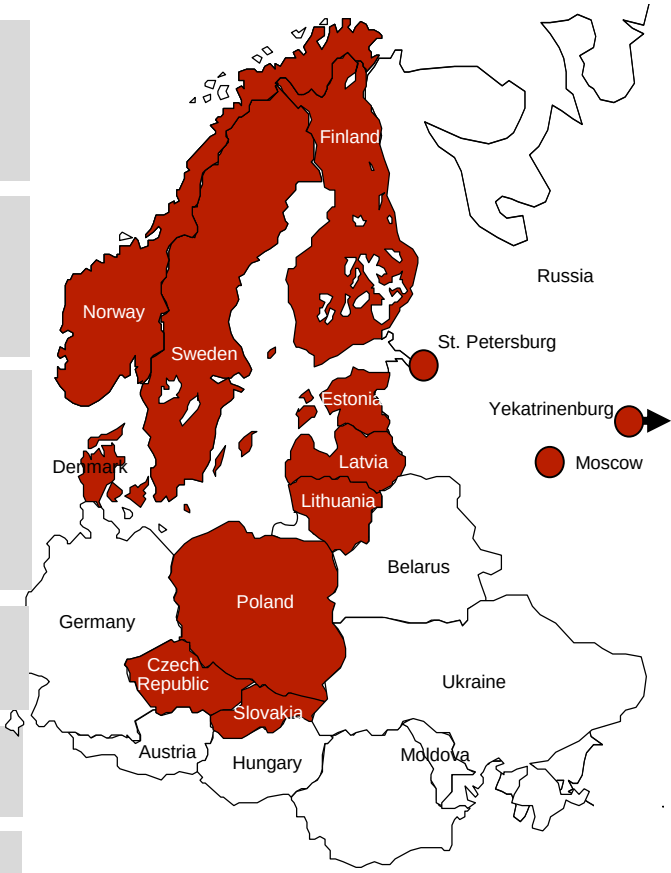
WELCOME TO
THE CRAMO GROUP

Cramo Group in brief

What	■ Cramo is a rental solutions provider in machinery, equipment and modular space
For whom	■ Construction industry ■ Other industry ■ Public sector ■ Household, other
Key financials 2008	■ Sales 579.8 MEUR (+16.8 %). ■ EBITA 102.2 MEUR (+6.5 %) ■ Listed on the Helsinki Stock Exchange since 1988, on the main list since 1998
Depot network	■ 290 depots (6/2009) ■ 11 countries
Personnel	■ 2,402 (6/2009)
No. of rental equipment	■ Approximately 200,000 (6/2009)



Total rental solutions provider

Full range of products, services and solutions to:

- the construction industry
- other industry
- the public sector
- private households/other

Product areas

Tools (140 000 units)

Access equipment (13 500 units)

Construction equipment (3 500 units)

Modular space (42 000 units)

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Many customers and many applications

Construction: House and road building

Manufacturing industry

Public sector: Schools, offices and machines

Private households and other

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Business overview

	Equipment rental				Modular space
Geographical segments	Finland	Sweden	Western Europe	Central and Eastern Europe	All markets
Markets	Finland	Sweden	Norway Denmark	Estonia, Latvia, Lithuania, Poland, Russia, the Czech Republic, Slovakia	Finland, Sweden, Norway, Denmark
Position (estimate)	No 2 in Finland	No 1 in Sweden	No 3 in Norway and Denmark	No 1 in Estonia, Lithuania, the Czech Republic No 2 in Latvia and St Petersburg No 3 in Poland, No 6 in Slovakia	No 1 in the Nordic countries
Competition	Two strong players	Two strong players	Four strong players in NO. Fragmented in DK	Mainly smaller national and local players, a few West European competitors	FI and Swe dominated by few strong players. No and DK fragmented
No of depots	61	111	49	82	-

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RENTAL SERVICES FROM CRAMO

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Many reasons for renting

Focus on your core business

Machinery is normally non-core

Transparency

Budgeting and control get easier

Freedom

Turning fixed costs into variable

Cost efficiency

Share costs with others and reduce fixed cost

Flexibility

Reduce or expand machinery according to needs

Improved access

Access to a variety of modern, high quality products and services without keeping stock

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Why rent from Cramo

Assortment. 1,500 different rental objects solve every possible need.

