

01 MOBILE CRANES

A Complete Product Lineup to Meet Global Lifting Needs



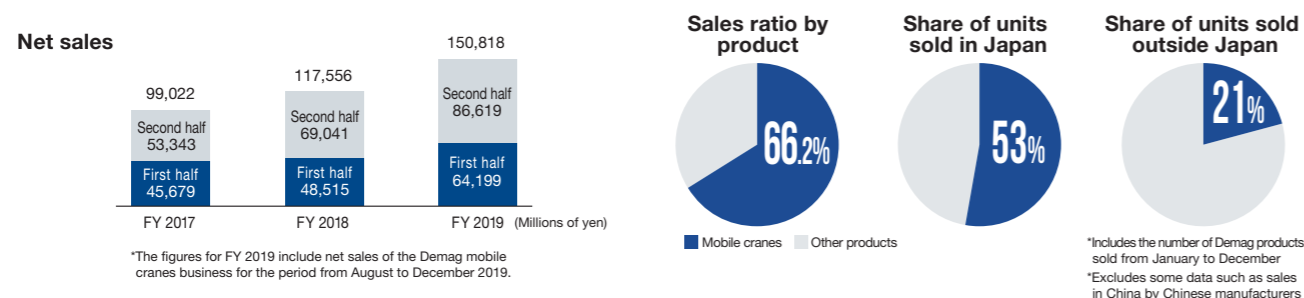
ATF 400G-6

Product Features

Large mobile cranes make it easy to lift heavy loads weighing tens or even hundreds of tons and to move them safely and smoothly. Safety and reliability are essential for mobile cranes operating under the challenging conditions found in mines, oil fields and other natural resource and energy processing facilities, as well as those of large-scale urban development projects, including office building and bridge construction sites. Beyond accidents, even minor issues that result in downtime can negatively impact the customer's bottom line. Tadano equipment is renowned for its reliability under the harshest operating conditions, ranging from the frigid cold of northern Canada to the blistering heat of the Middle East.

Net Sales

Sales in Japan stood at 47,833 million yen (113.2% of the figure for the previous year) as a result of an increase in sales of large mobile cranes, though demand stayed flat. Sales outside Japan were 102,984 million yen (136.8% of the figure for the previous year) due to an increase in sales in all regions. As a result, the net sales of mobile cranes amounted to 150,818 million yen (128.3% of the figure for the previous year).



Interview with Employees

Development of Rough Terrain Crane GR-1000XLL

The four rough terrain crane (RT) models released in 2011, particularly the 47-meter long boom of the 100-short-ton class, earned a strong reputation forcing rivals to come out with similar models. In order to provide safer, more secured and more efficient operation, we developed six RT models for markets outside of Japan, including GR-1000XLL, and began selling them in January 2020. I was in charge of the development of the "Smart Counterweight" system, Tadano's first mobile counterweight. The system enables the operator to use two counterweight positions to improve stability and increase lifting capacity. We had to provide two mounting positions in front of the carrier, the front position and the rear position, but once weight was placed, it interfered with supports on both positions. Our trial-and-error efforts found that placing a cavity below the weight prevented the interference, while developing a method allowing a single operator to lift weight and safely mount it without fail. We achieved this with supports of members of other divisions. I have been working on mobile cranes for markets outside of Japan since I joined the company. I hope that I can develop more products that provide new value to our customers in the future.



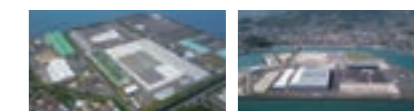
Mobile Crane Development Unit 2, LE Development Dept. 1

Shota Roppongi

LINE UP



GR-1000EX-4



Production site: Shido Plant (Japan) Production site: Kozai Plant (Japan)



Production site: Tadano Escorts India Pvt. Ltd. (India)

For the Japanese market → 8 models with a lifting capacity of 13 to 100 tons
For markets outside of Japan → 15 models with a lifting capacity of 13 to 145 tons

Rough Terrain Cranes

One of our leading product lines, these cranes represent the peak of Tadano's technical prowess, and they are often used in the construction and maintenance of the world's large-scale processing plants. They have a strong global reputation for their compact dimensions, mobility,

and maneuverability in confined spaces.

