

## TADANO Group Mid-Term Management Plan (14-16)



Lifting your dreams

April, 2014  
TADANO LTD.

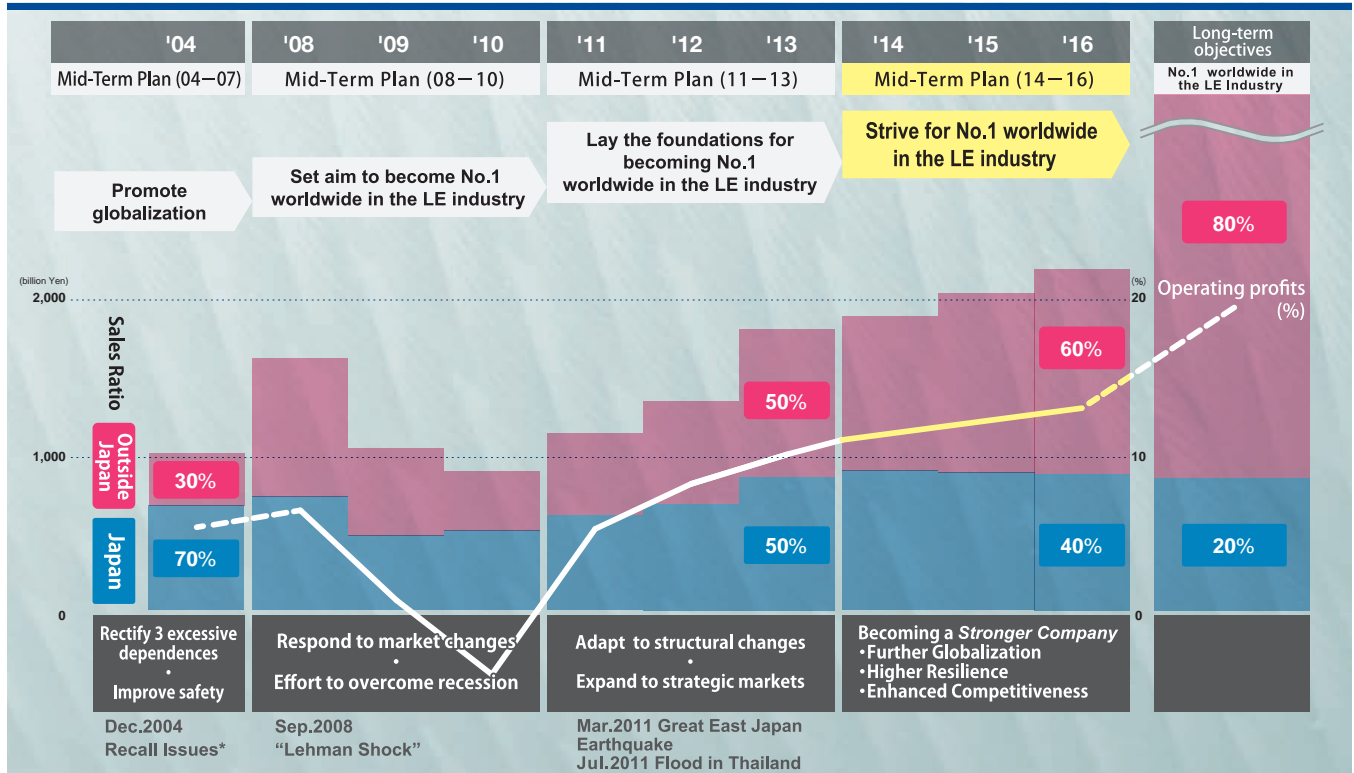
### I . TADANO Business Overview



## II. Mid-Term Management Plan (14-16)



### Positioning



Mid-Term Management Plan (14-16) P2

## II. Mid-Term Management Plan (14-16)



### Basic Policy and Three Priorities

#### « Basic Policy »

### Becoming a Stronger Company

A Stronger Company means being able to continuously *generate profits* and *develop human resources* no matter what business environment it faces

