

A RESPONSIBLE AND COMMITTED LEADER, ALL OVER THE WORLD



 **LOXAM**
Much More than Rental

2020

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www.loxam.com

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Gérard DÉPREZ
Chairman

2019, A POSITIVE END TO THE DECADE

The Loxam Group can rely on solid fundamentals that enable it to take advantage of favourable cycles to pursue its growth. After the beginning of the decade marked by the financial crisis of 2008, we have been benefiting for the past 4 years from a buoyant economic environment throughout Europe.

Thanks to the trust placed in it by its clients, ranging from large groups to an increasing number of personal customers, Loxam experienced another year of organic growth in 2019 in all its European markets.

This success can be largely attributed to the quality of the services we offer, and most notably in the maintenance and safety of the equipment we provide. It is also due to a constant policy of innovation. The Group is committed to providing the most environmentally friendly equipment: more than 50% is equipped with electric or hybrid engines. We offer digital applications to facilitate transactions. In addition, Loxam multiplies its commercial offerings available in its specialised networks to respond effectively to new demands from sectors other than construction.

Our CSR policy is now a reference. Over the last 3 years, actions specifically oriented towards safety have been conducted. They have enabled us to significantly reduce accident frequency and severity rates in all our subsidiaries to levels far below those of the industry. Obtaining ISO 45001 (occupational health and safety) certification provides evidence of our long-term commitment and makes Loxam the only French rental company to have achieved this much.

Being a responsible company also means taking part in training programmes aimed at young people or those excluded from the working world. We are naturally a partner of WorldSkills. Our locations in deprived urban areas make us a sought-after local stakeholder. And more generally, we also support heritage conservation and biodiversity initiatives, in addition to the more local social support provided by our branches.

2019 will be remembered for its major external growth operation: the acquisition of the rental firm Ramirent, number 2 in Europe and the leader in Scandinavia. Loxam thereby reinforces its geographical positions in Europe and rises to fourth place worldwide. Present in 30 countries, our Group is today highly diversified on the European continent with already emerging positions in the Middle East and Brazil.

It is in this context of internal and external growths that the Loxam Group adjusted its governance in 2019. By creating an Executive Committee made up of the Group's main senior managers, we are strengthening our organisation based on substantial decentralisation combined with a culture of high standards, particularly in the area of Corporate Social Responsibility.



A **WORLD** LEADER

With pro forma turnover of 2.3 billion euros in 2019, 1,100 branches in 30 countries around the world and more than 11,000 employees, Loxam has this year confirmed its European leadership in the equipment rental sector.

Always attentive to its customers, with the market and construction disciplines constantly changing, the Group continues to pursue its policy of innovation in terms of equipment ranges, services, distribution channels, communication tools and environmental policy.

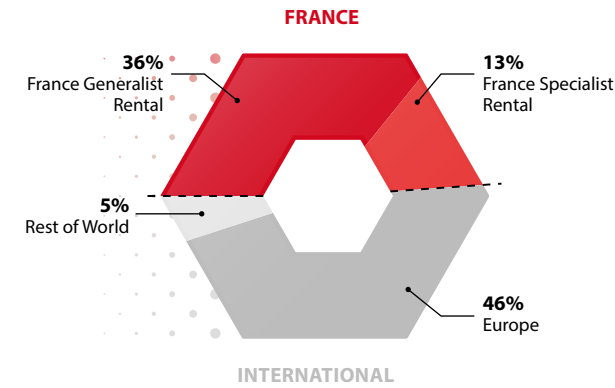
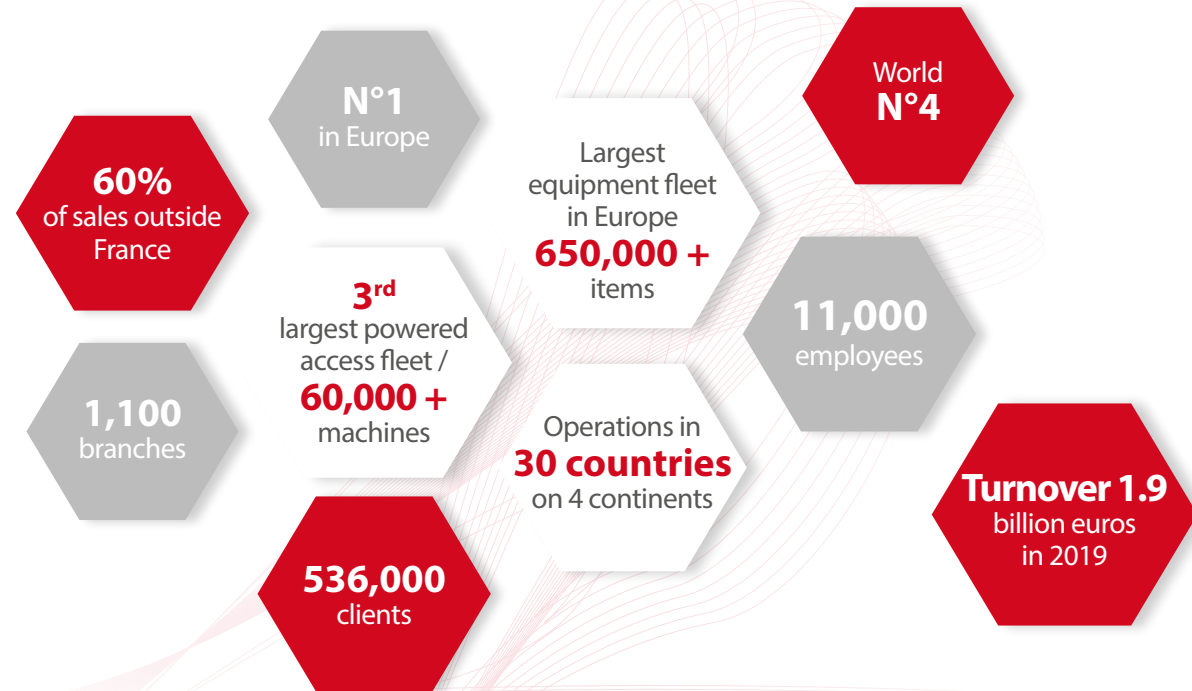
Priorities which, lying at the heart of a global strategy, will enable it to address all the challenges and issues of tomorrow.



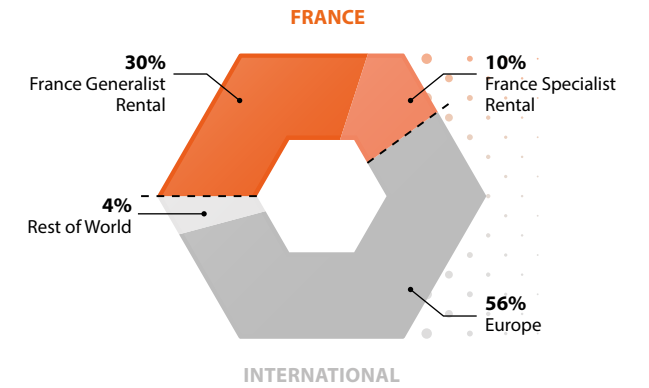
STRATEGY AND RESULTS

Always striving to be closer to its customers and their projects, the Group has developed a unique network of 1,100 branches in 30 countries. Today, the strength of this linkage makes Loxam the leading equipment rental network in Europe, effectively meeting the expectations of all its stakeholders.

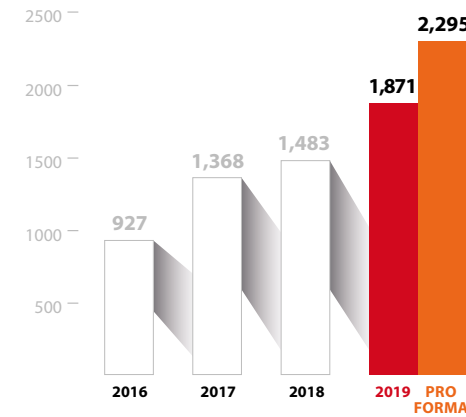
With an international division accounting for more than 60% of its turnover, Loxam is strengthening its presence in various countries and continuing to expand into new ones. This strategy is reflected in a steady increase in the Group's results. Today, Loxam can assert its position as an acknowledged leader in the sector.



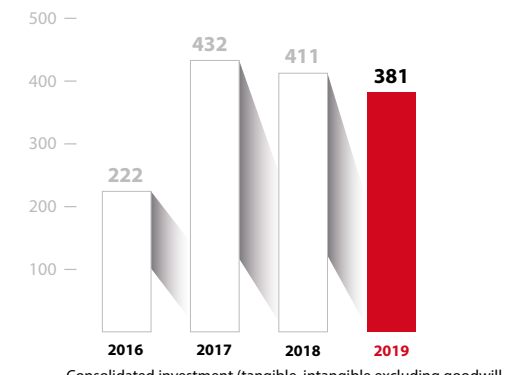
BREAKDOWN OF TOTAL TURNOVER IN 2019
BY GEOGRAPHICAL REGION **€1,871 M**



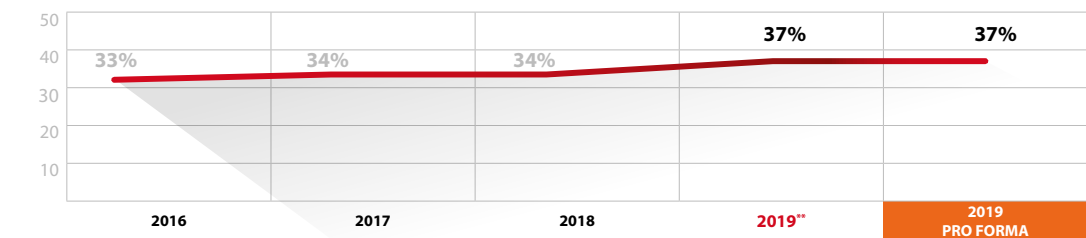
BREAKDOWN OF TOTAL TURNOVER IN 2019
PRO FORMA
BY GEOGRAPHICAL REGION **€2,295 M**



VARIATION IN TURNOVER
(in € million)



Consolidated investment (tangible, intangible excluding goodwill, excluding effects of IFRS 16)
CONSOLIDATED INVESTMENT
(in € million)



CONSOLIDATED EBITDA
(as a percentage of turnover*)

* Consolidated net profit + corporate income tax + financial expenses + depreciation + non-recurring costs
** After application of IFRS 16

TIME LINE

1967 - 1977 CREATION

Two Bretons detect the emergence of a new service for construction and civil engineering companies (equipment rental) and develop this concept among professionals from the Brittany and Loire-Atlantique regions. The first branch of SAM is established in Hennebont (Morbihan) in 1967. The company develops further by building the method and service mind-set that will go on to be the key values of Loxam.

