the sale of spare parts and full service contracts. The services are primarily provided for the Group's own industrial crane products, but increasingly also for third-party products.

The current installed base of more than 650,000 cranes and hoists and the increasing customer trend towards outsourcing is the basis of the long-term growth in demand. In the maintenance and spare parts sector, the Services segment depends only to a limited extent on general industrial investment trends and is thus hardly dependent on the economic cycle.

In financial year 2008/2009, the Services segment generated sales of EUR 297.7 million.

5. Facts & Figures on the Company

Selected financials as at the end of financial year 2008/2009

In EUR million	1.10 2008 – 30.9.2009	1.10 2007 – 30.9. 2008	Change in %
Group			
Order intake	841.9	1,323.4	-36.4
Order book [1]	313.1	523.5	-40.2
Revenues	1.047.6	1,225.8	-14.5
Operating EBIT [2,3]	67.6	137.5	-50.8
in % of revenues	*6.5*	*11.2*	*-4.8 % points*
Operating net income after tax [3,4]	42.8	85.2	-49,8
Operating earnings per share (in EUR) [3,4]	2.01	4.00	-49.8
Net debt [1]	6.3	18.4	-66.0
Gearing in %	2.7	6.8	-4.0 % points
Industrial Cranes			
Order intake	397.9	671.9	-40.8
Order book [1]	197.7	350.4	-43.6
Revenues	545.8	571.2	-4.4
Operating EBIT [2,3]	29.7	47.8	-37.8
in % of revenues	*5.4*	*8.4*	*-2.9 % points*
Port Technology			
Order intake	151.8	316.8	-52.1
Order book [1]	69.4	121.7	-43.0
Revenues	204.0	325.5	-37.3
Operating EBIT [2,3]	-14.8	22.1	n/a
in % of revenues	*-7.3*	*6.8*	*n/a*
Services			
Order intake	292.1	334.6	-12.7
Order book [1]	46.0	51.4	-10.4
Revenues	297.7	329.1	-9.5
Operating EBIT[2,3]	60.2	75.4	-20.2
in % of revenues	*20.2*	*22.9*	*-2.7 % point*

[1] As at end of period.
[2] Adjusted to reflect the effects at operating adjustments.
[3] Formally adjusted.
[4] Adjusted to reflect the effects at operating adjustments and tax effects.

DEMAG CRANES AG

Selected Company data

Employees	
Group	5,934 (as at 30 September 2009)
Industrial Cranes *Port Technology* *Services*	*3,398* *774* *1,719*
Locations	
Demag Cranes AG head office	Düsseldorf Production in 16 countries on five continents via subsidiaries, agencies and a joint venture the Group operates one of the most extensive global distribution and service networks in the industry, with a presence in more than 60 countries reaching customers in over 100 countries.
Management Board	
Chairman (CEO) Member (CFO) Member (Industrial Cranes and Port Technology)	Aloysius Rauen Rainer Beaujean Thomas H. Hagen

Selected information on the share

Key data	
WKN	DCAG01
ISIN Reuters Bloomberg	DE000DCAG010 D9CGn.DE D9C GR
Quantity of outstanding shares	21,172,993
Share index	MDAX
Shareholder structure	100 percent free float

6. Press Contact

Group matters, economic and financial media
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See also www.demagcranes-ag.com for information

7. Cautionary Note regarding Forward-looking Statements

This press release contains forward-looking statements relating to the business, financial performance and earnings of Demag Cranes AG and its subsidiaries and associates. Forward-looking statements are based on current plans, estimates, projections and expectations and are therefore subject to risks and uncertainties, most of which are difficult to estimate and which in general are beyond the control of Demag Cranes AG. Consequently, actual developments as well as actual earnings and performance may differ materially from those which explicitly or implicitly assumed in the forward-looking statements. Demag Cranes AG does not intend or accept any obligation to publish updates of these forward-looking statements.

8. Legal Notice

Demag Cranes AG

Represented by the Management Board: Aloysius Rauen (Chairman of the Management Board),

Rainer Beaujean and Thomas H. Hagen

Supervisory Board Chairman: Burkhard Schuchmann

Registered office: Dusseldorf

HRB 54517 Local Court, Dusseldorf

Sales tax identification number: DE 814661567