Generate profits

Develop human resources

#### « Three Priorities »

##### < Further Globalization >

Business composition which matches world demand structure

##### < Higher Resilience >

Business structure which is hardly influenced by any sudden business environment changes

##### < Enhanced Competitiveness >

Provide higher value to our customers based on our Core Values: Safety, Quality, Efficiency



Mid-Term Management Plan (14-16) P3

### III. Seven Strategies



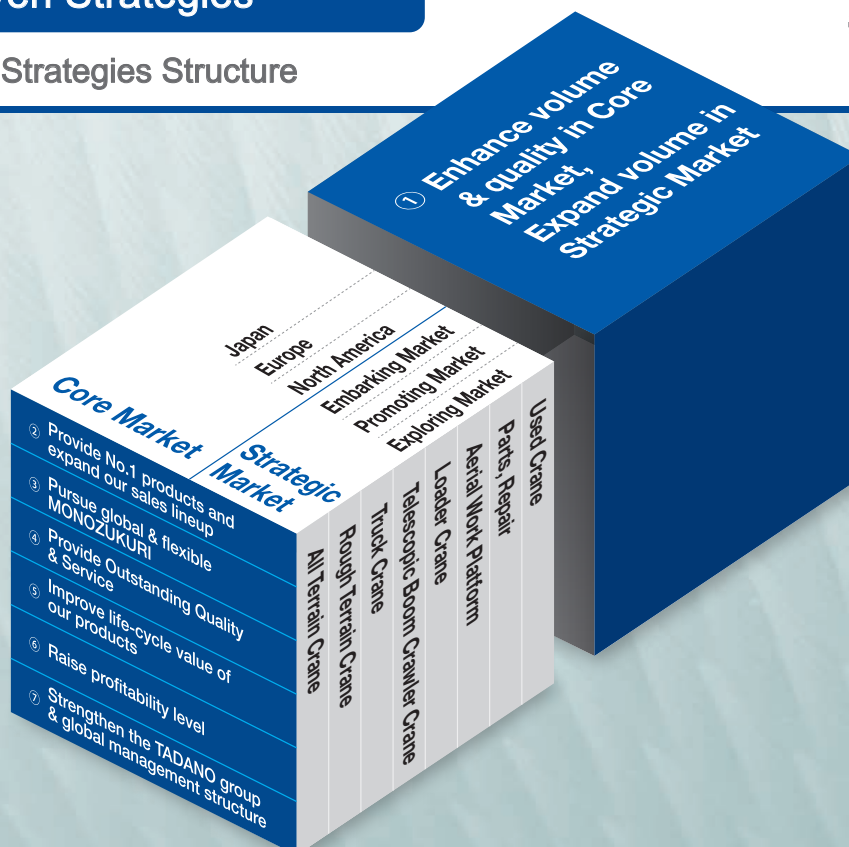
■ To actualize the Mid-Term Management Plan (14-16)

- ① Enhance volume & quality in Core Market,  
Expand volume in Strategic Market
- ② Provide No.1 products and expand our sales lineup
- ③ Pursue global & flexible MONOZUKURI
- ④ Provide Outstanding Quality & Service
- ⑤ Improve life-cycle value of our products
- ⑥ Raise profitability level
- ⑦ Strengthen the TADANO group & global management structure

### III. Seven Strategies



■ Seven Strategies Structure



## IV. Management Targets



Items		FY2016	FY2013 Results
P/L	Sales	Over 220 billion JPY	181.7 billion JPY
	Operating Income	Over 30 billion JPY	21.1 billion JPY
	Outside Japan Sales Ratio	Over 60%	52.5%
B/S	Inventory Turnover Ratio	Over 5.0	4.0
	ROA (Operating Income / Total Assets)	Over 13%	10.6%

■ Assumption

Foreign Exchange Rate    1 USD: 100 JPY  
   1 EUR: 135 JPY