Capacity. 220,000 modern pieces of equipment of high quality ensure a high degree of delivery.

Proximity. More than 300 strategically positioned depots and sales offices.

Competence. Access to the collective competences from rental operations in 11 countries.

Environment, quality and safety. ISO-certified in the Nordic area.

Power. We strive to develop new creative solutions, based on our extensive customer experiences.

Becoming a “Total Solutions Provider” in all markets

Product areas

- Tools
- Construction equipment
- Access equipment
- Modular space

Customised solutions

Service range

- Rental concepts
- Rental related services
- Customer support

Effective rental concepts for all kind of needs

Short term rental

Equipment from the depot for immediate, short term needs

Project agreements

Guaranteed access to equipment and services in a project at pre-agreed costs

Long term rental

Access to equipment over a longer period including services and maintenance, with less capital tied up

Outsourcing

A strategic two-way commitment where Cramo takes over ownership of a customer's fleet of equipment and rents it back including a mixture of short and long term solutions.

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Quality, environment and work environment

Cramo maintains a high level in respects to quality, environment and working environment matters, both internally and in cooperation with customers. We not only provide a top range of quality products, but can also help toward minimizing environmental impact and creating a better working environment at our customer's work sites.

Environmental and quality certified operations in Cramo				
	Sweden	Norway	Denmark	Finland
ISO 9001 (quality)	x	x	x	x
ISO 14001 (environment)	x	x	x	

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A WIDE RANGE OF RENTAL EQUIPMENT

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Tools

- Ground vibrators
- Concrete processing machines
- Electrical equipment
- Compressors
- Drying and heating equipment
- Pumps
- Screw/nail tools, chipping and hewing hammers
- Cutting machines, saws and welding equipment
- Grinding, milling and drilling machines
- Bending machines
- Measuring instruments
- Cleaning equipment

Access equipment

- Minicranes
- Telescopic handlers
- Vertical mast lifts
- Scissor lifts
- Articulated boom lifts
- Telescopic boom lifts
- Crawler-mounted lifts
- Trailer-mounted lifts
- Truck-mounted lifts
- Building hoists
- Scaffolding
- Work platforms
- Forklift trucks
- Warehouse trucks

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Construction equipment

- Dumpers
- Rollers
- Excavators
- Skidsteer loaders
- Compact loaders
- Wheel loaders
- Compressors
- Generators
- Drilling rigs
- Demolition robots

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Modular space

Products
- Site huts
- Modules
- Trailers
- Toilets
- Containers

Applications
- Offices
- Schools
- Daycare/pre-school
- Accomodation
- Building sites
- Storage

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Services to complement equipment rental

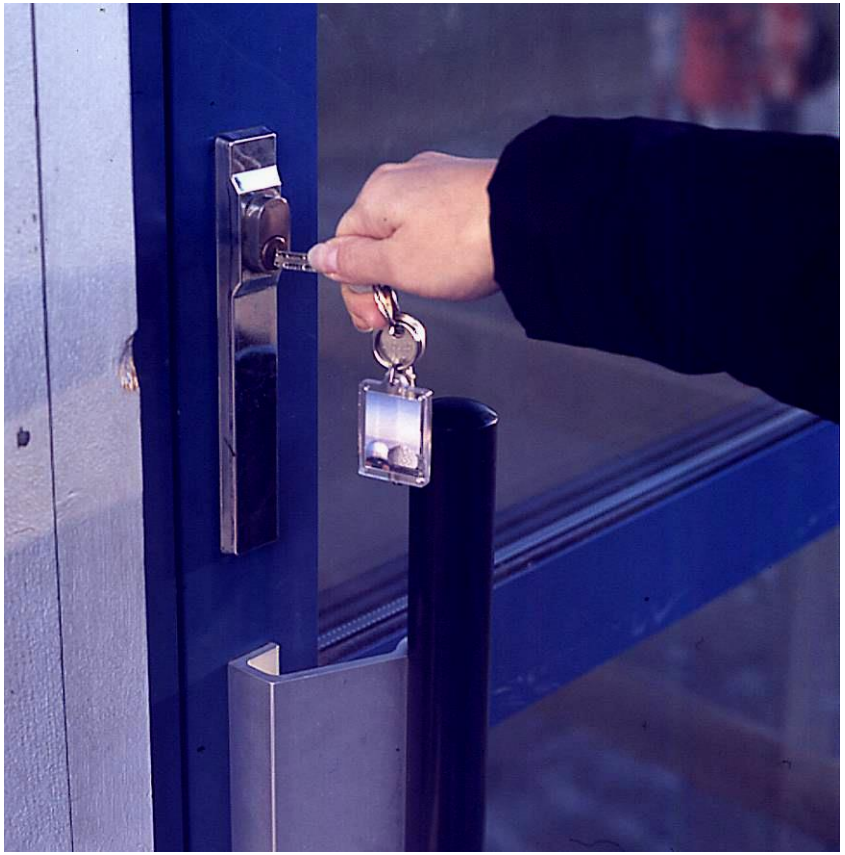
Training
- Safe scaffolding work
- Aerial operators