They are also the leading mobile crane model in Japan and account for 94% of the total demand in Japan and 56% of that in North America.

New products GR-1000EX-4

- In February 2020, three new rough terrain crane models were released, with even greater lifting loads than older models in response to market demands for greater sizes. The GR-1000EX-4 is one of them.
- This is the first 100-ton lifting load model we developed for international markets. It also has a multi-telescopic cylinder boom of 51 meters, the longest for the class. By expanding the performance range, we are creating new demand.

- The GR-1000EX-4 is the first rough terrain crane with the Smart Counterweight system, which can shift the mounting position of the counterweight. This has improved the stability of the crane by up to 22%.



ATF 400G-6



Production site: Shido Plant (Japan)



Production site: Tadano Faun GmbH (Germany)

For the Japanese market → 7 models with a lifting capacity of 100 to 550 tons
For markets outside of Japan → 14 models with a lifting capacity of 40 to 400 tons

All Terrain Cranes

These large-capacity cranes play a crucial role in urban and infrastructure development projects, including highway and bridge construction. In addition to the capacity for long-distance driving, their special steering features offer superb maneuverability. They can easily lift loads weighing

up to hundreds of tons, and their sophisticated drive concept makes them economical when traveling at highway speeds, while being mobile when navigating off-road job sites. All Terrain Cranes account for 5% of the total demand in Japan, and 85% of that in Europe.



GT-750EL



Production site: Kozai Plant (Japan)

For the Japanese market →
For markets outside of Japan →

3 models with a lifting capacity of **13 to 35** tons
6 models with a lifting capacity of **30 to 75** tons

(Some models for markets outside of Japan are manufactured in Germany.)

Truck Cranes

These cranes are mounted on standard or special-purpose truck carriers. In other countries, they are frequently deployed for jobs requiring large-scale crane capacity, as well as high-speed travel.

Their low maintenance costs make them especially popular in developing countries. In Japan, these cranes can serve as tow trucks and respond flexibly to emergencies like traffic accidents.

Topic Establishment of Tadano Escorts India Pvt. Ltd.

- Tadano Escorts India Pvt. Ltd. was established as a joint venture with Escorts Ltd., an influential local manufacturer of agricultural and construction machinery in India, in order to expand our business operations and improve the Group's competitiveness in the Indian market.
- Tadano Escorts India Pvt. Ltd. is engaged in the development, production, and sale of truck cranes and other products to meet the needs of India and regions including the Middle East and Asia, where markets are expected to expand.



GTC-1200



Production site: Tadano Mantis Corp. (United States)

For markets outside of Japan →

10 models with a lifting capacity of **35 to 120** tons

Telescopic Boom Crawler Cranes

These cranes were developed to enable efficient use in various environments in vast lands of the United States, including muddy grounds. The crawler carrier's low center of gravity allows the crane

to move while carrying heavy loads. These models are widely used at construction sites for tunnels, processing plants, oil tanks, and other facilities with challenging height restrictions.

Demag Brand

The acquisition of the Demag Mobile Cranes Business in July 2019 has brought into the Tadano Group a full lineup of all terrain cranes with lifting capacities up to 1,200 tons and a lineup of crawler cranes with lifting capacities from 400 to 3,200 tons.



AC300-6



Production site: Tadano Demag GmbH Wackerscheid Plant (Germany)



Production site: Tadano Demag GmbH Dinglerstraße Plant (Germany)

13 models with a lifting capacity of **55 to 1,200** tons

All Terrain Cranes

The versatile Demag all terrain cranes come with superior design, technology and engineering. A study in exceptional performance and maneuverability, Demag all terrain cranes can go just about anywhere on the planet, ready to help you tackle the most demanding jobs

quickly, safely, efficiently. They come in a variety of boom lengths, and feature intelligent, ergonomic cab design for exceptional driver comfort and support. Demag all terrain cranes offer the perfect blend of flexibility and productivity and deliver a high return on investment.



AC 45 City



Production site: Tadano Demag GmbH Wackerscheid Plant (Germany)

1 model with a lifting capacity of **45** tons

City Cranes

When Demag showcased its AC 25 City in 1996, heads turned everywhere in the industry: It was more compact than any other mobile crane before it, and yet it featured powerful performance characteristics

and only needed one single cab for both traveling and crane work. Today's new AC 45 City is no slouch when living up to the expectations set by its predecessor. Quite the contrary, in fact: It can do everything even better.



