

PRESS FOLDER



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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 2010/2011, the Group generated total sales of EUR 1,062.3 million and operating earnings before interest and tax (EBIT) of EUR 75.7 million with 6,115 employees (as at 30 September 2011). 19.3% of revenue was generated in Germany, 27.5% in Europe excluding Germany and Russia, 15.0% in North, Central and South America, 15.3% in Asia, 17.4% in the so called BRIC countries (Brazil, Russia, India and China) and 5.4% 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. Since August 2011, the Terex Group in the United States has held a majority share in the company.

2. History (Milestones)

Year	Demag Cranes AG	
2011	Since August 2011, the Terex Group in the United States has held a majority share in the company	
2010	Integration of Demag Cranes Group through worldwide bundling of operative functions and centralising shared services	
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



Chief Executive Officer (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 DaimlerChrysler 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.



Member of the Board and Chief Financial Officer (CFO)

Axel Arendt (*Born 1949 in Hannover*)

Degrees in mechanical engineering and industrial engineering

Axel Arendt began his working career at Daimler-Benz AG in 1979 where he held positions including Head of Planning and Controlling. From 1990 to 2000, he served Mercedes-Benz as Managing Director and President in Mexico, Argentina and Turkey. In 2000, Axel Arendt became Head of Finance and Controlling at DaimlerChrysler Aerospace AG (DASA), then Chief Financial Officer at European Aeronautic Defence and Space (EADS), where he was also a member of the Executive Committee and on the Board of Directors. In 2002, Mr. Arendt moved to Rolls-Royce plc. as Chairman of Rolls-Royce Deutschland and, in 2006, became President – Defence Aerospace. He has been a self-employed strategy consultant since 2010.

Mr. Arendt was appointed a member of the Supervisory Board of Demag Cranes AG in September 2011. This appointment was suspended on 5 December 2011 when, under a Supervisory Board resolution, Mr. Arendt was seconded until 30 November 2012 at the latest to the Company's Management Board, where he holds the position of Chief Financial Officer.

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 (46.1% of total sales in financial year 2010/2011)

In its Industrial Cranes segment, the Group develops and manufactures high-quality components, such as rope hoists, chain hoists, travel units and motors, as well as complete cranes. A distinction is made between Standard Cranes and Process Cranes. Standard Cranes are configured from standardised modules for industrial infrastructure applications. Process Cranes, although also made from largely standardised modules, are integrated individually into the customer's specific production processes.

Our highly versatile KBK crane construction kit is primarily used in industries with changing production requirements, such as the automotive industry. We are the world market leader in these crane systems. In the past financial year, Demag Cranes completed an important step as part of its mid-segment strategy focusing on the emerging markets with the launch of its DC-Bas chain hoist in China and India. Based on European standards, DC-Bas is designed to meet the exact needs of customers in these countries. The LC-Bas light crane system, the DR-Bas rope hoist, drive components, crane sets and complete cranes in various designs will subsequently be launched successively in the two largest Asian markets. As a second step, the Bas product family is also to be launched in Southeast Asia.

In financial year 2010/2011, the Industrial Cranes segment generated sales of EUR 489.8 million.



b. Port Technology *(22.5% of total sales in financial year 2010/2011)*

The Port Technology segment covers products and services for ports and terminals, which are sold under the Gottwald brand. The range extends from conventional cargo handling equipment such as Mobile Harbour Cranes to automated solutions for container transport and storage. In this segment, we also offer planning and consultancy services for terminal operators, software solutions as well as assembly and maintenance services. Our primary focus here is on solutions that enable our customers to optimise their material flow and logistics processes. According to our own market research, we occupy the leading position in mobile harbour cranes with an installed base of approximately 1,400 cranes.