Site services
- Temporary electricity
- Establishing services
- Project depot on site
- Diamond drilling, floor grinding
- Drying and dehumidification
- Fence and scaffolding assembly

Other services
- Business support online software
- Machines with operators

Additional services for modular space

- Facilities managament
- Furniture and interior decorations
- Telecommunication
- IT
- Security
- Cleaning
- Protection
- Catering
- Receptions and janitors
- Turn-key premises



ADDITIONAL INFORMATION

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Cramo - leading rental service provider

Cramo provides total rental solutions to meet the needs for machinery, equipment and modular space in the construction industry, other private companies and in the public sector.

This is achieved through the rental of a complete selection of products and related services and sales. (“Total rental solutions provider”)

With its extensive international network of rental depots, Cramo combines the strengths of a local company, such as entrepreneurship and proximity to the customer, with the resources of an international corporation. ("glocal")

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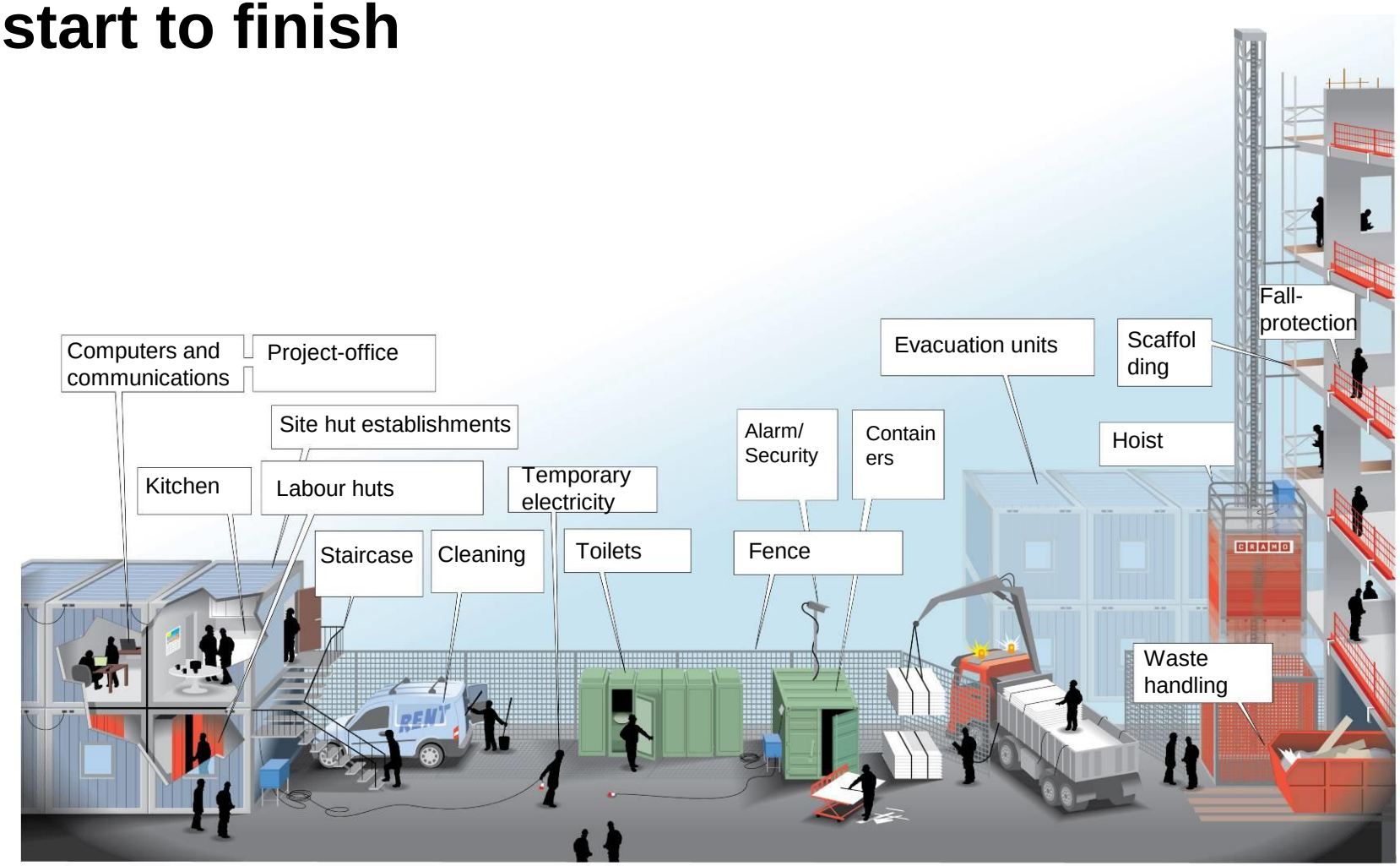
Total rental solutions provider from start to finish