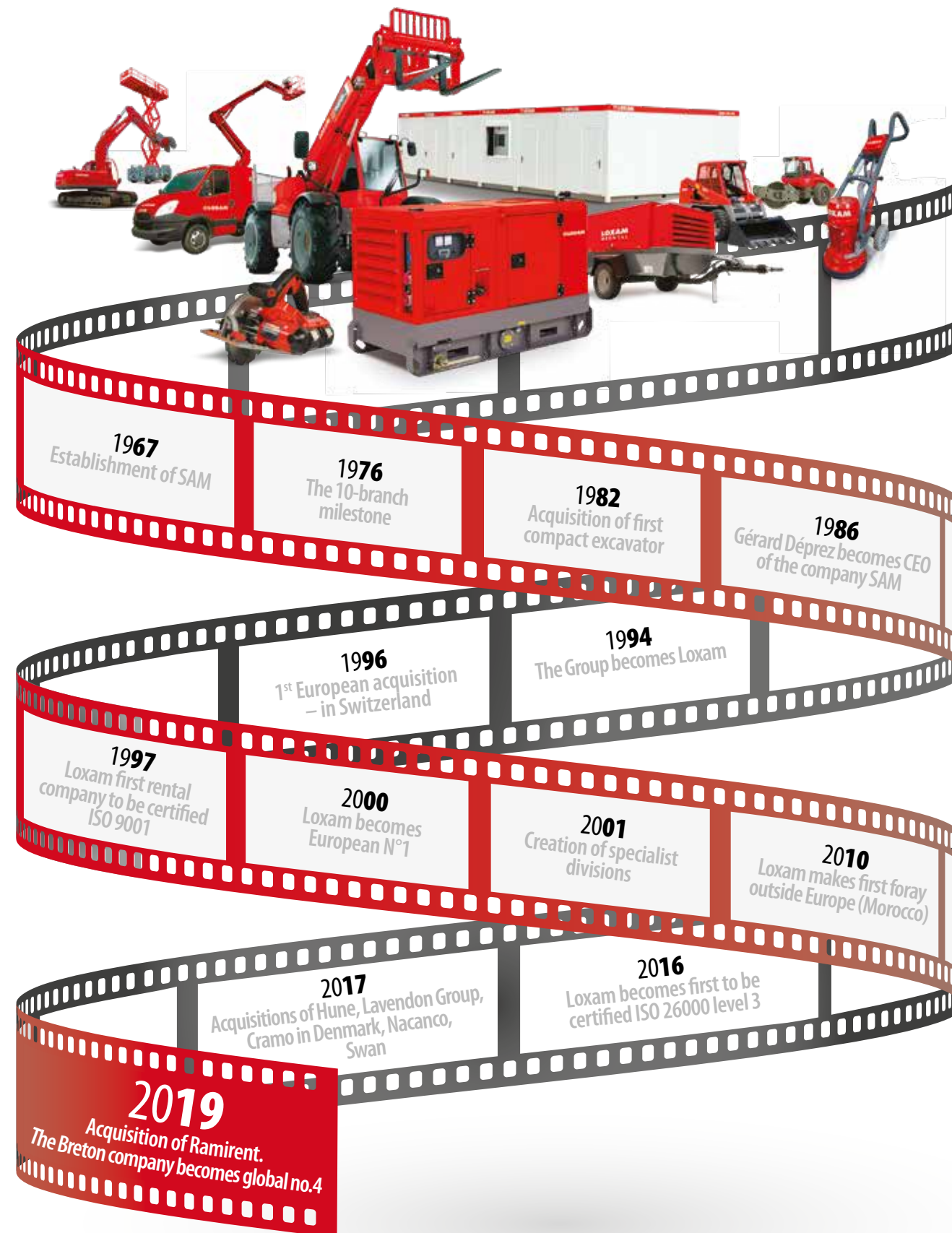
1977 - 1987 REGIONAL DEVELOPMENT

Acquired by Lyonnaise des Eaux, SAM continues its branch opening policy while at the same time starting to develop through external growth with its first acquisitions.

In 1979, the company has 26 branches in 16 French departments. It reaches a watershed in 1986 when Lyonnaise des Eaux decides to sell SAM. The following year, SAM becomes SAM Location and innovates by choosing red as the symbol for its equipment fleet.

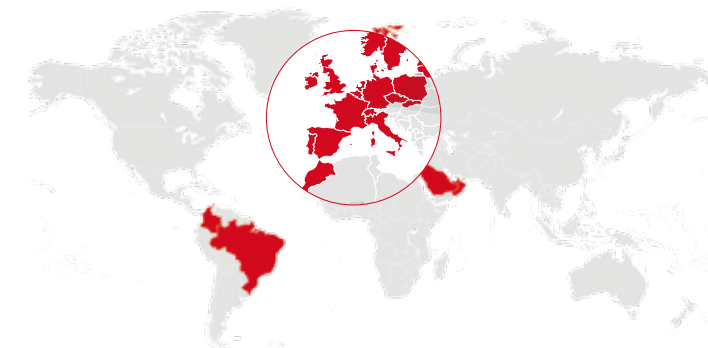
1987 - 1997 NATIONAL EXPANSION

The different entities are merged, and the company accelerates its nationwide installation. The 100th branch is opened in Marseille in 1991, and, to assert its national identity, the Group becomes Loxam in 1994. In 1997, Loxam becomes the first European company in its sector to receive ISO 9001 certification, in recognition of its policies in quality and continuous improvement.



1997 - 2007 THE EUROPEAN GAMBLE

Development in France continues with the branch openings and company acquisitions (Laho Équipement, Loueurs de France BTP, etc.). When it expands into Switzerland, Loxam writes a new chapter in its story. Thus commences the Group's international expansion: Belgium and Germany (1999), Great Britain and Ireland (2000), Spain (2002), Luxembourg (2005), the Netherlands (2006) and Denmark (2007).



2007 - 2017 CONSOLIDATION

In the midst of a financial crisis which affects the entire European construction branch, Loxam focuses on integrating recently acquired companies and continues its development by strengthening its general rental division (acquisition of Locarest in France, Locamachine in Belgium and Stammis in the Netherlands). In 2010, Loxam crosses the boundaries of Europe for the first time and sets up in Morocco, followed by Brazil. In 2015, the Group buys Hertz Equipment France and Spain. The same year, the Group becomes the first rental company in the world to obtain level 3, known as "mature", of the ISO 26000 standard for its CSR policy.

2017 - ... THE GLOBAL CHALLENGE

By completing the acquisitions of Hune, Lavendon and Nacanco, Loxam reinforces its status as an international rental company established not only in Europe but also in South America, Africa and the Middle East. In July 2019, the Group reaches a major milestone in its history with the acquisition of Ramirent, Europe's second largest equipment hire company. It thus strengthens its position as the undisputed pan-European leader. Loxam becomes the 4th largest market player in the world behind the American company United Rentals and the British company Ashtead, with operations in 30 countries around the world and pro forma sales of €2.3 billion.



INTERNATIONAL EXPANSION

To conquer the equipment rental market, the Group's strategy is to strengthen its network in various countries and to continue to expand into new ones.

To achieve this, Loxam favours the acquisition of well-known companies, which contributes to good knowledge of local specificities. Their integration, drawing on seasoned management processes, thus fosters the quality of services and the high safety standards of work.

This successful external growth is based on a solid and efficient internal organization, enabling Loxam to meet the new challenges that will consolidate the Group on a larger scale.



SIGNIFICANT INTERNATIONAL DEVELOPMENT BACKED UP BY THE **ACQUISITION** OF THE **EUROPEAN N°2**

As the pioneer of the French equipment rental market, Loxam displays very high ambitions for worldwide development. Already the European leader for the hire of equipment and tools for public works, construction, industry, landscaping and services, the French company initiated a successful takeover bid in June 2019 for Europe's number 2 in the sector, the Finnish company Ramirent.

11,000
The number of
EMPLOYEES
working in the **GROUP**

650,000
The total number of items
of equipment in the fleet,
including
**60,000 POWERED
ACCESS**

LOXAM BECOMES A PAN-EUROPEAN LEADER

By reinforcing its position on the "Old Continent", the acquisition of Ramirent reflects Loxam's strategy to become the first market player on the mainland to exert an influence on the worldwide market. The Finnish group, the leader in Scandinavia (Finland, Sweden, Norway), Central Europe (Poland, Czech Republic, Slovakia), Eastern Europe (Estonia, Latvia and Lithuania) and N°2 in Europe, posted sales of €712 million in 2018. With perfectly complementary and geographically balanced activities, the acquisition of Ramirent allows Loxam to be present in eight new countries and offer its customers total European coverage.

POWERFUL ECONOMIC BENEFITS

The strategic tie-up of these two equipment rental leaders significantly reduces the dependence of each of them on their domestic market and therefore more generally on the cyclical construction sector. The Group thus strengthens its diversification in terms of customers and activities, and positions itself in a balanced way in mature markets (Scandinavia) and growing markets (Central Europe). Loxam is now the leader in 12 of the most important European countries and holds a 9% share of this market.

