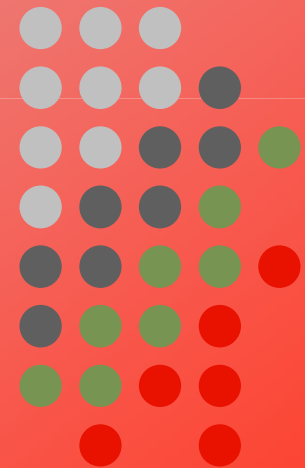


Eqstra Industrial Equipment



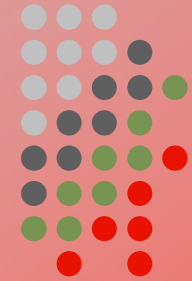
**Presentation to Investors
29 November 2010**

Company Profile



- Eqstra Industrial and Agricultural Equipment carries out the distribution, renting and value added services in the Industrial Equipment, agricultural and materials handling markets in South Africa, various African countries and the United Kingdom
- The division is the market leader in the Southern Africa forklift market and has developed the largest infrastructure of its kind in Southern Africa

EIE Vision



To be the significant Industrial Equipment supplier in our chosen markets, creating prosperity for and exceeding expectations of:



- Done with Passion
- Always Growing

Overview of business



- Total staff compliment : 1181 employees (SA & UK)
- Total outlets : SA = 12, Africa = 9 & UK = 7
- Units in operation (SA) : 23,591 units
 - Toyota / 18,185 units
 - BT / 2,340 units
 - Kalmar / 260 units
 - Samsung / 400 units
 - Clark / 2,280 units
 - JCB / 47 units
 - Hako / 26 units
 - Same Deutz-Fahr / 53 units
- Rental fleet SA : 6,845 units
 - Toyota Forklift / 6,532 units
 - Clarklift / 313 units
- Rental fleet UK : 2,919 units
- Parts stockholding SA : R28 million
- Market share SA : 37 % (material handling)
- Market share UK : 4% of counterbalanced units

Overview of Business



- **Services**

- Short Term Rental
- Long Term Rental:
 - Full Maintenance Rental
 - Rental with service contract
- Service/Maintenance Agreements
- Fleet Management
- Operator Training
- Battery bay management
- Load Testing

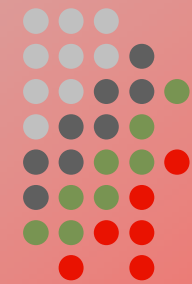
High Service Quality



- **Technical Training**

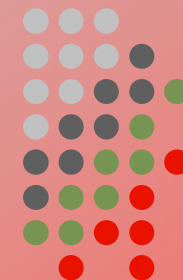
- Eqstra Industrial Equipment is committed to full time training of our technicians in order to keep up to date with new products and the latest technology.
- Continued Education Focus
 - Presented by National Product Manager and Trainer in every branch (S.T.E.P.)
- Only Forklift company accredited to do Apprentice Trade Tests by Merseta
 - Cape Town
- Product Training
- After Sales Evaluation and Certification Program (ASEC)











EIE Value Chain: Revenue Breakdown



| | Distribute | Rent | Value-add | Sell asset |
|----------------------|------------|-------|-----------|------------|
| Industrial Equipment | R406m | R609m | R221m | R101m |

EIE Brands/Products – Southern Africa



| | | | | |
|---|---|--|--|--|
|  <p>WAREHOUSING EQUIPMENT</p> |  |  <p><i>make things easy</i></p> |  |  |
|  |  |  |  |  |
| <p>Internal combustion and electrical reach trucks</p> | <p>Reach trucks High level order picker Power pallet trucks Pallet trucks</p> | <p>Container Handlers Heavy duty forklifts Log handlers</p> | <p>Internal combustion and electrical reach trucks</p> | <p>Internal combustion 4 x 4 and 4x 2 forklifts</p> |

