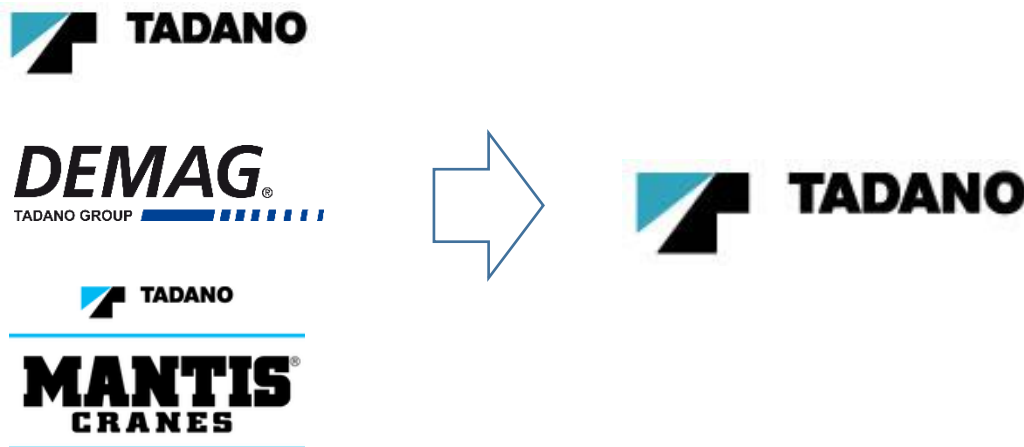


Brand Harmonization for the Tadano Group

With the goal of offering customers an even more competitive line of lifting equipment, Tadano will transition to a single, harmonized brand as part of its long-term goal of becoming No. 1 worldwide in the lifting equipment industry. The harmonized Tadano brand will be used for all mobile cranes.*



Tadano has aimed for strategic growth with milestones measured in decades rather than quarter-by-quarter. The additions to the Tadano Group of Tadano Faun in 1990, Tadano Mantis in 2008, and Tadano Demag in 2019 have all been carefully targeted, strategic measures that have increased and improved the company's core competencies and expanded its production and sales reach.

In line with this long-term strategic approach, the legacy brands of these companies will all be harmonized as the Tadano Brand, starting in the fall of 2021. Category names, model names, and coloring schemes will also be standardized. Detailed information will be relayed to our customers via Tadano's sales teams.

The target products for brand harmonization are as follows: telescopic boom crawler cranes produced at Tadano Mantis Corporation; all terrain cranes and truck cranes produced at Tadano Faun GmbH; and lattice boom crawler cranes, telescopic boom crawler cranes, and all terrain cranes produced at Tadano Demag GmbH.

As Tadano focuses on the lifting equipment and lifting solutions that provide added value to our customers, this harmonization of branding is one further step toward our strategic growth and our vision of "Pursuing Further Excellence for the World and the Future."

* Branding harmonization will not affect joint venture Tadano Escorts India product branding.

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About the Tadano Group

Since Tadano developed Japan's first hydraulic truck crane in 1955, the company has grown globally, while constantly striving to implement our Corporate Philosophy of Creation, Contribution, and Cooperation. The Tadano Group delivers our Core Values – Safety, Quality, and Efficiency Based on Compliance (C+SQE) – in each and every one of our products and services.