Cramo Group Press release April 11th, 2018

**Cramo CEO Leif Gustafsson wins Best CEO in Sustainable Rental Equipment Industry**

We are happy to announce that our CEO and President Leif Gustafsson has been awarded Best CEO in Sustainable Rental Equipment Industry 2018 by **European CEO**.

**The motivation from the European CEO judging panel**

“Mr Leif Gustafsson was clearly seen by us to have exemplified those special traits and qualities of only the most successful leaders, and that being drive, tenacity, an obvious ability to inspire his staff and team, character, vision, leadership, and therefor make decisions and as Mr Gustafsson has shown time after time, the key ability to drive the process or idea forward to a successful conclusion".

As a newly appointed CEO in 2016, Leif Gustafsson initiated a complete review of the group strategy, integrating a sustainability perspective as a core ingredient. Being a key driver of the sharing economy was one of his visions for Cramo.

Coming from a situation where Cramo as a group relied fully on the many good local initiatives, group management took a decision in 2016 to harmonize its approach to sustainability towards clearly defined group level targets, making sustainability an integrated part of the business and taking a lead in developing innovative solutions.

In less than two years Cramo has put in place a comprehensive sustainability framework, generating results already in 2017. Read more about Cramo Care – a successful strategy for integrating sustainability in Cramo’s entire operation *(länk till ny artikel på cramogroup, bestående av sid 2-5 i dokumentet “European CEO Awards 208”).*

“I am very happy and proud to have won this award. While building on Cramo’s core business - the principle of increased resource efficiency through rental – the last few years development constitutes a significant step towards a professional, responsible B2B sharing economy. Our ambition is to be the sustainability leader in the rental business.”

**Further information:**

Anders Collman, Cramo Group, VP Sustainability

+46 (0)8 623 54 77, anders.collman@cramo.com

Gunilla Hellström, Cramo Group, External Communication

+46 (0)70 678 11 79, gunilla.hellstrom@cramo.com



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**Cramo** is Europe’s second largest rental services company specialising in construction machinery and equipment rental and rental-related services as well as the rental of modular space. Cramo operates in about 300 depots in fourteen countries. With a group staff around 2,500, Cramo's consolidated sales in 2017 was EUR 729.5 million. Cramo shares are listed on Nasdaq Helsinki Ltd.
Read more: [www.cramogroup.com](http://www.cramogroup.com), [www.twitter.com/cramogroup](http://www.twitter.com/cramogroup)

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