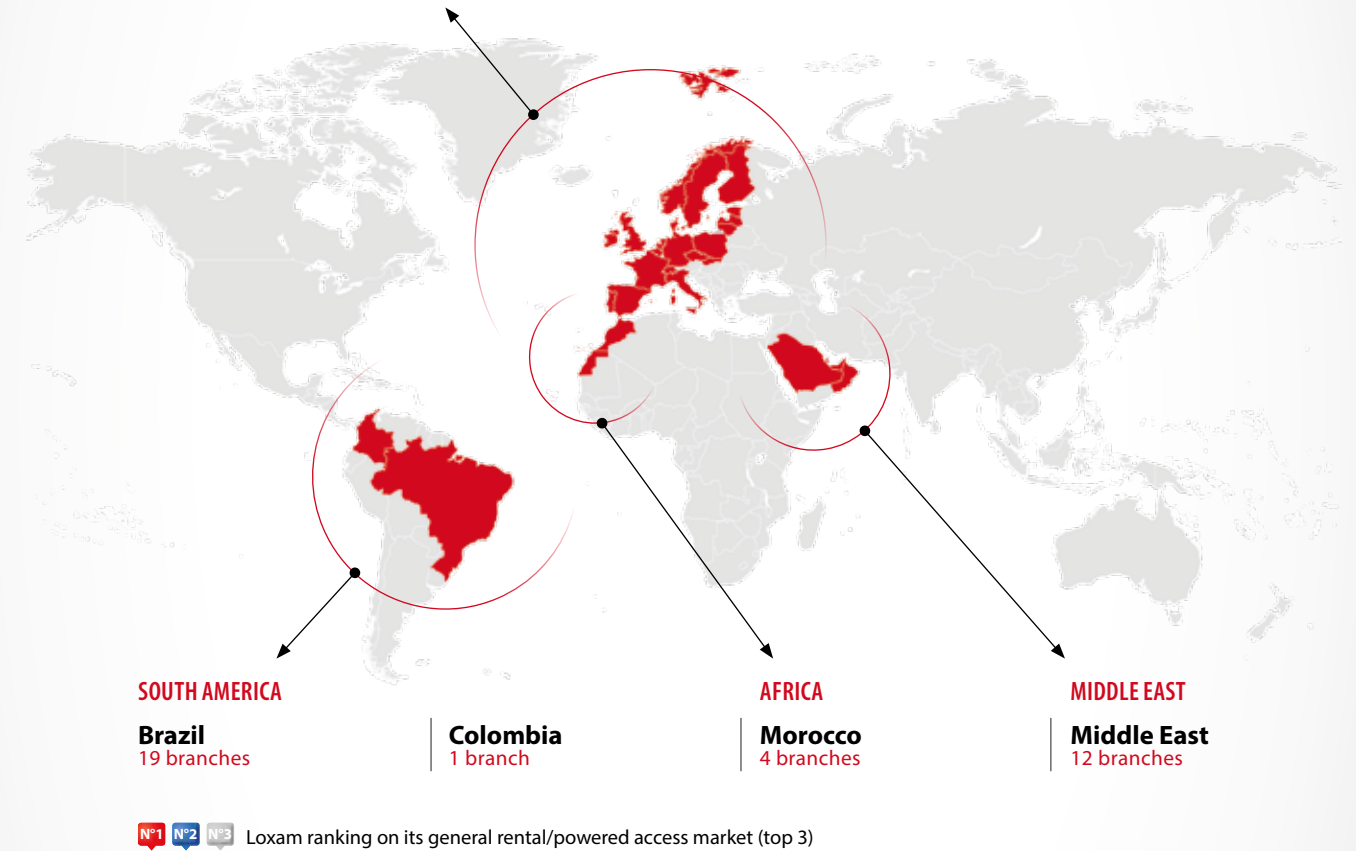
RAMIRENT – LOXAM: NATURAL PROXIMITY, SHARED VALUES AND AMBITIONS

Ramirent is established in Finland, Sweden, Norway, Estonia, Latvia, Lithuania, the Czech Republic, Slovakia and Poland.

The bridge from Caudan (Brittany) to Helsinki (Finland) is actually not that much of a stretch. Because, while the cultures of the countries of origin are different, the commitments of the two firms are similar: faultless service, a high quality equipment fleet, serving similar markets, substantial commitments to safety and CSR, etc. Together, Loxam and Ramirent can pool their best practices to generate the necessary synergies which will help to improve the profitability and operational leadership of the Group.

EUROPE

N°1 Baltic states (Estonia, Latvia, Lithuania) 46 branches	N°2 Denmark 29 branches	N°2 Italy 18 branches	N°1 Spain 42 branches
N°2 Belgium 17 branches	N°1 Finland 50 branches	N°1 Luxembourg 1 branch	N°1 Sweden 85 branches
N°1 Central Europe (Poland, Czech Republic) 73 branches	N°1 France 500 branches	N°3 Netherlands 43 branches	Switzerland 7 branches
	Germany 22 branches	N°1 Norway 42 branches	N°1 United Kingdom 44 branches
	Ireland 4 branches	Portugal 2 branches	



A REINFORCED POSITION AS EUROPEAN AND GLOBAL LEADER

Less than two years after the major acquisitions of 2017 (Hune (Spain), Lavendon (UK, Middle East, Belgium) and Nacanco-Nove (Italy)), Loxam confirms that it is a leading and trusted market player with considerably reinforced visibility and positions. In 2019, the Group entered the global Top 3, behind United Rentals and Ashtead. It is the only one of these three groups to be a truly global player as it operates in 30 countries on four continents, with United Rentals only operating in the United States and Canada, and Ashtead only operating in North America and the United Kingdom. Today, Loxam generates 60% of its profit outside France.

PLANET PROJECTS

From the United Arab Emirates to Denmark and from the United Kingdom to Spain, Loxam plays its part in the delivery of a great many projects. With a range of innovative equipment and services, the Group always provides tailored solutions, as illustrated by this overview.

UNITED ARAB EMIRATES
// Ferrari-Maserati showroom
 Rapid Access supplied the powered access equipment to help build this prestigious building in Dubai.



ITALY
// Nacanco-Nove brightens up Genoa
 Aerial work platforms were provided to around 10 artists to install giant murals in the disaster stricken Valpolcevera neighbourhood, nearby the Morandi bridge which collapsed in August 2019.



FINLAND
// Ramirent, supplier of complete solutions for major projects
 On the Tripla project in Helsinki (Finland) a full series of rental-related services are offered: site logistics, protection from bad weather, remote site surveillance, safety training, use of equipment digitally conditioned to employee skills thanks to the RamiSmart key card, etc.

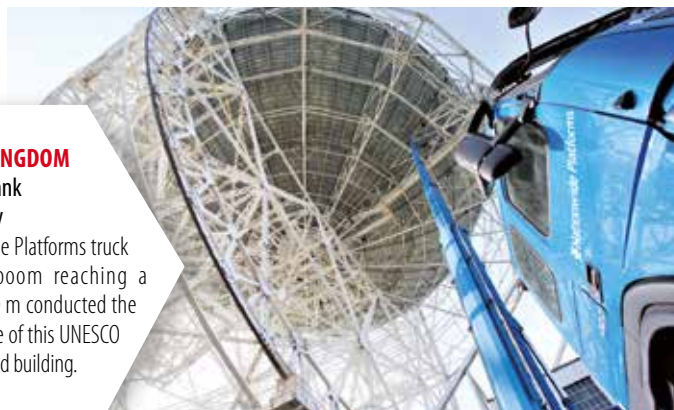


FRANCE
// At the heart of the Line 11 TBM
 The worksites of Grand Paris Express, the largest urban project in Europe, will in due course call on around 20 tunnel boring machines. Loxam was in action on the line 11 TBM.

FRANCE
// Notre-Dame reconstruction
 Loxam announced its support the day after the fire that seriously damaged this world heritage monument. When the outdoor work started up, we were there.



UNITED KINGDOM
// Jodrell Bank Observatory
 A Nationwide Platforms truck mounted boom reaching a height of 70 m conducted the maintenance of this UNESCO heritage listed building.



QATAR
// Dukhan Expressway
 The project to which Rapid Access is contributing is for the construction of a 10-km road (East section) including roadworks, public services and several infrastructure jobs.



SPAIN
// Madcool Festival
 As the exclusive supplier to the Madcool festival for the fourth year, Loxam Hune installed more than 195 items of equipment (power generators, powered access, etc.), making its contribution to the success of one of the biggest music festivals in Europe.



FRANCE
// Loxam Module at the heart of the Lavéro petrochemical complex
 During the shutdown of the Petroineos refinery in Martigues which was conducted in two phases, the specialist in modular construction installed two accommodation bases comprising more than 150 shelters.



DENMARK
// Contribution to a colossal structure
 Over a three-year period, Loxam contributed to the construction of the bridge spanning the Roskilde fjord, 30 km from Copenhagen. It was a hefty challenge indeed: the bridge is 1.4 km long and is made up of 52 pillars and 492 elements each weighing 100 tonnes.



WORLDWIDE
// Loxam everywhere, for everyone
 At Christmas time for the installation of festive decorations and the rest of the year for the maintenance of signage, cables, public lighting, streetlamps and window cleaning, Loxam provides a solution to all work at height issues on the public roads, and in all countries.





AN ATTRACTIVE, **TOP-CLASS** OFFERING

Acknowledged for the quality and wide variety of its equipment fleet, Loxam also attaches a great deal of importance to relations with each of its clients.

This is why the Group offers varied, tailor-made solutions and optimal quality of equipment for hire and consumables for sale. In terms of services, Loxam provides all the tools that enable its customers to be more efficient and more responsive in their daily professional activities.

Providing the best possible support to all professionals who choose Loxam is a priority.

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A **UNIQUE**, DIVERSIFIED & MODERN FLEET TO MEET THE REQUIREMENTS OF EVERYONE

◻

Loxam's strength lies above all in its fleet of 650,000 items of suitable, safe and environment-friendly equipment, allowing the Group to meet the most varied demands. To guarantee the highest standards of safety and reliability to all customers, the Group sources its products from the world's leading manufacturers. By offering, throughout the world, a breadth and depth of range unequalled on the market, Loxam adapts its offer and is constantly innovating. The fleet is organized around large categories of equipment such as personnel lifting, earthmoving, compaction, handling, modular construction, energy and tools.


N°3 WORLDWIDE FLEET
 of powered access equipment



Portable electric tools



Sawing, cutting & perforation



Landscaping



Pumping & welding



Light construction



Air conditioning & heating



Structural work



Powered access



Handling



Earthmoving



High-reach powered access with operator



Demolition



Energy



Modular construction



Transport



Compaction



SERVICES, THE ADDED **VALUE** TO IMPROVE THE CUSTOMER EXPERIENCE



To create better connections and make its clients' lives easier, Loxam has introduced a **one-stop call number** to organise rental contracts and receive personal advice and immediate assistance, all with a single phone call.



This new loyalty program launched in 2019 is **more simple, more generous** and **more exclusive** to create and maintain close relations with customers. Members can receive exclusive benefits, while a points acquisition system allows them to earn discount vouchers. Therefore, the more the customer rents, the more they save.