HAWKER BATTERIES



Hako

Product range

Sweepers for dust-free floor cleaning – both indoors and outdoors

Automatic scrubber-driers for intensive wet cleaning of hard floors

Wet and dry vacuums

Single disc and polishing machines
Carpet cleaning machines

City-cleaning machines

Multi-purpose machines and compact tractors with a wide range of accessories

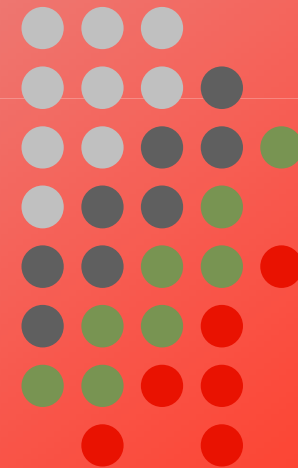
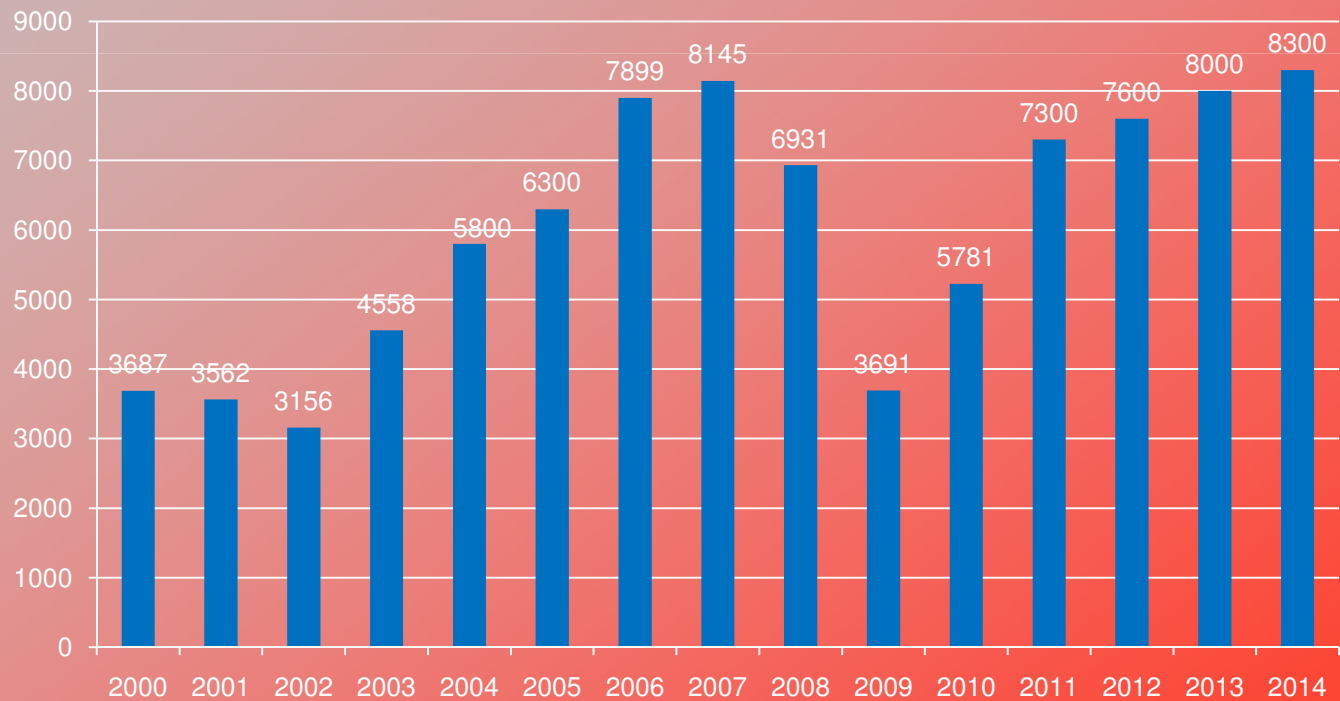
Compact implement carriers and transport vehicles for use all year round