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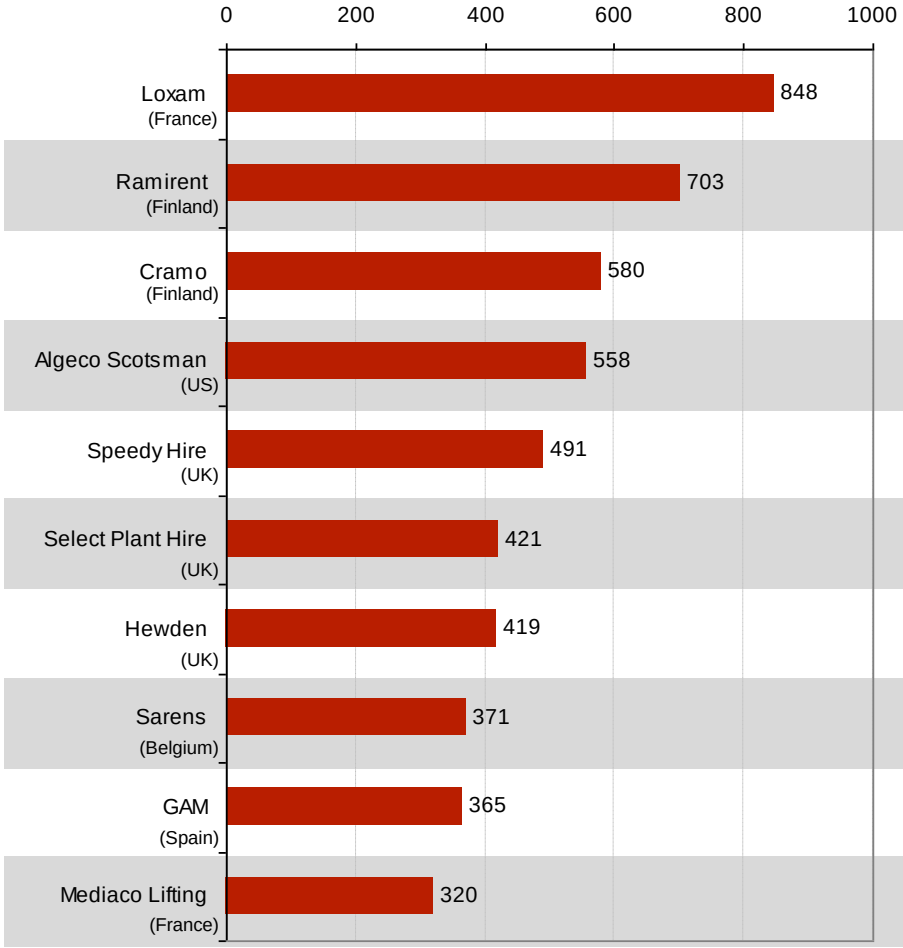
Leading European Rental companies