Thanks to its national network and in partnership with training bodies, **Loxam offers its customers the opportunity to receive training close to their work site** with a comprehensive catalogue of training courses in legal regulations.



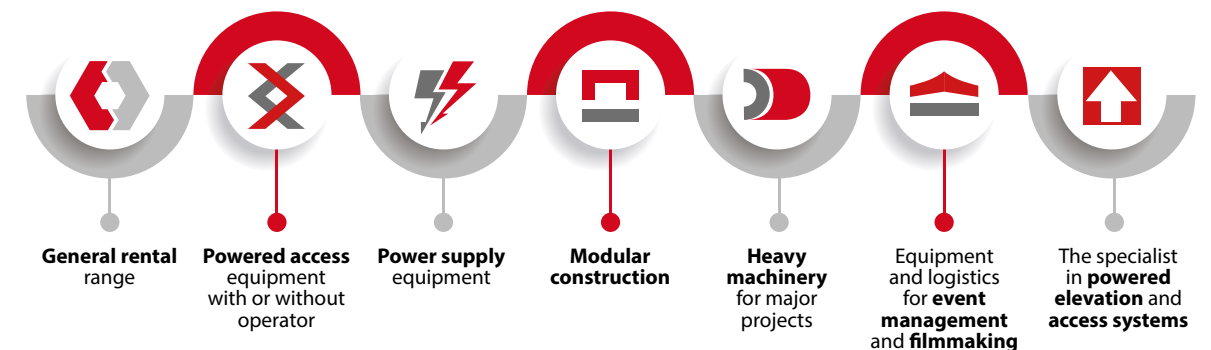
This is the **medium term rental** formula by Loxam (1 year and more). Customers receive new or recent equipment, maintenance and inspections are included and monthly invoicing is provided in full detail. This is a full service offer, a competitive alternative to investment.

A STRONG BRAND FOR MULTIPLE RESPONSES

To fulfil the most demanding requirements in terms of equipment and associated services, Loxam has structured its branches into eight networks: one general rental network and seven specialists.



A network of 1,100 branches around the world and a wide selection of equipment



PROXIMITY: A CENTRAL CRITERION FOR CUSTOMER SATISFACTION

Loxam's business model is based on very dense territorial linkage, which allows us to ensure that our branches are close to our clients' sites. Our strong territorial establishment enables us to reduce transport distances and therefore our carbon footprint. Each branch is committed to customer satisfaction through :

- a fleet of equipment suited to demand, in a perfect state of operation, safety and cleanliness.
- a friendly welcome, advice, qualified assistance, an attentive ear to respond quickly and comprehensively, meeting the undertakings made and permanent punctuality on building sites.

Loxam branches operate like real SMEs, following a standardised management model that guarantees the same quality of service to the Group's 536,000 customers, wherever they are in the world.

In more than 50 years of existence, the Group has successfully demonstrated the quality of its services offered by all its networks. A permanent audit programme (technical, administrative, commercial) guarantees this level of quality and rigour.

LOXAMCITY: EQUIPMENT AND TOOLS IN PARIS CITY CENTRE

The essence of Loxam's commitment to local proximity can be found in the LoxamCity branches located in Paris. Personal and trade customers alike benefit from a service six days a week from Monday to Saturday, fulfilling city centre construction work issues. This network offers an exhaustive range of handheld electric tools, scaffolding, power generators, heaters, etc. A range of equipment dedicated to renovation, decoration, plumbing, cleaning works is available along with consumables for sale.

This concept, which has been tried and tested in France, is starting to be rolled out abroad. A first branch has opened this year in Madrid (Spain).





THE CULTURE OF **INNOVATION** FOR EQUIPMENT RENTAL

Responding to the new challenges of the sector and anticipating tomorrow's evolutions is what drives our teams every day.

Innovation is continually desired and encouraged. As a result, every year, Loxam brings new equipment into its fleet, selected with great care and attention to detail.

Whether technological, functional or environmental, innovation contributes to the Group's performance and that of its customers.



INNOVATION TO RESPOND TO THE SPECIFIC NEEDS OF EACH CLIENT

1ST RENTAL COMPANY
in France to offer bionic gloves for hire



IRONHAND® TO PREVENT MUSCULOSKELETAL DISORDERS

In 2019, Bioservo and Loxam carried out a joint project to evaluate the rental potential of Ironhand® on the French market. The pilot project, which was completed at the beginning of December, far exceeded expectations and demand for solutions to ensure worker safety. This bionic glove amplifies the natural strength of the hand, while reducing effort, in order to prevent certain musculoskeletal disorders related to heavy work.

A NEW TRUCK FLEET WITH ENHANCED SAFETY

Loxam works with manufacturers to improve safety on equipment or vehicles. This high-quality cooperation, maintained for many years, allows us to take a stand on tough or dangerous working conditions and help design standards evolve. To give an example, in 2019 certain fleets of delivery trucks were equipped with a walkway fitted with a guardrail to make it safer for people to move around when loading and unloading equipment. The system has been tested and approved and is currently being deployed on a larger scale.

10% fuel savings with TWINPOWER



TWIN POWER, AN INNOVATIVE CONCEPT COMBINING TECHNICAL AND ENERGY PERFORMANCE

New! This year, Loxam Power, the specialist in the rental of industrial equipment power supply, is offering two generators for rental of 725kVA each, housed in the same container. This highly innovative new machine features improved performances and particularly fuel-efficient operation (up to 10% in energy savings). Specially designed to operate in difficult or sensitive environments (construction, oil and gas sectors, etc.) this new piece of equipment can be used in stand-alone mode or combined with other gensets. This makes it ideal to provide continuity of service in the event industry, for example. Its small footprint offers the advantage of making it easy to load onto a truck and reducing transport volumes.

25% The proportion of investment in 2019 devoted to the new generation of dual fuel or electrically powered equipment



LOXAM INNOVATES BY OFFERING THE FIRST ALL-ELECTRIC COMPACT EXCAVATOR ON THE RENTAL MARKET

Five times quieter than a diesel, this electric compact excavator is part of an eco-responsible approach, increasingly popular with customers. It is the first of its kind launched on the market by a manufacturer. This compact and powerful model, guaranteeing zero carbon emissions, offers identical performance to the same model in the diesel version. Its operation, with no anchoring points or dangerous cables (no permanent electrical connection), allows contractors to work inside buildings and in urban environments. By offering this innovative 100% electric compact-excavator for hire, Loxam illustrates its interest in technological solutions that care for the environment.

DUAL FUEL AND ELECTRIC EQUIPMENT TO ADDRESS THE CHALLENGES OF TOMORROW

Equipment such as an all-electric vibratory plate, loader or excavator or a dual fuel 20m articulated AWP all help to reduce the carbon footprint and lower noise pollution while increasing safety and protecting the health of users. Today, 70% of small equipment, 40% of powered access and 10% of landscaping equipment in the Loxam fleet works on clean energy.



A 21T HYBRID POWER PUBLIC WORKS EXCAVATOR

This excavator is based on an innovative "hybrid hydraulic" system which recovers and reuses energy, generating fuel savings (up to 40%). It is powerful and can work quietly, and is fitted with a fully pneumatic suspension cab for enhanced working conditions.



A 20-M DUAL FUEL ARTICULATED AWP

This two-in-one solution enables workers to operate in all-electric mode for an entire working day, emission-free. An all-terrain vehicle with its four-wheel-drive and all-wheel steering, it can be used both outdoors and indoors.



AN ELECTRIC VIBRATORY PLATE

Used for the compaction of soil or asphalt or for the laying of paving slabs, this all-electric vibratory plate operates with a battery (cordless) and comes either with or without a water tank.



AN ALL-ELECTRIC LOADER, PAYLOAD 600 KG- 200 L

Designed for use in city centre and underground environments, this machine offers two benefits: it does not pollute, and it works quietly. With its tyres and articulated chassis, it offers excellent flexibility.

AN ALL-ELECTRIC MINI EXCAVATOR

Using cutting-edge automobile battery technology, this fully electric mini-digger runs on four lithium-ion batteries supplying 20kWh of energy storage. This capacity is enough for a full day's work.



CSR FOCUS



THESE **COMMITMENTS** THAT UNITE US

Satisfying its customers, motivating its employees, improving its economic performance and limiting its environmental impact: such is Loxam's ambition for the years to come. More than just a fad, these are deep convictions. The Group is aware of the impact of its activity on the environment and future generations.

The implementation of an environmental and quality management system, a reinforced safety policy, responsible choices and the involvement of all teams around the values of sustainability bear witness to the company's long-term commitment in this area.



Download the 2019 CSR
report at: [https://www.
loxam-csr-rse.com/](https://www.loxam-csr-rse.com/)

EQUIPMENT RENTAL, A RESPONSIBLE OPPORTUNITY



On a construction site, whatever its size, there are many tasks to be carried out. It is essential to have the right solutions to be able to work in a safe environment. As a highly advantageous alternative to ownership, equipment hire is a model of responsible and aware consumption. It simplifies management (financing, purchasing, logistics, maintenance, etc.) and allows the debt capacity to be reserved for strategic investments. It guarantees safety, quality and compliance with constantly evolving standards and, above all, it transforms fixed costs into variable charges, giving customers better control over their costs.

For more than 50 years, Loxam - European leader and N°4 in the world today - has been committed to understanding and anticipating the needs of its customers by enabling them to benefit from all the advantages offered by equipment hire.

SEEKING COST EFFICIENCY AND AIMING FOR COMPANY PROFITABILITY

Cost optimization is a real development lever for companies. To gain in efficiency, renting offers a chance to reduce the storage costs of machines and its many constraints. The equipment rented out by Loxam is checked and serviced by experienced professionals, which eliminates maintenance and repair costs for the customer.

MAKING USE OF RECENT, SAFE AND INNOVATIVE EQUIPMENT

Loxam's fleet of equipment, selected from the largest manufacturers, is the subject of particular attention. As it is innovative, it offers users the possibility of having high-performance, user friendly and ever safer machines. The Group offers its customers a very wide range of equipment, from the most general to the most specific, from among the most recent available on the market to effectively meet every demand.