Electro-transporters and tow trucks

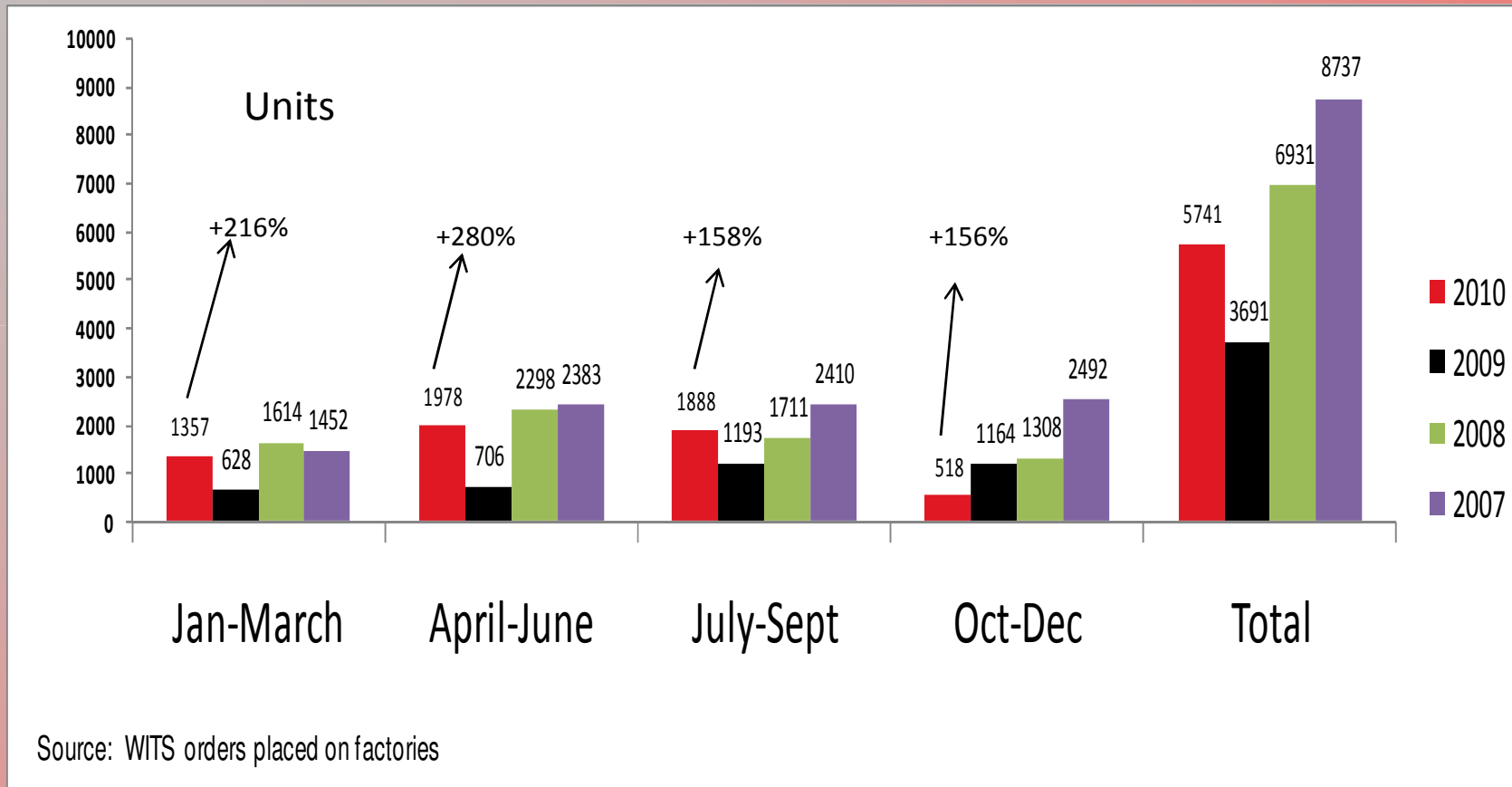


SA Forklift Market

Units Ordered from Factory

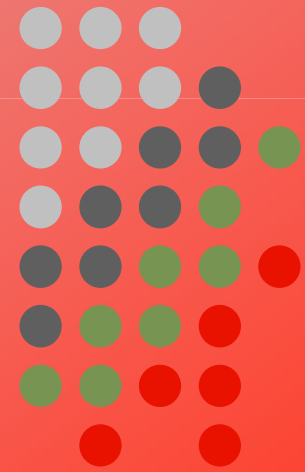
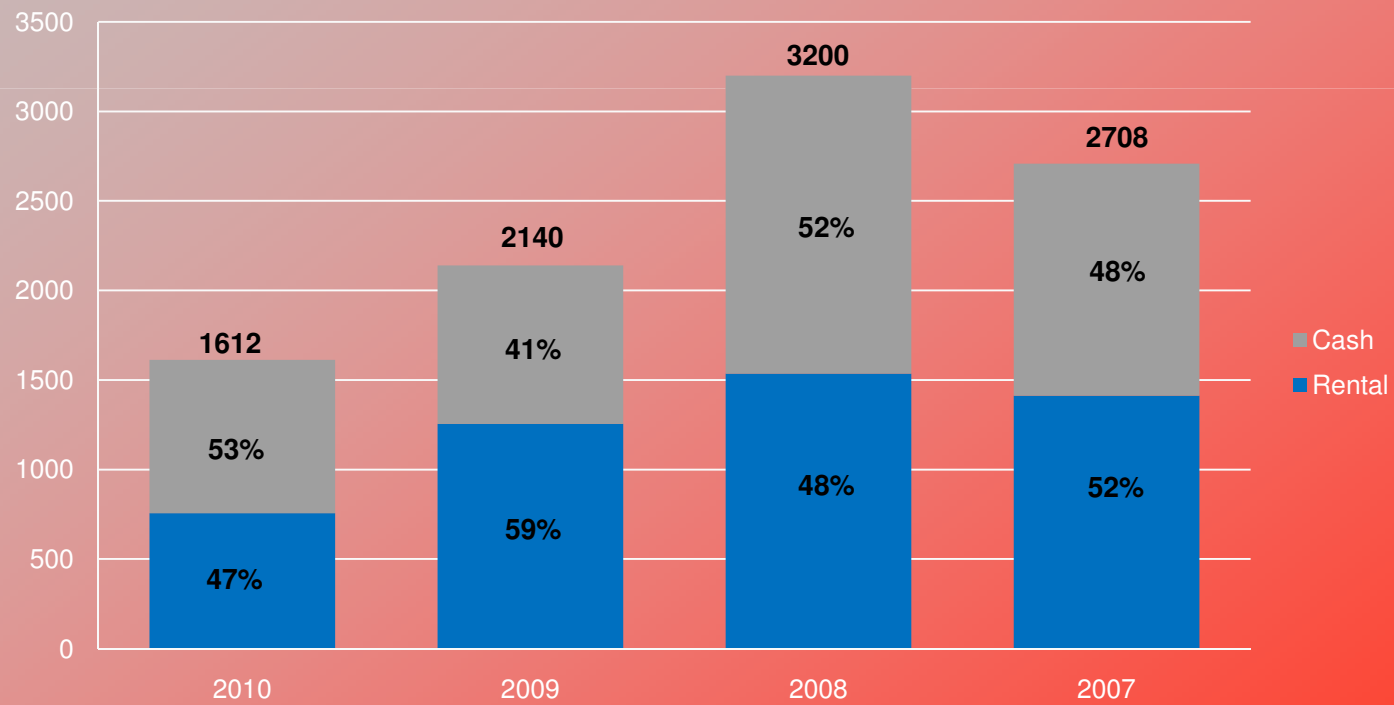


SA Forklift Market



➔ SA market growth YTD Oct up 156% for 2010 over 2009

Units Sold by SIE - Rental and Cash





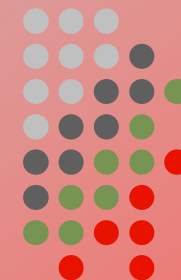
Overview of Business



- Impact (UK) added to the Group in 2000

- **UK Dealer for:**

- Cat Lift Forklifts
- Kalmar heavy duty forklifts
- Combilift
- Lancer Side Loaders
- Mobicon
- JLG aerial platforms
- JCB Teletruck (Sub dealer)