Cramo grew further to #3 position in 2008 in Europe, #11 globally



European Sales 2008 (EUR million)	Type of operation	Areas of operation
Loxam (France) 848	Construction equipment, tools	FRA, IRE, UK, GER, SPA, BEL, SWI, LUX, DEN
Ramirent (Finland) 703	Construction equipment, tools	FIN, SWE, NOR, DEN, RUS, EST, LAT, LIT, POL, HUN, UKR, CZE, SLO
Cramo (Finland) 580	Construction equipment, tools, modular space	FIN, SWE, NOR, DEN, RUS, EST, LAT, LIT, POL, CZE, SLO
Algeco Scotsman (US) 558	Modular space	Europe, North and South America
Speedy Hire (UK) 491	Construction equipment, tools	UK, IRE
Select Plant Hire (UK) 421	Construction equipment, tools, tower cranes	UK, IRE, Middle East, Australia
Hewden (UK) 419	Construction equipment, tools	UK, North and South America
Sarens (Belgium) 371	Cranes	Worldwide
GAM (Spain) 365	Construction equipment	SPA, POR, ROM, BUL, POL, MEX, BRA, Middle East
Mediaco Lifting (France) 320	Cranes, construction equipment	FRA, North & West Africa, Worldwide

Source: International Rental News, June 2009

Update on the European Rental Industry

Equipment rental was a EUR ~33,6 bn industry in 2008 in Europe

Cramo's market share increased in 2008 vs. 2007

Country	Total rental turnover EUR million		Turnover, rental without operator EUR million			Growth rate of rental turnover %		Equipment population penetration* %
	2007	2008E	2007		2008E	2008E	2009E	2007
Finland	623	613	330	34%	325	39%	-1,5 %	-8,0 %	19,6 %
Sweden	1 776	1 767	1 093	23%	1 087	25%	-0,5 %	-2,5 %	21,4 %
Norway	1 141	1 170	534	10%	547	13%	2,5 %	-2,5 %	n.a.
Denmark	757	765	547	5%	553	8%	1,0 %	-8,0 %	13,5 %
France	4 119	4 016	3 354		3 270		-2,5 %	-7,0 %	11,1 %
Germany	3 563	n.a.	2 911		2 940		1,0 %	-3,0 %	5,7 %
Italy	2 241	2 353	1 050		1 103		5,0 %	0,5 %	4,2 %
Spain	4 745	4 365	2 772		2 551		-8,0 %	-11,0 %	13,6 %
United Kingdom	10 102	9 496	6 713		6 311		-6,0 %	-10,0 %	19,7 %

xx% = indicates estimated Cramo market share

Source: European Rental Association, February 2009
*Share of rental companies' fleet value out of the total equipment fleet value in a country
Note: Finland's figure appears low for Cramo