The Demag Cranes Group also ranks among the pioneers and leading international suppliers in the promising terminal automation sector. In this segment, Demag Cranes is one of the few suppliers able to develop and market integrated, end-to-end solutions including the associated software solution. With the acquisition of UK-based DB Controls in the past financial year, Demag Cranes successfully underpinned its strategy of expanding its bulk handling capabilities in the Port Technology segment. Thanks to the complementary service portfolio of DB Controls, Demag Cranes is expanding its range of software and consultancy services, previously geared to port and hinterland container terminals, to include the bulk materials handling. Customers gain full global service from a single source.

In financial year 2010/2011, the Port Technology segment generated sales of EUR 239.0 million.



c. Services (31.4% of total sales in financial year 2010/2011)

In its Services segment, the Group offers a complete range of services for the optimum use, maintenance and refurbishment of cranes and lifting equipment. Alongside standard services such as spare parts supply, fault elimination, maintenance and repairs, this increasingly includes consultancy and training services to optimise the use of crane systems. Refurbishment and conversion work is carried out using both standard products and sophisticated tailored solutions.

The range of service contracts extends from simple recurring inspections through preventive maintenance to full-service arrangements. They cover not just our own Industrial Crane products but also third-party products and related equipment. The use of the latest technical developments, such as remote servicing, allows us to offer our customers condition-based customised services.

In financial year 2010/2011, the Services segment generated sales of EUR 333.5 million.



5. Facts & Figures on the Company

Selected key figures as at the 2010/2011 financial year-end (30 September 2011)

	Financial year 2010/2011	Financial year 2009/2010	Change in %
Group (in EUR million)			
Order intake	1,121.2	910.6	23.1%
Order book ¹	361.7	306.6	18.0%
Revenue	1,062.3	931.3	14.1%
Operating EBIT ²	75.7	54.2	39.7%
in % of revenue	7.1%	5.8%	1.3% pts
Net income after tax	6.5	27.8	-76.5%
Earnings per share (in EUR)	0.31	1.31	-76.7%
Net debt ¹	21.8	-7.2	n/a
Equity ¹	250.0	251.6	-0.6%
Equity ratio in % ¹	27.9%	30.0%	-2.1% pts
Gearing in % ¹	8.7%	-2.8%	11.5% pts
Industrial Cranes (in EUR million)			
Order intake	514.8	412.2	24.9%
Order book ¹	201.5	180.0	11.9%
Revenue	489.8	440.8	11.1%
Operating EBIT ²	10.8	4.8	125.4%
in % of revenue	2.2%	1.1%	1.1% pts
Port Technology (in EUR million)			
Order intake	267.3	197.0	35.7%
Order book ¹	105.6	76.9	37.2%
Revenue	239.0	189.9	25.8%
Operating EBIT ²	9.2	0.6	1,435.8%
in % of revenue	3.8%	0.3%	3.5% pts
Services (in EUR million)			
Order intake	339.1	301.5	12.4%
Order book ¹	54.6	49.6	10.1%
Revenue	333.5	300.6	10.9%
Operating EBIT ²	66.2	58.3	13.5%
in % of revenue	19.8%	19.4%	0.5% pts

¹ As at end of period

² Adjusted to reflect the effects of operating adjustments

Selected Company data

Employees	
Group	6,115 (as at 30 September 2011)
<i>Industrial Cranes</i>	3,358
<i>Port Technology</i>	684
<i>Services</i>	1,813
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)	Aloysius Rauen
Member (CFO)	Axel Arendt

Selected information on the share

Key data	
WKN	DCAG01
ISIN	DE000DCAG010
Reuters	D9CGn.DE
Bloomberg	D9C GR
Quantity of outstanding shares	21,172,993
Share index	Prime Standard
Shareholder structure	Please find current information on our shareholder structure on the Company's website: www.demagcranes-ag.com

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 Rauhen (Chairman of the Management Board),
Axel Arendt

Supervisory Board Chairman: Dr. Michael W. Ernestus

Registered office: Düsseldorf

HRB 54517 Local Court, Düsseldorf

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