FULFILLING TEMPORARY REQUIREMENTS AND MANAGING WORK VARIATION BETTER

Every jobsite is different! In terms of space configuration, the working environment or specific activities: to meet all needs and manage major variations in business, renting provides a rational solution. Loxam offers all contract durations through specific formulas such as Minilease. From a few days in the case of one-off jobs, to several months or even several years in the case of larger projects, the customer has the choice.

BENEFITTING FROM TAILORED ADVICE AND TECHNICAL ASSISTANCE

At Loxam, all rentals come with the advice of continuously trained experts. Instructions for use and safety, optimisation of equipment selection, immediate assistance or technical and logistical requirements: the services associated with rentals provide significant added value to guarantee the success of all projects.

RECEIVING A RANGE OF HIGH QUALITY SERVICES

One of Loxam's main objectives is to offer an increasing number of services to contractors in order to relieve them of the problems associated with fleet management. Alongside these rental contracts, customers are offered services such as transport, installation, start-up and insurance. In addition to rental and related services, the Group also sells tools, small equipment and consumables.

CONTRIBUTING TO ABSOLUTE WASTE SORTING

When they go to Loxam for their equipment rental, the customer can be sure that the equipment used is well-managed from the moment it is purchased until its "end of life". Faced with the risks inherent to its business, the Group calls on its Equipment Recycling Centre, created around regulatory requirements ensuring the safety of people and the environment. Carrying ISO 9001 and ISO 14001 certification like the entire Group, it scrupulously processes decommissioned equipment and drastically controls waste volumes.

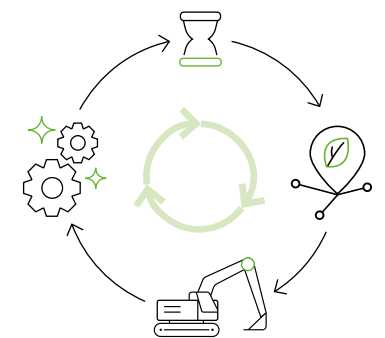
SUSTAINABLE CONSUMPTION

Rental is at the heart of the principles of the circular economy. By limiting the wastage of resources and environmental impact, it helps to reinforce social and societal responsibility. How?

- By maximising the use and life span of equipment;
- By reducing the carbon footprint thanks to a dense network of branches;
- By always choosing the right equipment for each task;
- By benefiting from equipment that is perfectly maintained throughout its lifecycle.

Services available
24/7

90%
of spare parts making up an item of machinery are in most cases reusable



A PROACTIVE, AUDITED AND ACKNOWLEDGED **SAFETY** POLICY



FRANCE AND SPAIN CERTIFIED ISO 45001, RECOGNITION OF COMMITMENTS TO OCCUPATIONAL HEALTH AND SAFETY

Involving all the actors of the firm in the prevention of risks relating to equipment rental is a priority for Loxam. To go further in its commitment to the health and safety of its employees and customers, the Group launched an ISO 45001 certification project, the first ISO standard for occupational health and safety and applied in more than 60 countries. The first stage of this process was completed in December 2019 when it was obtained in Spain and France (Rental and specialists). A French first in the rental sector.



MASE, THE CERTIFICATION OF COMMITMENTS TO HEALTH, SAFETY AND THE ENVIRONMENT (HSE)

The Loxam Power network, a specialist in energy supply, has had its MASE certification renewed for a further three years. This recognition attests to the subsidiary's ongoing commitment to health, safety and the environment (HSE). Employees work with customers whose activity is often linked to heavy industries (mining, chemicals, shipbuilding, electricity generation) and who require the implementation of specific safety measures. MASE certification bears witness to the quality of the services provided, the expertise of the teams and the reliability of the equipment offered.



Loxam among the **5%** MOST ADVANCED & COMMITTED SUPPLIERS

LOXAM OBTAINS GOLD IN THE ECOVADIS CERTIFICATION

In May 2019, Loxam received an award from the independent rating agency EcoVadis for its sustainability and corporate social responsibility (CSR) policy. This is based on international standards such as the United Nations Global Compact or the Global Reporting Initiative. The Group's commitments in the areas of the environment, human resources, business ethics and responsible purchasing are recognized. As one of the companies most highly evaluated by EcoVadis, Loxam demonstrates its compliance with the highest standards in terms of sustainable development.



NATIONWIDE PLATFORMS, LOXAM'S UK SUBSIDIARY, EARNS IPAF RENTAL GOLD

Following its annual audit, Nationwide Platforms was awarded IPAF Rental+ Gold certification in February 2019. Recognised in the industry as the independent quality label for powered access equipment rental companies, IPAF Rental+ is awarded to those who meet the criteria expected of top-level rental service providers. It is a guarantee provided to customers that they will be receiving the highest possible quality of service.

EUROPEAN RENTAL ASSOCIATION (ERA) PAYS TRIBUTE TO LOXAM FOR ITS ACTIONS TO PROMOTE SAFETY

At the annual convention of the European Rental Association (ERA) held in May 2019, Loxam received the Sustainability Award for its corporate project to develop its safety culture. Among the main areas of its social commitment, the Group has made safety a priority and a key issue for everyone (employees and external stakeholders alike).

For the first time, two large scale initiatives conducted by Loxam were applauded by a jury of industry professionals: the "Safety Meetings", an event aimed at clients and external stakeholders, and a "Safety Challenge" open to the 8,000 employees around the world in 22 countries on 4 continents. The challenge was to mobilize as many people as possible around a key issue, and to promote innovations to protect the integrity of everyone (customers and employees alike) for ever greater "safety, anytime and anywhere".

ORGANISATION OF A CSR WEEK TO BRING EMPLOYEES TOGETHER AROUND THIS KEY PLEDGE

Over the 5 days, 5 themes were covered: Safety, Environment, Ethics, Social and Stakeholders. This week-long event, which was a first, aimed to give impetus to our social commitment by arousing the interest of our employees so that they become aware of what CSR means in concrete terms and how they can apply it locally on a daily basis.

SAFETY MEETINGS: WHEN COLLECTIVE INTELLIGENCE IS HARNESSSED FOR THE BENEFIT OF SAFETY

"Much more than rental" means demanding more safety. Loxam is committed to improving the safety of people and equipment in their everyday tasks. The Safety Meetings are a concrete illustration of this commitment. Over the space of a day, Loxam invites the main players in the sector (safety officers, buyers, QHSE managers, etc.) to get up to date on technological developments in terms of safety at work, take part in themed workshops and draw up proposals for the future together. With issues such as digitisation of documentation, process dematerialisation, data and accident prevention, digital tech emerged this year as a major tool on which progress can be made.

SAFETY, AN ABSOLUTE PRIORITY FOR ALL, ANYTIME AND ANYWHERE

The health and safety of people is a primary concern at Loxam. Constant attention is paid to these issues and a proactive attitude is adopted to anticipate risks. The utmost attention is therefore paid to complying with the highest quality standards and guaranteeing the safety of our employees and customers. Emphasis is placed on awareness raising and training through events to discuss best practices in this area, quarterly newsletters, YouTube tutorials on how to use our products safely, etc. The Group's R&D team also works closely with suppliers to help them make progress on safety and equipment innovation, based on feedback from end-users.



- 20% accident frequency rate

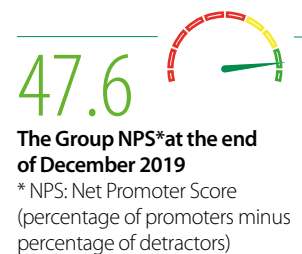
LOXAM AND OPPBTP SIGN A PARTNERSHIP AGREEMENT

Loxam's commitment with the French building and public works accident prevention body is a further step in its efforts to promote good risk prevention and safety practices to contractors. This partnership is based on sharing experiences in the field and exchanges of visibility, leading to the setting up of concrete initiatives. This is evidenced by the "Sélection Prévention" label, a new feature in the 2019 rental catalogue, which flags up the equipment selected by the OPPBTP's experts for its improvement of day-to-day working conditions and its contribution to site accident prevention and safety.



AT THE **HEART** OF A LONG LASTING CSR POLICY

The attention we pay to our clients, employees, suppliers and contractors and more broadly society as a whole is what goes into a healthy sustainable development policy. To this end, Loxam is evaluated at level 3 of ISO 26000 and is the only company in the sector to be certified at this level to date. Therefore, because nothing should be taken for granted and everything can be continuously improved, the Group sets itself new performance targets each year. It deploys tangible initiatives in accordance with the undertakings made under the UN Global Compact of which Loxam is a member.



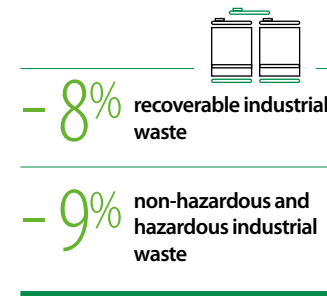
CUSTOMER SATISFACTION, ONE OF THE GROUP'S FOUNDATIONS

If innovation has always been a common thread in our journey, it is because we are intent on offering the best experience to our clients by fulfilling the specific needs of each of them. Becoming "its clients' preferred rental company" is the Group's driving force, fuelled by the desire to always be a pioneer in its field. In fact, for the third consecutive year, Loxam was awarded the "Voted Customer Service of the Year" label in France: official recognition of being one of the most effective companies in customer relationship management.



THE GROUP MAKES ITS COMMITMENT OFFICIAL BY SIGNING THE DIVERSITY CHARTER

By joining the 3,900 signatories of the Charter, originally launched in 2004 by French business leader Claude Bébéar, Loxam undertakes to make diversity a strategic asset. Leaders and managers are trained in issues relating to non-discrimination to build a company reflecting today's society and its diverse ethnic, social and cultural make-up. As a signatory, Loxam has also chosen to communicate around these principles to its customers and partners. All the steps taken to foster and promote diversity will be regularly assessed. To ensure that this commitment lives on in the long term, the Group has built diversity management into its three-year CSR plan for 2019-2021.



ENVIRONMENTAL PROTECTION, AN IMPERATIVE AS A RESPONSIBLE RENTAL FIRM

Loxam is proud to contribute to value creation at local, regional and national levels. Waste sorting, recovery of end-of-life equipment, reduction of fossil fuel and water consumption: Loxam has the "environmental reflex". The management tools implemented help the company to make further progress towards responsible development, and ISO 14001 certification for the entire Group provides proof of this. Very strict technical directives, with particular attention paid to the fight against waste, the sustainability of the equipment fleet, the limitation of noise pollution and dust emissions, etc. provide a framework for this policy.