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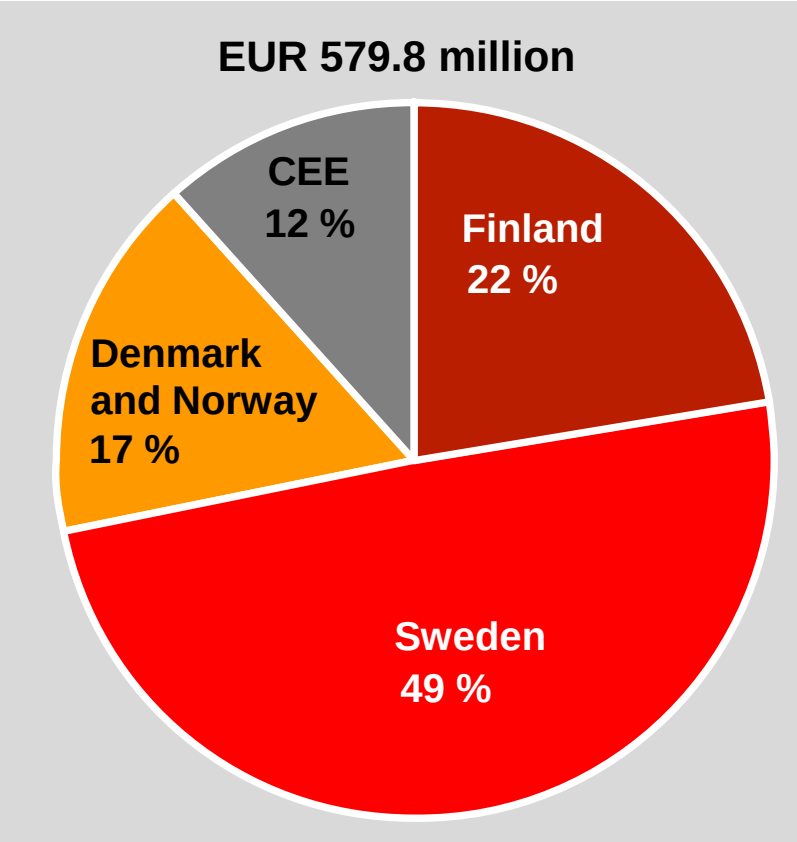