CC 2800-2



Production site: Tadano Demag GmbH Dinglerstraße Plant (Germany)

7 models with a lifting capacity of **400 to 3,200** tons

Lattice Boom Crawler Cranes

When the job demands something unusually big and powerful, consider a Demag crawler crane. They have more lifting capacities than other types of cranes—up to 3,200 tons—and maintain excellent maneuverability

under heavy load. Despite their size, Demag crawler cranes are easy to transport and, once at the jobsite, quickly rigged. Innovative solutions provide you with the right crane for every application.

02

TRUCK LOADER CRANES

Ease of Use and High Performance



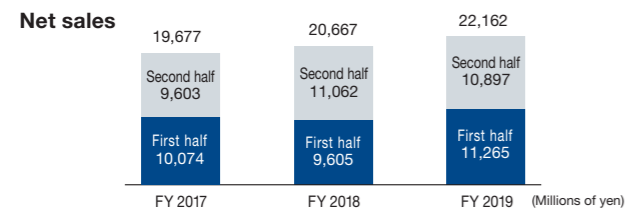
TM-ZX1500

Product Features

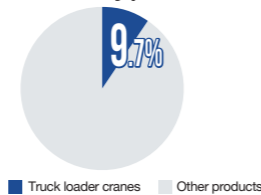
Truck loader cranes are among the most versatile and commonly used crane models, with applications across a wide range of industries, including shipping, landscaping, and construction. The key advantage of truck loader cranes is that their operability ensures safe, simple cargo loading, transportation, and unloading, with minimal labor. Tadano was among the earliest manufacturers to adopt LCD digital remote controls, which improve safety and efficiency by making it possible for the operator to monitor crane status during operation. We were the first in the crane industry to introduce a start/stop system to reduce engine idling, a feature that dramatically improves energy efficiency for a more environmentally friendly performance. In addition to truck loader cranes, Tadano also manufactures special-purpose products catered to a diverse range of customer needs. Our unique product line includes road-rail cranes, which are capable of traveling on both roads and railway tracks. Tadano is expanding its business fields in the lifting equipment industry by developing various special-purpose products that enhance operational safety and efficiency and offer solutions to society and customers.

Net Sales

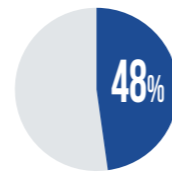
Although the last-minute surge in demand as a result of the new regulatory requirement for safety devices and the tightening of exhaust emissions regulations for small trucks ended in the first half of the fiscal year, promotional efforts helped Tadano secure sales of 20,292 million yen (108.8% of the figure for the previous year) in the Japanese market. Sales in markets outside of Japan decreased to 1,870 million yen (93.1% of the figure for the previous year), despite promotional efforts. As a result, the company's net sales of truck loader cranes amounted to 22,162 million yen (107.2% of the figure for the previous year).



Sales ratio by product



Share of units sold in Japan



Interview with Employees

Aiming to develop products that are safer and more user-friendly for customers

We began working on the development of Zest EX large-screen color digital remote controls in 2017 as a way to improve the quality of remote controls to operate and control cranes and respond to customer requests for more robust remote controls that would be easier to use and view. The new model achieved significant strides in performance through our focus on five concepts: (1) standard inclusion of a stop switch for safety considerations, (2) robustness to survive even a two-meter fall, (3) reduced power consumption so that batteries last 1.4 times longer, (4) better viewing by using a 2.7-inch color screen instead of a 2.1-inch black-and-white screen, and (5) improved communications performance for better stability. Through cooperation with other departments like sales and the Advanced Technology Research Center for steady hearings, analysis, and trials, we succeeded in making the new remote control, a culmination of all our quality improvements. Feedback from customers has been very positive, praising the ease of viewing with the large color screen and the greater emphasis on safety. As a developer, I hope to build new products that will be safe and user-friendly, to bring more pleasure to our customers.