JOBS & TRAINING: AN UNDERTAKING TO SUPPORT ALL FORMS OF TALENT

Supporting employees is essential. A rigorous HR policy and a training school specific to the Group, located in Bagneux (92), offer employees a chance to better understand their job, but also move up through the company. More than 60,000 hours of training were delivered in 2019 and 10% of employees have received a promotion each year over the last three years. Social dialogue, maintaining healthy and cordial relations with social partners and the well-being of employees are also part of the DNA of a Group driven by a true human dimension.

ETHICS: THE ESSENTIAL ASPECT IN CARING GOVERNANCE

Being a responsible rental firm also means developing an uncompromising ethical approach, giving priority to the rules of good business practice, encouraging healthy and fair competition, respecting the fundamental rights of all and engaging in dialogue with its stakeholders. Loxam is committed to this every day by working hand in hand with all the players in its ecosystem. A risk mapping assessment has been carried out covering criteria such as corporate governance, social conflicts and strikes, corruption, etc. It helps to fix priorities for action and assess the level of control over each identified risk. This measure comes in addition to the internal audits carried out regularly during the year.

LOXAM AND CORPORATE PHILANTHROPY

Creating value for all also means supporting charities or good causes. In 2019, Loxam supported the "Syrian Roses" Association, which carries out actions to restore hope, dignity and a legitimate place in society to Syrian women who have been displaced and have suffered from the war. As part of this project, the Group paid for all the computer equipment needed to equip the training school currently under construction in Lebanon.

- But the Group is also involved in several other causes such as:
- The payment of apprenticeship taxes to support educational programmes (education);
 - The sponsorship of sports activities such as Run Disney, rugby teams, etc. (sport and health);
 - Participation in the Telethon (health);
 - Involvement in the construction of the educational building of Calviac Zoo in the Dordogne (culture);
 - The support for the reconstruction of Notre-Dame de Paris (culture);
 - Involvement in the Andros Trophy for the promotion of electric mobility solutions and the development of electric batteries and low carbon engines (environment).

THE EQUIPMENT RECYCLING CENTRE, A PIONEERING FACILITY

Equipment rehabilitation and recovery lie at the heart of the Group's recycling policy. Machines that leave the rental circuit are systematically sent to the Loxam Recycling Centre, which then takes them to be resold, recovered or reassigned: what can be called absolute waste sorting. This facility, located in Saint-Paterne (France), spans more than one hectare and illustrates the company's long-term commitment in this area and reinforces its desire to go ever further in terms of performance, safety and care for the environment.





LOXAM2.0@2020 THE DIGITAL ADVENTURE TO DRIVE PERFORMANCE

Developing connections between teams, extending the service offering, harnessing data, instilling a new culture of innovation... these are just a few of the many challenges for the Group. Whether it is a question of contributing to the evolution of the sector, improving the customer experience or making work easier for branch teams, Loxam is resolutely turned towards the future. The "Loxam2.0@2020" digital transformation currently underway is a step in this direction and demonstrates our determination to constantly move forward and adapt to technological progress, in particular with regard to mobility tools.

This is a major corporate project that drives and mobilizes all the talent in the Group to write today the jobs of tomorrow.



A **DIGITAL TRANSFORMATION** TO FLUIDIFY PROCESSES AND INVENT THE SOLUTIONS OF TOMORROW

Launched in 2018, the Group's digitalisation project Loxam2.0@2020 is advancing at pace. After the overhaul of the Group's main websites, the time had come to deploy new digital tools for the benefit of both customers and employees. Already a pioneer in many fields, Loxam quickly saw the digital world as a tremendous opportunity. A new culture is developing and processes are being redesigned. The digital transformation has some great new developments in store.

3 YEARS
The duration of the 1st phase
of this corporate project

A **DIGITAL TRANSFORMATION** WITH METHOD

With customer satisfaction at the forefront of its thinking, Loxam conducted an in-depth analysis of its information systems and processes. This helped identify new avenues to improve the customer journey, and the challenges and impacts that these new solutions would entail for branch staff in their everyday jobs.

To be as reactive and productive as possible, Loxam opted to not centralise decisions around a Digital Officer but to create a project Committee for each new digital tool. Comprising employees from the discipline concerned or from outside the discipline, these teams drew up a roadmap and stuck to it. This methodology helped them make rapid progress. All the developments and technical bugs resolutions were applied everywhere and at the same time. Only one version was under production for each application. This helped gain the buy-in of all the teams in the deployment and give positive impetus to projects.

100%
of job functions using the new
tools trained
IN 2019

SUBSTANTIAL CHANGES FOR EASIER RENTAL

The Group's digital innovations, whose aim is to make Loxam "its clients' preferred rental company", were stepped up in 2019. During the solution design phase, branch employees and the IT project teams were drafted in to invent and design these new specialist applications. Subsequently, a team of 50 specialists from the network was mobilised for the training, coaching and branch deployment phases. All the Loxam employees concerned by these IT solution changes were thus accompanied by their peers during the past year.

AN EDUCATIONAL ROLE TO OUR CLIENTS

It was important for Loxam to support its clients in the deployment, adoption and use of the new solutions. Our "experts" made themselves available to organise training sessions on clients' premises to help them understand the new benefits offered by these innovative solutions. Visits to branches and on Loxam's stand at tradeshows provided further opportunities to talk to clients about these new solutions and answer their questions.

6 NEW WEBSITES
Germany, Denmark, Belgium,
Netherlands, France and
a completely redesigned
corporate website (Loxam.com)

2.8 MILLION
The total number of emails
sent in 2019

+25%
The increase observed in traffic
on the Group's websites

A **MAJOR COMPANY PROJECT** DRIVEN FROM **WITHIN: THE KEY TO SUCCESS**

Loxam called on internal know-how by entrusting the responsibility of sharing this new knowledge to 50 "job field experts" from the network. To introduce them to these new applications, four seminars, including one in English, were organised. These experts then trained their peers and deployed the solutions in 620 branches (including 100 outside France), representing 950 days of coaching.

In addition to the 253 training sessions delivered across Europe (eight countries) including practical exercises with end users, our 50 experts also provided support to branches for the switch across to the new system in real-life conditions, whether at the front desk, in the workshop or in the yard. An e-learning module and a motion design animation were created to explain each solution, a book of best practices including a business continuity plan was made available, and a bimonthly "Digital Group" newsletter sent to all employees completed the set-up.

INNOVATIVE SERVICES FOR A DISCERNING **CLIENTELE**

• **More effective websites**

Much more user-friendly, designed in an e-commerce spirit with more comprehensive product descriptions, they allow visitors to get quotes and make bookings online. With this change, 4 million connections were recorded in 2019. These new websites were deployed in five countries and in five different languages (French, German, Dutch, Danish and English). From the French website, there is easy access to the specialist network websites. The Loxam offering in its entirety is now within the reach of the visitor in a few clicks.

• **"MyLoxam", a personal and secure customer account space available 24/7**

Loxam decided to offer its clients a set of innovative digital services to manage their rental contracts more efficiently. In 2019, more than 4,000 firms created their "MyLoxam" account. This portal offers free around-the-clock access to:

- equipment searches and information sourcing,
- electronic management of their bookings;
- keeping track of their invoices and ongoing or upcoming rental contracts,
- analysis and reporting functions on their past rentals (according to equipment type for example),
- most importantly: their pricing conditions.

• **The introduction of an EDI system (electronic data Interchange)** connecting the purchasing software of key accounts with the Loxam ERP in the aim of synchronising customer orders and Loxam invoicing. In addition to guaranteeing and protecting document flows, the system enabled Loxam to dematerialise more than a million invoices.

MOBILITY TOOLS TO HELP BRANCH TEAMS IN THEIR EVERYDAY TASKS

LoxHome, to bring people together and circulate information within the Group

This intranet gives access to a range of functions according to the employee's job type, reports on the latest Group news, facilitates access to work applications, gives access to personal applications (requests for leave, expense claims, etc.), helps manage certain tasks and runs internal surveys. Nearly 1,000 items of content were published over the year, generating 477,000 page views with an average of 415 visitors per day.

LoxBooking, a new booking and order planning solution

Designed for use by reception desk staff in branches, it aims to make it easier to search for available equipment by offering a comprehensive overview of the entire fleet. Thanks to this function, LoxBooking has helped to optimise the utilisation rate of the fleet and offers new opportunities in terms of forward planning. Significant time savings were made due to less phone calling between branches, and the risk of error declined as a result. LoxBooking has been deployed in 620 branches, representing 15 regions in France and seven European countries.

LoxCheck dematerialises the way equipment is prepared, hired out and returned

The paper inspection form is replaced by an efficient system combining machine-mounted NFC tags with smartphones. This new technology, offering fleet managers better observation tracking, was implemented in 530 branches in seven countries. More than 10,000 operations per day were performed in 2019 thanks to this innovative process.

LoxDelivery optimises delivery drivers' routes

This application helps to manage information in real-time on deliveries and equipment pickups planned for the same sector. This helps to manage delivery runs more efficiently by pooling resources between branches. Today, more than 90% of deliveries are on time. This figure has been constantly rising since its introduction.

LoxFix (field service management) offers a mobility solution devoted to callout technicians

It helps people to work in real time: the tasks to be done are listed; reports can be produced directly on-site including photos and customer sign-off, and this therefore offers total traceability. Launched in the fourth quarter of 2019, technicians working in the main French metropolitan areas use it today. It is currently being deployed on a wider scale.

DIGITAL TECH WORKING FOR ENVIRONMENTAL BENEFIT

LoxDelivery enables drivers to optimise the load of their truck and plan the most appropriate route for their equipment deliveries and pickups during the day. Thanks to its functions, this new digital solution enabled Loxam to reduce the number of kilometres travelled per truck, thereby contributing to a reduction in carbon emissions and optimising the environment impact of our transport. LoxDelivery is currently under deployment in the main French cities.

-75
TONNES/MONTH
of CO₂ emissions

16,000 +
TREES
saved/month

PROMISING RESULTS

Drawing on all its internal resources helped Loxam to make its approach to change more effective and tangible. The people explaining how things worked to their colleagues and customers were professionals themselves. Following a satisfaction survey conducted in-house at the end of 2019, 94% of employees concerned said they were satisfied after their training in LoxBooking. The e-learning modules were utilised, with constantly increasing completion rates.