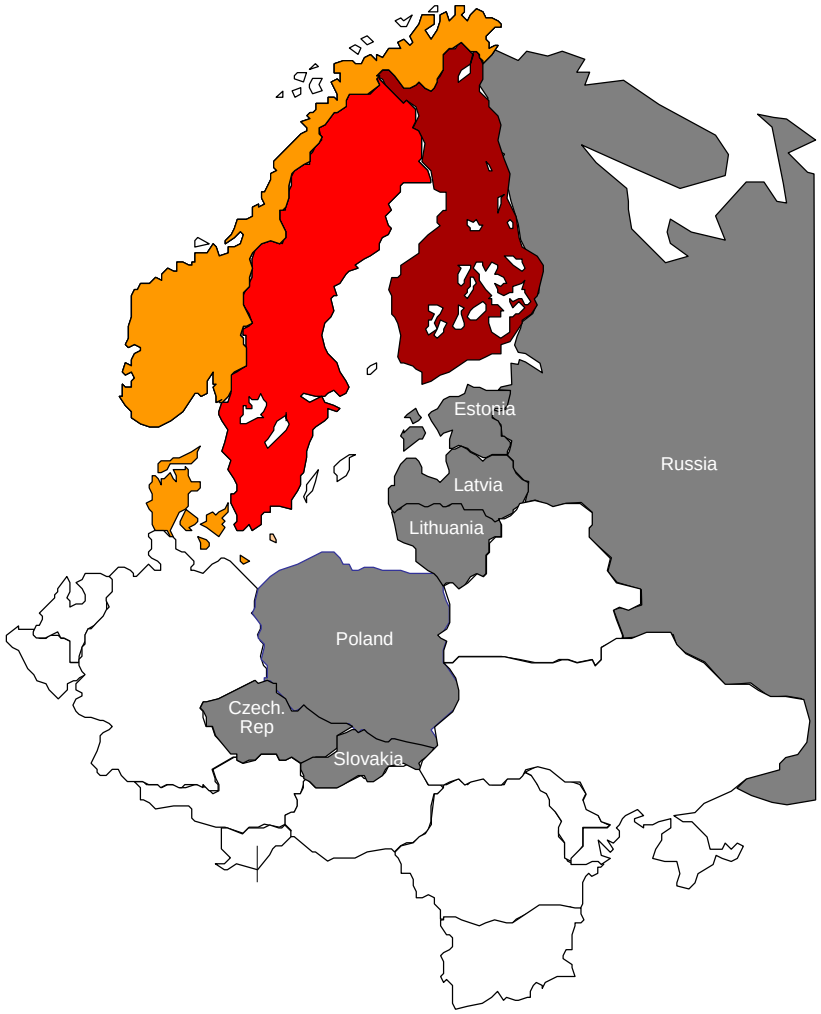
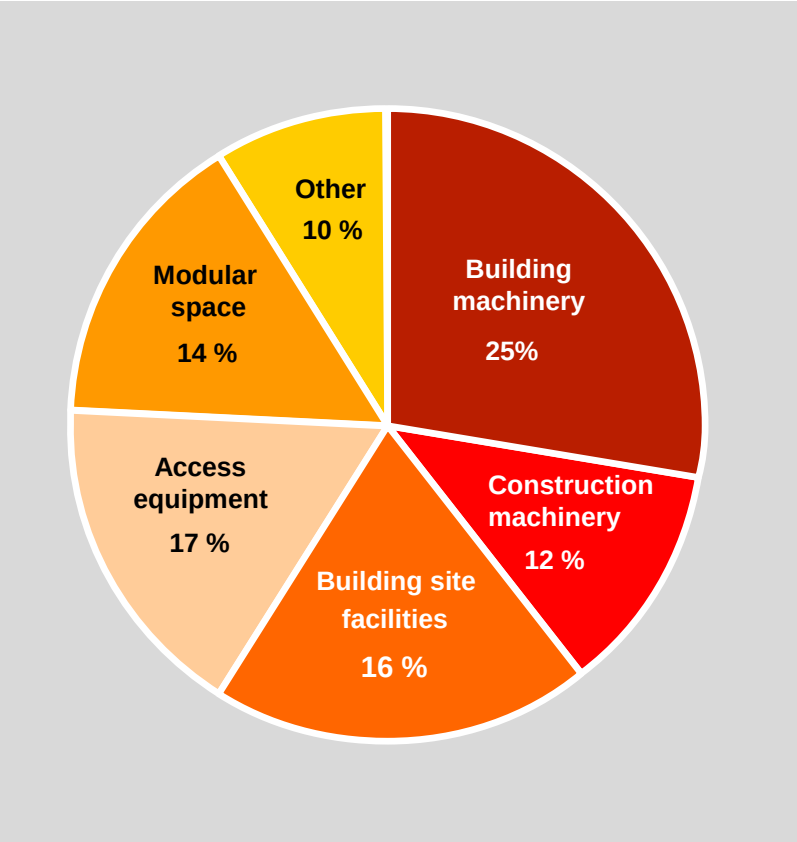
Sales by market 2008, actual



