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NEWSLETTER

#31, June 2016

A few words from the CEO

ALL GOOD THINGS COME IN THREES

Summer is here and at EdmoLift we all have a chance to enjoy this beautiful season because we have a very good year - A RECORD YEAR!

Yes, generally speaking, there is a number of positive factors that we can be happy about. It is said that all good things come in threes and I am prepared to agree with that.

- Our annual accounts were published last April and we could confirm that we have set records both for sales and profit. Our total sales amounted to SEK 128 million and we retuned an operating profit of around 15%. This is something to be really pleased about.
- Our success and strong belief in the future mean that we will also strengthen our capacity with three additional employees in sales and sales support, in order to continue to go on the offensive, while giving our customers and retailers absolutely the best service and sales support. Read more about it later on in the newsletter.
- And now we are pleased to welcome Florian Warning as the new CEO of EdmoLift's German subsidiary. Florian is also presented in this newsletter.
  He succeeds the faithful Ronny Månsson who worked for the company for 26 years and did an exceedingly good job on the German market, where we started from scratch with the establishment of a business, had some tough years but over the last six, eight years have seen very good and profitable development. Germany is currently our most important export market.

  I am deeply grateful for everything Ronny has done and the contribution he has made and I am happy to be able to call him a true friend. Ronny's choice to continue as a Senior Advisor on half-time is very welcome.

Now I wish you a wonderful midsummer and then a great holiday.
Let us make the most of the good times that are ahead of us!

Anders Wahlqvist
CEO EdmoLift AB
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EDMOLIFT PROCLAIMED THE SUPPLIER OF THE YEAR

EdmoLift's participation at Runelandhs' annual supplier gathering in the middle of May, ended with the company being awarded Supplier of the Year in the category Work of the Year.

The award statement reads: "With its knowledge of our and our customer's situation, EdmoLift solved both advanced technical details and gave outstanding customer service. Efforts that began before the order and continued long after delivery of the product. This was work that benefited both Runelandhs and customer."

"It is extremely pleasing that we can turn a difficult situation where things have gone wrong to something positive in which all concerned are satisfied in the end," says Jan Eriksson, Quality Manager at EdmoLift.

Jan Eriksson from EdmoLift with the Supplier of the Year diploma.

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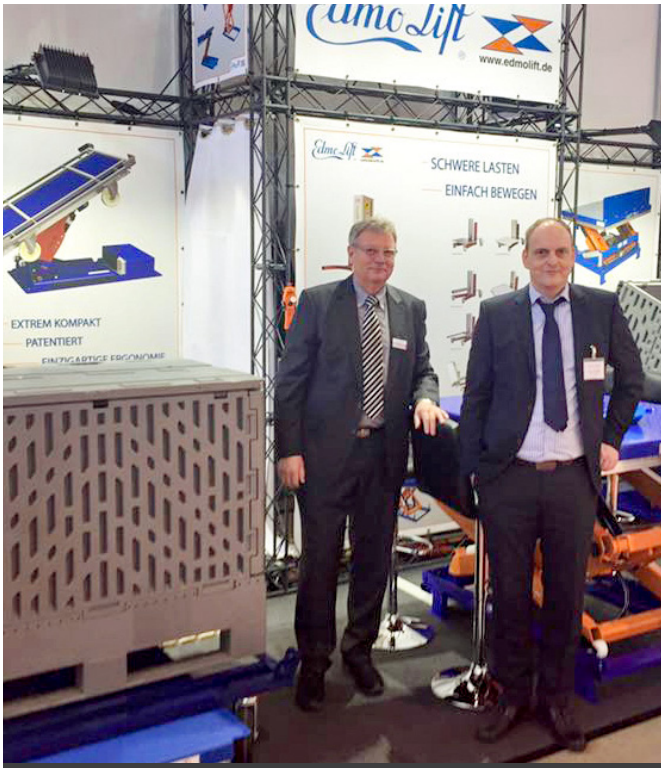
FLORIAN WARNING NEW MANAGING DIRECTOR OF EDMOLIFT GERMANY

His predecessor, Ronny Månsson was MD for 26 years of EdmoLift's German company. Now Florian Warning, 38, has taken over.



From the left: Ronny and Florian at LogiMAT 2016

"We have developed well for a number of years and we all have reason to be optimistic for the future, too," says Florian.

1 June was his first day as managing director of EdmoLift Hebetechnik GmbH. Florian Warning has been head of sales for the company since 2013.

"I was born in Osnabrück, studied to be an industrial engineer and have been active in product development as a toolmaker. Florian also worked as an international project coordinator in a number of countries before he came to EdmoLift.

As an established company within the lift industry, we have increased sales steadily in recent years and have experienced a positive trend for both our standard range, as well as our special products.

It is now my objective that we should continue along the same path, by safeguarding our successful philosophy, in which the best quality, service and customisation allow us to reach new markets.

I think that internal logistics will become extremely important. Even if we already have a good reputation and a strong position, we should seek to develop our products even more quickly in order to meet the needs of our customers in a dynamic market."

Florian emphasises Ronny Månsson's efforts over the years and says that it is with pride that he has taken over his role in the company.

"It is an honour for me, and a pleasure too, that Ronny will continue to work for us in the future as, among other things, an adviser.

We place high priority on team feeling in the company, and we value it greatly.