A test to check on employee take-up was sent out the month after deployment. With an average mark of 16/20, Loxam ensures that these new applications have been well adopted and runs refresher courses where necessary.



3 QUESTIONS TO NABIL EL KHEDRI, LOXAM GENERAL SECRETARY, IN CHARGE OF THE CHANGE MANAGEMENT PROGRAMME

"ALL HANDS ON DECK TO RISE TO THE CHALLENGE OF THE DIGITAL TRANSFORMATION!"

Tomorrow's rental starts today. New tools are needed and with them, new working habits and new processes. Loxam was faced with a great challenge to unite all the teams around this ambitious digital transformation project.

How was it implemented? What are its main keys to success? Nabil El Khedri offers some answers.

Digital transformation is a crucial stage in the life of a company. In your opinion, what is the basis of its success?

Nabil El Khedri. In my opinion, the success of a digital transformation requires three pillars:

1. **The vision**, which consists of explaining and sharing the ambition of the digital transformation plan to gain employee buy-in. It must be embodied at the highest level.
2. **Consistency**, which allows projects to be targeted through the prism of the customer and employee experience. Digital then becomes a vector of operational efficiency.
3. **The Human factor**, which reinforces the idea that our employees are the key to success. We thus refer to project teams who work on the development of solutions and the employees who adopt these new technologies.

What have you put in place to best support this change?

NEK. A dedicated change management team was set up in order to ensure the proper integration of the components of the three pillars of success mentioned above. This team worked closely with the IT Project and Operations Departments to define the priority digital applications, their sequencing and the best way to deploy them.

Collectively, we felt it was important to deliver these changes by relying on 50 "digital expert" Loxamians. They ensured efficient liaison with the field, thanks to their legitimacy and their proximity.

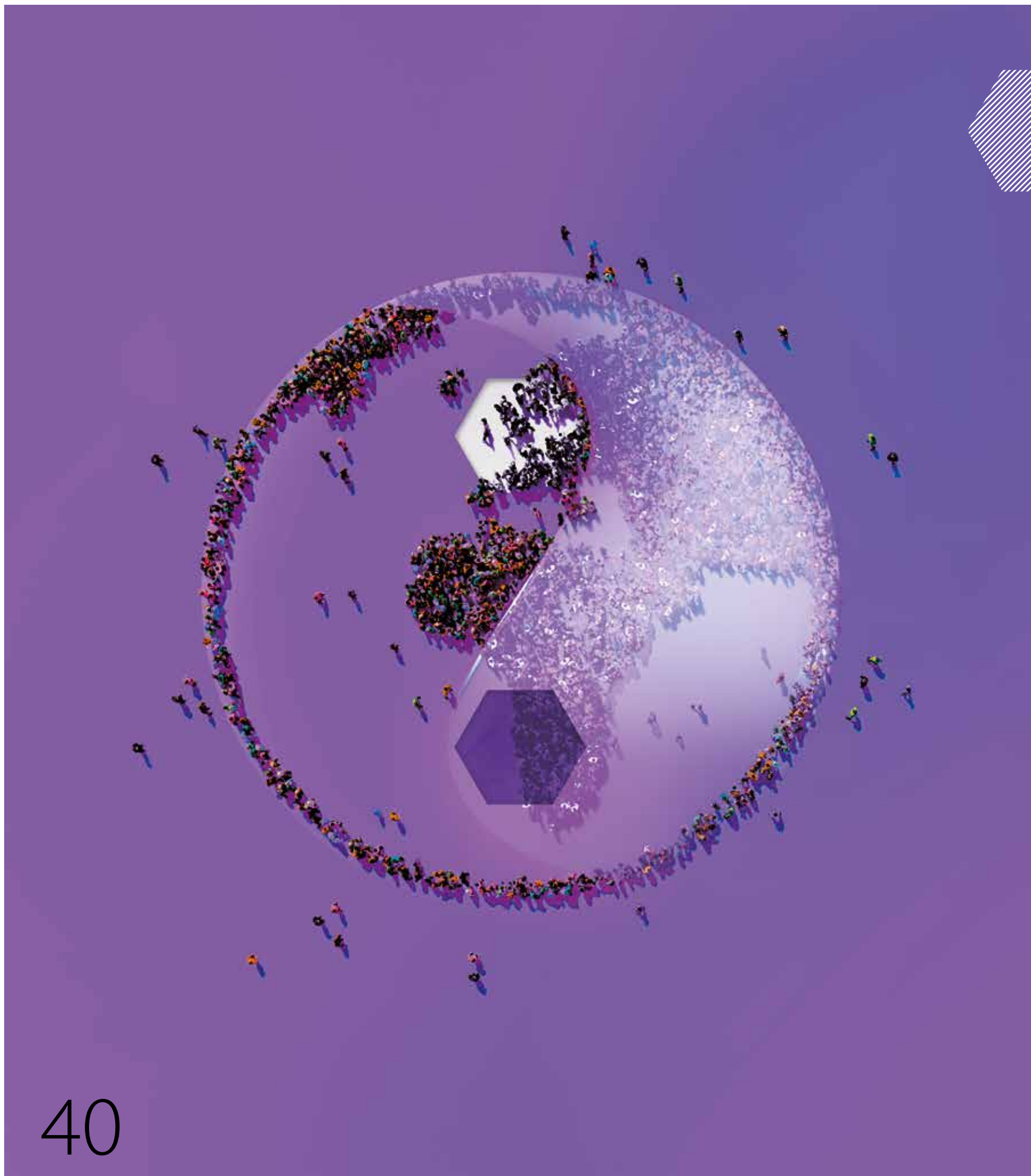
So what does tomorrow hold? How do you intend to go even further?

NEK. As the digital adventure is a long term one, we will capitalize on our community of digital experts to co-construct and deploy with them the digital evolutions and solutions of tomorrow.

We will also have the opportunity to work in partnership with our customers and suppliers, to meet the expectations of our sector in terms of digital innovation.



NABIL EL KHEDRI
General Secretary
of Loxam



TALENT MANAGEMENT AT THE CENTRE OF HR

Loxam's ambition is to build an employer brand that is meaningful to everyone.

Talent management is a daily challenge for the Group. By building loyalty and valuing each individual, Loxam wants to reach out to all its employees, whatever their position within the company, to build a human, winning and high-performance partnership.

Once again this year, the Group is investing and making commitments to training, welcoming new generations and diversity.


OPTIMAL AND CONSIDERATE TALENT MANAGEMENT



500+
IDEAS SUBMITTED



5,900+
VOTES CAST



LOXAM SPIRIT, 18 PROJECTS VALIDATED AND DEPLOYED IN 2020 THANKS TO EMPLOYEES

LOXAM SPIRIT, THE CODENAME OF AN AMBITIOUS PROJECT TO FEDERATE NEARLY 8,000 EMPLOYEES ACROSS 22 COUNTRIES

With growth inevitably come new and challenging questions. In December 2018, an employee survey conducted within the Group showed that people wished for more communication and greater cohesion. The Loxam Spirit project is a direct and concrete response to this expectation. By placing emphasis on collaboration and participation, Loxam invited all its employees to express their ideas through an online platform. Six themes were selected for consideration: communication, group cohesion, customer relations, CSR ambition, the company's culture and its reputation. Following a shortlisting process and a public vote, certain proposals were elected and will be deployed starting in 2020.

EXPERTISE AND TECHNICAL PROFICIENCY OF TEAMS FOSTERED BY TRAINING

The Group pays particular attention to training for novices and seasoned professionals alike, and this includes becoming familiar with the company. Each time a new employee is hired, and whatever the type of contract (permanent, fixed-term, temporary), he or she follows an induction programme lasting several weeks, depending on the job. Throughout their career, employees take part in sessions given at the Loxam Training Centre by experienced professionals from the Loxam network. In 2019, the availability of a catalogue of 64 e-learning modules to facilitate access to knowledge helped develop employee engagement, motivation and loyalty.

SUPPORTING APPRENTICES, AN INVESTMENT IN THE FUTURE

Loxam is one of the main Partners of WorldSkills France (formerly Olympiades des métiers). This association, whose objective is to promote technical careers and highlight various vocational training courses for young people, organizes the largest vocational skills competition in the world. By signing this partnership, Loxam continues its commitment to apprenticeships based on the endorsement of know-how and the promotion and support of tomorrow's talent, particularly in the construction and public works sector. More than 3.2% of Loxam's workforce are block release trainees.