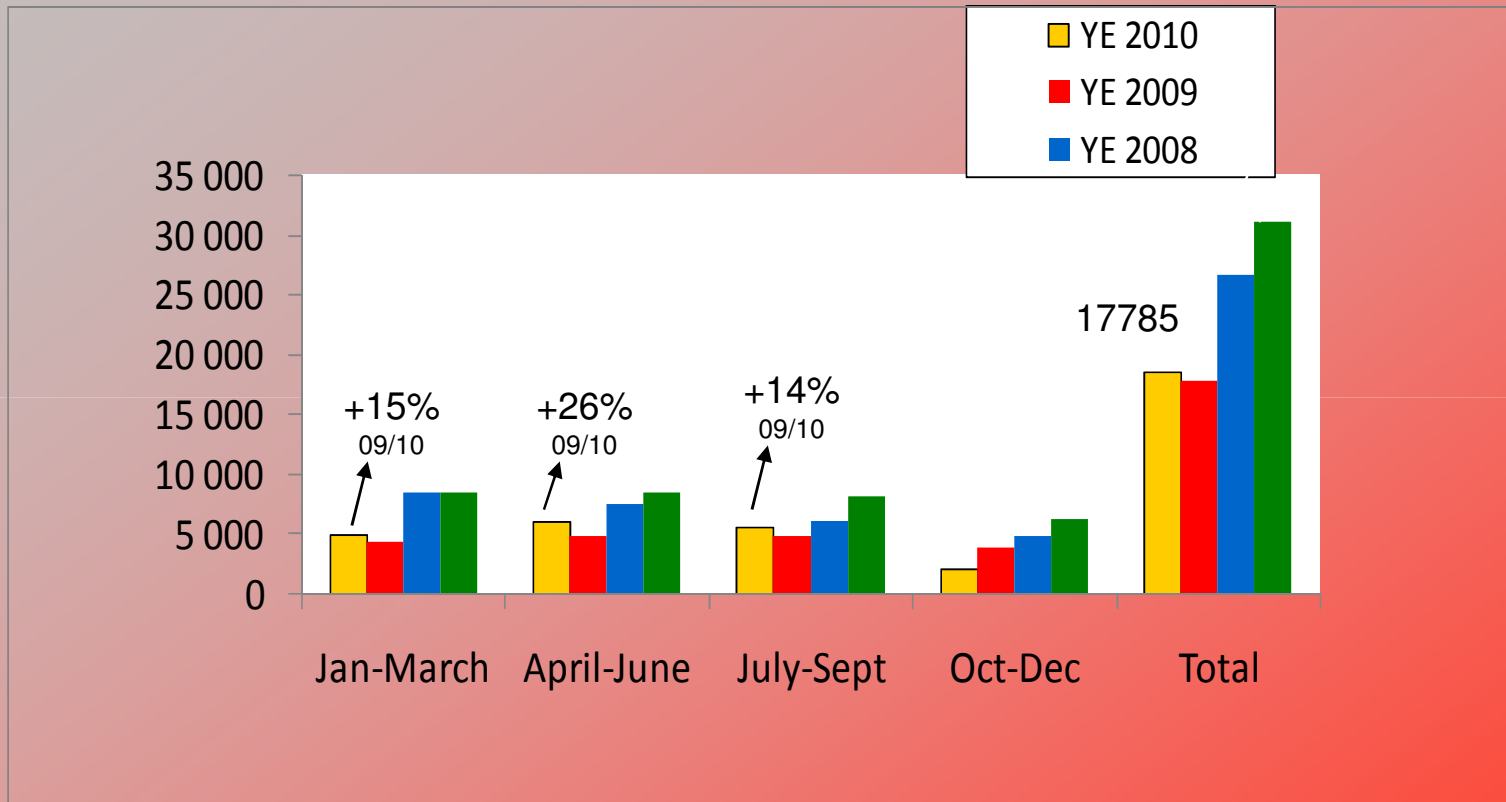
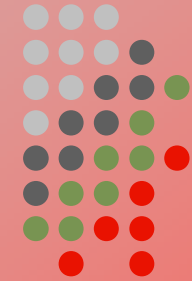
IMPACT HANDLING
POWERFUL PARTNERS





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UK Forklift Market Position



Source: WITS Oct 2010



UK market up 22 %YTD against Jan – Oct 2009
Oct 2010 up 62% on Oct 2009

EQSTRA INDUSTRIAL EQUIPMENT