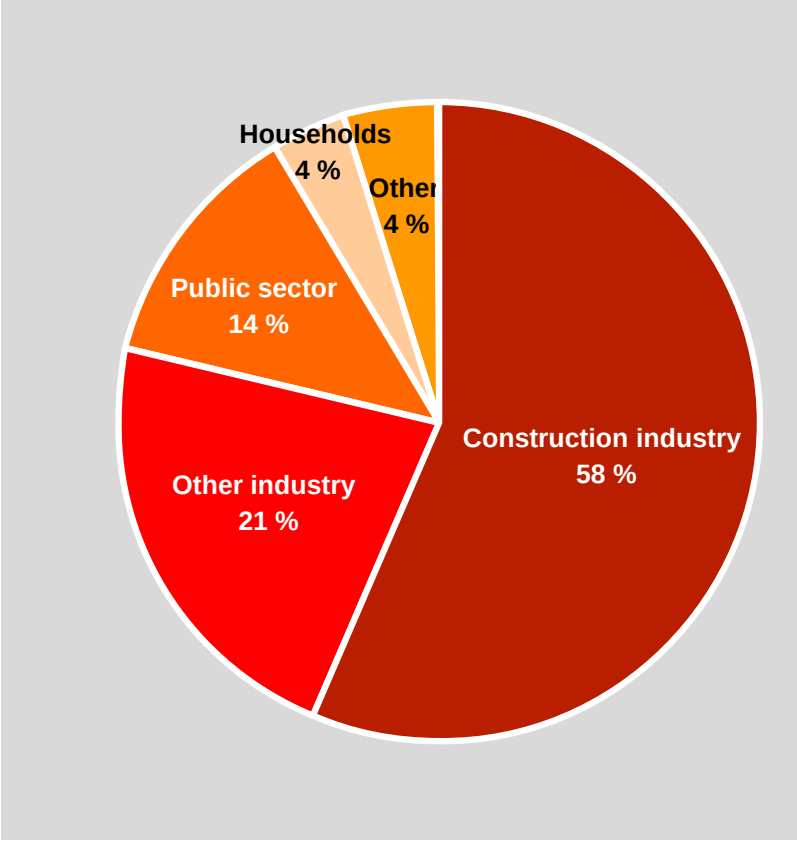


Sales by product and customer group

Sales by product group 2008



Sales by customer segment 2008



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Our quality work gives you many advantages

- Expert depot personnel who give advice on machine selection
- The right machine in the right place at the right time
- Testing of machinery and equipment prior to delivery
- Calibrated control and measurement instruments
- Modern inventory of machinery with the latest technology
- Regular servicing of the machinery
- Machinery that has passed inspection
- Rental insurance that provides extra security
- Business support that presents the current rental rate
- Training of Cramo's employees and customers
- Customer surveys that capture customer views
- Reporting system for discrepancies/ improvements

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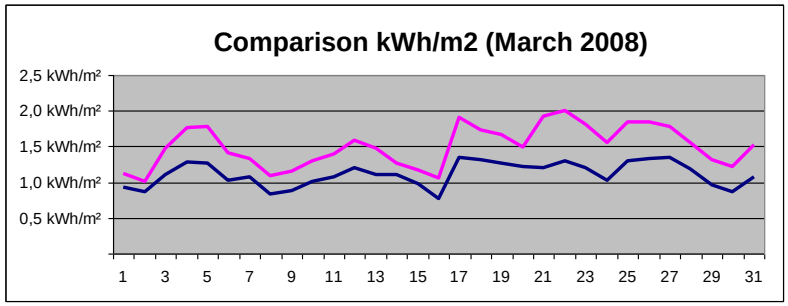
Take part in our active environmental work

- Advice/tips for customers on environmental work
- Machinery that meets environmental demands
- Documented environmental performance of machinery
- Help with calculating emissions
- Environmentally-adapted oils and fuels
- Products for environmentally-safe handling
- Help with waste disposal in customer projects
- Site hut and module set-up with low energy consumption
- Extensive environmental work at Cramo's rental depots:
  - Environmental assessment of chemicals and safe handling
  - Environmental assessment of the carriers and suppliers
  - Energy effectiveness
  - Waste management

Energy saving that works



Measurement of energy consumption between standard site hut (purple) with Cramo energy establishment (black). It is possible to make an energy saving of 35% with Cramo energy establishment.

Cramo's work with environmental issues differ between markets and are furthest advanced in the Nordic countries, where this work has become an evermore important argument for customers choosing rental solutions from Cramo.

Take advantage of our knowledge of the work environment

- Information about work requirements
- Machinery that reduces strain on users
- Training in aerial equipment, scaffolding and forklift trucks for our customers
- Machinery that reduces the risk of vibration injuries
- Fall protection to reduce the risk of accidents
- Equipment that contributes to cleaner air
- Sale of personal safety equipment
- Site huts and modules providing a good workplace environment
- Help with solutions toward improving the work environment
- Safety instruction for certain machines

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MODULAR SPACE

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Cramo's modular space offers quick and flexible solutions for premises

A modular system for quick establishment of a complete building suited for temporary use.

The concept offers the following advantages:

- **Make up for fluctuations in the market**
- **Quick establishment and flexible solutions**
- **Premises on site**
- **An alternative to long time investments**
- **Permanent standards**

Rental solutions for many needs

- Offices
- Schools
- Daycare/pre-school
- Accomodation
- Building sites
- Storage

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