83%
OF EMPLOYEES
received training in 2019




DEFINED AND ENCOURAGED PROMOTION OPPORTUNITIES

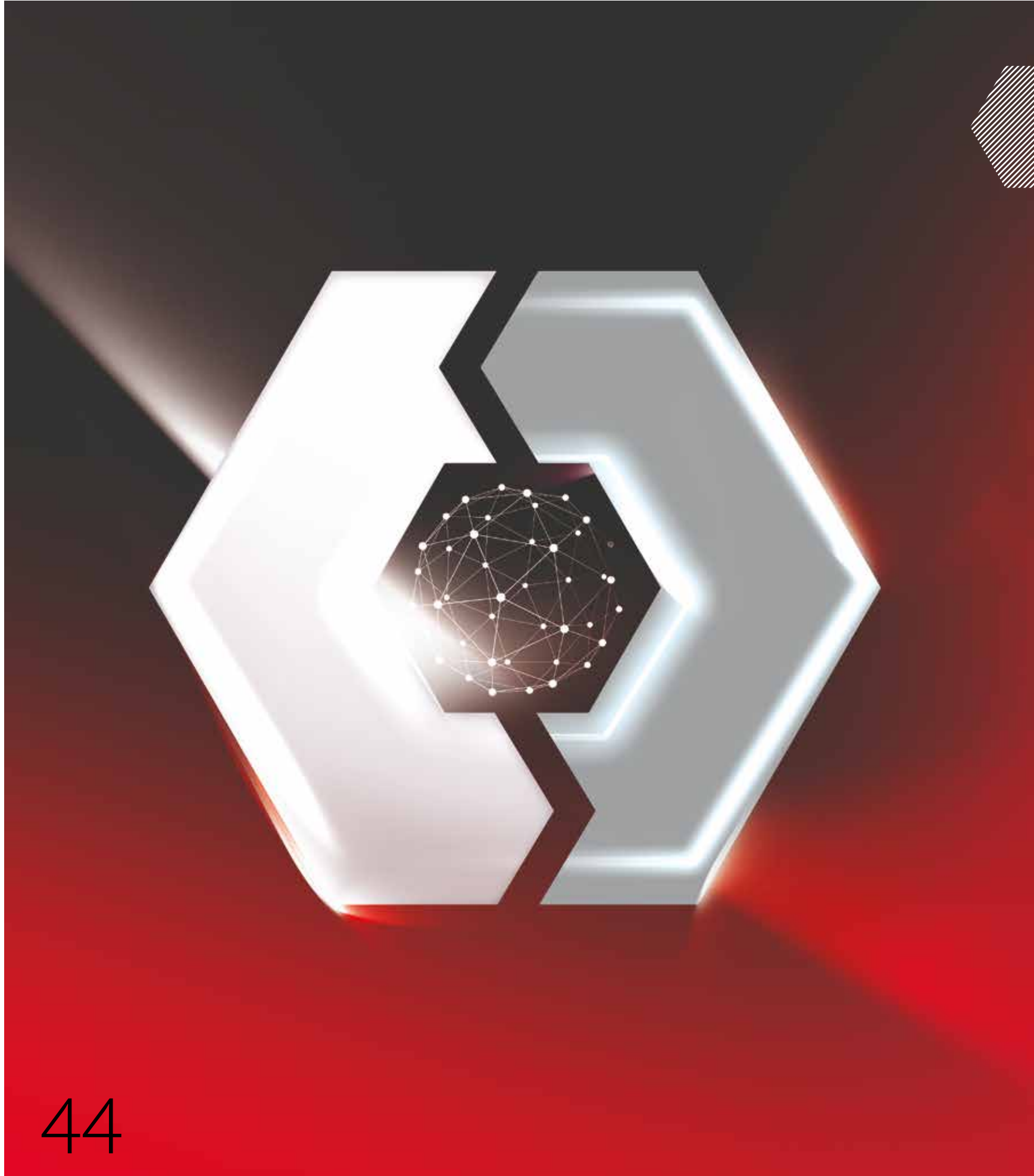
Career management at Loxam is based on exchange and dialogue. In order to better measure the effective role of each individual within the Group and to make the management of its human resources more dynamic, Loxam has set up Annual Performance Reviews (APR). This is an opportunity for each employee to better situate themselves in their position and in the company, express their expectations, and also receive precise and constructive feedback on their work and results from their immediate superior.

GENDER EQUALITY: MORE THAN JUST WORDS, REALITY

Equal treatment between women and men in terms of pay and access to employment, training, mobility and promotion is a reality within the Group. Indeed, in the space of 3 years, Loxam's female workforce has grown by more than 18.5%. This is 3 times more than the growth of the male workforce over the same period (+6%). For the third consecutive year, the number of women promoted is greater than or equal to that of men (10%). It is also important to specify that the score obtained by Loxam in the new indicator resulting from the "Professional Future" (Avenir professionnel) Act of 2018, is 2 points higher than last year. It stands at over 83/100 (companies must be above 75, failing which they will be sanctioned by the government).

83/100
The "Professional Future" index
(2018 law)





GOVERNANCE

THE **ESSENTIAL BODY** FOR LOXAM'S COORDINATION AND **STRATEGY**



GÉRARD DÉPREZ
Chairman

The development of the Loxam Group is built upon a strong corporate culture based on the professionalism of its staff, the conviviality of relationships inherent to any service company and its constant desire for progress and innovation. This shared culture has enabled us to become an international rental company with a network of more than 1,000 branches in 30 countries, with strong leadership positions.

In 2019, in order to meet the growing number of challenges and maintain its growth rate, our Group reviewed its governance structure by creating an Executive Committee made up of its top managers. This Executive Committee is responsible for implementing the Group's strategy while ensuring the cohesion of the Company, which is made up of decentralized units operating in markets at different stages of maturity.

This cohesion relies on the implementation of a demanding Corporate Social Responsibility policy and the dissemination of best practices internally.

Loxam has thus given itself the effective means to ensure that decisions are executed quickly and that local interests are taken into account in the global strategy.





Gérard **DÉPREZ**
Chairman

In 2019, the Group adopted a new structure to bring an international dimension to its governance. An Executive Committee was created. This collegiate body responsible for managing and coordinating Loxam's strategy is made up of seven members: the Executive Chairman, the Managing Director, the Group Administration and Finance Director and the four Divisional CEOs.



Stéphane HENON,
Group Managing Director
Today, Loxam is acknowledged by its customers as a special partner who helps them deliver their projects safely and with optimal efficiency. Tomorrow, the Group will pursue and strengthen its CSR commitments, accelerate the digitalization of the customer journey and propose even more innovative offers, in order to meet the new expectations of all its stakeholders.



Olivier GRISEZ,
Managing Director, France
The Group's teams share a common ambition of excellence in customer satisfaction. This dynamic was recognised by the award of the Voted Customer Service of the Year label for the third consecutive year in France. It is a source of great collective pride.



Don KENNY,
Managing Director, PAD
We in Loxam PAD aim to be the chosen powered access solution provider and market leader in our selected local geographies, placing our customers at the heart of what we do. We do this by delivering sustainable powered access solutions for our customers, keeping them safe, productive, profitable and expertly trained when working at height.



Philippe SIMONNET,
Executive Vice President,
Specialists France
Loxam is always on the move in search of permanent progress to serve its customers. Being the N°1 is no longer enough. We have to be in tune with the concerns of society and especially those relating to CSR. This is what will further differentiate us from other rental companies.



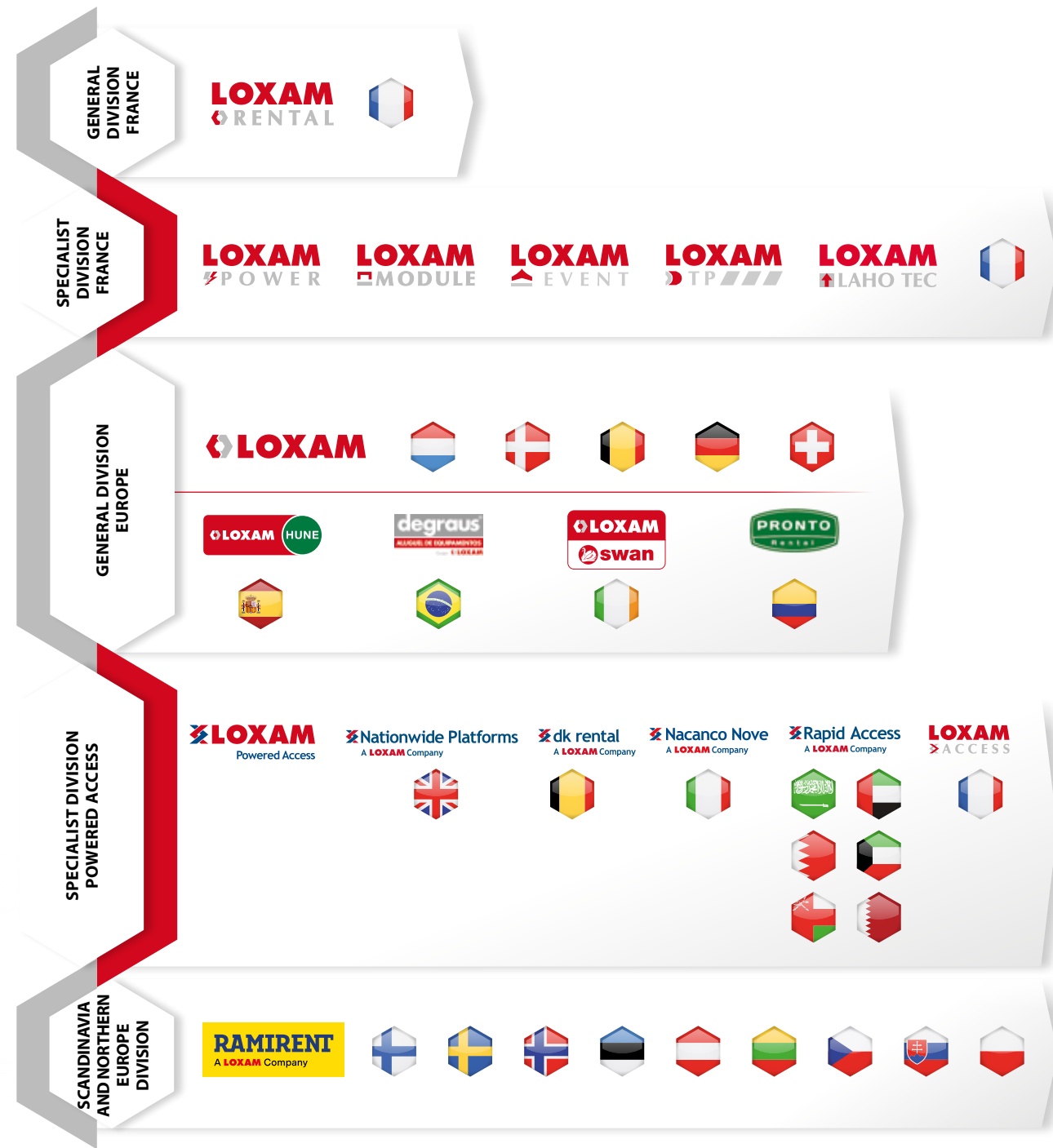
Patrick BOURMAUD,
Administration and Finance
Director
Loxam is always anticipating what tomorrow's world will look like. This ability to project itself into the future is not new to us and gives our teams a strong adaptability to the challenges they face.



Erik BENGTSOON,
PDG Ramirent
We want to help our customers improve their productivity and safety by creating sustainable innovations in a circular economy and providing excellent service in all channels.

Executive Committee

5 DIVISIONS SERVING A STRUCTURED ORGANISATION



GÉRARD DÉPREZ VOTED ENTREPRENEUR OF THE YEAR IN 2019

Acknowledged for his commitment, vision and innovative actions at the head of the Group, Gérard Déprez, Loxam Chairman, was awarded the Entrepreneur of the Year prize by industry professionals (Grand Prix Matériel du DLR). Over the years, this award has highlighted exceptional career paths and personalities who have driven French growth and competitiveness.



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