We have committed, loyal and highly skilled employees who ensure that we can offer the best customer relations. The breadth of our product range and our flexibility, when combined with the high quality that permeates what we manufacture, are our primary success factors."

Finally, a little extra about Florian Warning:

"I like playing billiards in my spare time. And I am planning to resume gliding as a hobby."

HOLIDAY TIMES

Our marketing and spare parts departments will stay open all summer to offer the best service. Our production department will be closed from 18 July to 29 July, but we have filled up with a summer stock of our most sold lifting tables that we can, of course, deliver throughout this period.

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INCREASED SERVICE AND CAPACITY IN SALES AND SALES SUPPORT – THREE NEW SERVICES ADDED

On 11 April Martin Westin, Andrea Carvallo-Britze and Niklas Fällström began their new jobs at EdmoLift AB. Martin and Andrea will reinforces the B2B department that handles requests, quotes and other support cases in all markets. Niklas Fällström is new field sales representative who will mainly visit dealers and customers in southern and central Sweden.

"The growth in Sweden, and in several other markets, is very good. In order to be able to maintain the already high level of service we give to our customers, we need to increase our marketing capacity. EdmoLift will also broaden its product range and continue to grow. Which we are now well equipped for," says Mikael Fernlund, Nordic Sales Manager at EdmoLift.

Martin Westin:

What do you do at EdmoLift?
"I work with sales and support of all Edmolift's products, I also work on retaining and developing relationships with our new and existing customers."

What did you do before you came to EdmoLift?
"My last job was four years at ComHem selling telecom products. Prior to that, I worked nine years at Folksam. I also worked with sales, and with customised insurance and pension solutions at Folksam."

What do you think you can give the company?
"I hope and believe that my sales experience can contribute to increased productivity here in the marketing department. Which in turn leads to an increase in the production of our products."

What is your previous work experience?
"Before my 13 years at ComHem and Folksam, I worked for a short period of time as a bus mechanic and truck driver."

What do you do when you are not working?
"Much of my time outside work is devoted to building, making and renovating things, mainly at our summer place in Klockestrand. But family and friends get the greatest part of my time."

Age: 33 years

Lives at: Downtown Härnösand.

Andrea Carvallo-Britze:

What do you do at EdmoLift?
"I work in the B2B group, i.e. the marketing and sales department. This means that I will handle enquiries, quotes and orders from our customers from all countries."

What did you do before you came to EdmoLift?
"I come from Germany, and I worked there as organisation secretary for the only German Association of Trade Union Organisations. I worked with young people and was responsible for implementation of projects in a political context."

What do you think you can give the company?
"I am target-oriented, enthusiastic and have great social skills, three characteristics that I think are very important when you work in sales. It is gratifying to find the right product for the right customer and it is enjoyable to do good business with companies and people all around the world. In addition, I speak German, English, French and Swedish and can help ▸

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ensure good and safe communication for everyone."

What is your previous work experience?
"I studied political science and social policy, and I originally had a research education. But I have always been interested in a more practical and technical field of activity. For that reason, I had already worked with sales during my studies and changed fields after I had received my PhD in 2012."

What do you do when you are not working?
"I have moved to Västernorrland because I love being out in the outdoors. I love hiking, running and camping. In addition, I spend time with my family and friends, and work as a volunteer at Öbacka Djurhem in Utansjö."

Age: 33 years

Lives at: Downtown Härnösand.

Niklas Fällström:

What do you do at EdmoLift?
"I work mainly with sales in southern and central Sweden. But I am not locked to this if there are business opportunities in the rest of the country when I am there. The work involves visiting customers, who in many cases require unique solutions to meet their needs."

What did you do before you came to EdmoLift?
"I also worked with sales then. I have been a local manager for units in Hudiksvall and Älvsjö. That gave me daily contact with large parts of the Swedish engineering industry. Such as ABB, Atlas Copco, HIAB, Scania, Siemens and Volvo."

What do you think you can give the company?
"I hope to be able to contribute with strong commitment and enthusiasm and with new approaches that my 25 years of experience in the Swedish engineering industry have given me."

What is your previous work experience?
"I have previously worked at Brukens Nordic and Bodycote. In everything from production to local manager."

What do you do when you are not working?
"I spend time with my family. I am also very interested in travel and trotting."

Age: 46 years

Lives at: Tyresö Strand

NEW DEALERSHIP IN THE REPUBLIC OF KOREA

EdmoLift is investing in the Korean market with the help of its new dealer, JMC JIN MYUNG Co. Ltd.

"We were approached by JMC when one of their customers asked questions about one of our Armlift models. Which proved to be the start of cooperation with JMC.

Our products have already been launched via JMC at two major trade fairs in South Korea during April and the next big fair where we are represented will be KOFAS on 6-9 September, which focuses on automated industry," says EdmoLift's CEO Anders Wahlqvist.

JMC is a well established company in Korea, which started 43 years ago and which first focused on products for the textile industry, but then went on to sale of products for internal material handling.

The current CEO Hong-Joong Kang's father was the founder of the company, and at the age of 70 is still active in the business. JMC, with its 14 employees, reported a turnover last year of between USD 2.5 and 3 million.

Hong-Joong Kang, CEO OF JMC, demonstrates Armlift at a trade fair in the Republic of Korea