Sustainable and super Value Engineering Dept.
Hiroaki Kusanagi
Assistant Manager

LINE UP

Truck Loader Cranes

Manufacturing in Japan

Tadano's truck loader cranes have gained strong popularity in Japan since the launch of the TM series in 1963. Most of our truck loader cranes are manufactured at the Tadotsu Plant in Kagawa, which opened in 2007. As part of its commitment to the environment, Tadano has introduced the start/stop system to reduce engine idling from its ZE600 series onwards. In 2018, the company released the new "Zest EX" series in response to the Japanese regulatory requirement for a safety device.



Production site: Tadotsu Plant (Japan)



Zest EX large-screen color digital remote control

ZX294

Manufacturing outside of Japan

Tadano opened its first plant for truck loader cranes in Thailand in 2012. Our main target markets for the truck loader cranes manufactured at this plant are Southeast Asia and the Middle East. Currently, three models with a lifting capacity of 10 tons, 8 tons, and 5 tons are produced at the plant, and production models will be gradually expanded in line with market conditions. We also have a second plant in our sights depending on future shifts in demand.



Production site: Tadano (Thailand) Co., Ltd. (Thailand)

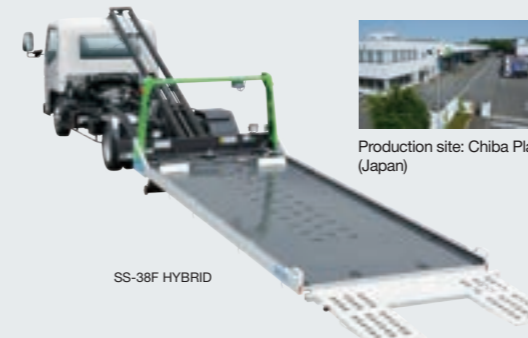


Tadano (Thailand) Co., Ltd. employees and products

Other Special-Purpose Products

In addition to truck loader cranes, Tadano develops products that meet a broad range of lifting needs. At our Chiba Plant, we manufacture vehicle carriers (slide carriers/super self loaders) and have the leading market share in Japan. Tadano's road-rail cranes serve as railway construction vehicles that can quickly and smoothly travel to a work site by switching from tires to rail wheels at a level crossing nearby. We

also offer other equipment that can provide solutions to a wide range of challenges encountered by our customers. Among them are industrial-use vehicle carriers (self loaders), which are designed to transport heavy construction machinery, and hydraulic cranes for shipboard use (marine cranes), an essential part of marine operations.



SS-38F HYBRID

Production site: Chiba Plant (Japan)

Vehicle Carriers (Slide Carriers / Super Self Loaders)



SL-155R

Industrial-Use Vehicle Carriers (Self Loaders)



TM-ZE295DW (S)

Road-Rail Cranes



ZR500MR Series

Hydraulic Cranes for Shipboard Use (Marine Cranes)

03

AERIAL WORK PLATFORMS

Safety, Convenience, and Operator Comfort



AT-320XTG

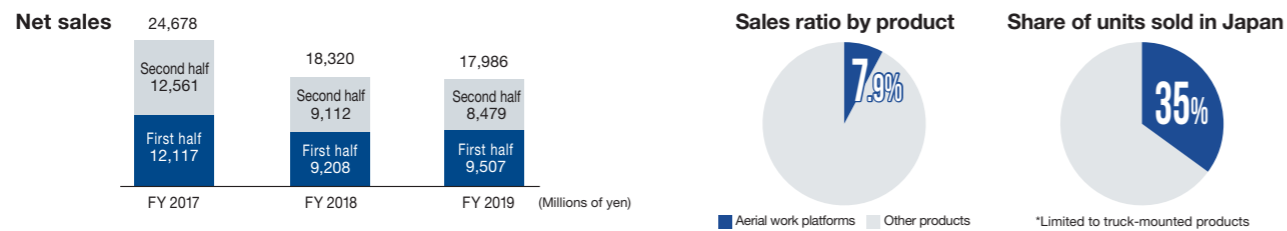
Product Features

Safety, convenience, and operator comfort are key features of our aerial work platforms. Tadano employs advanced control technologies for automated operation and improved usability. Our products are designed with environmentally friendly features that reduce engine noise, energy consumption, and CO2 emissions. Our revolutionary Super Deck series aerial work platforms are the world's first to be equipped with our Four-Motion Control that allows horizontal and vertical movement, smoothly carrying the operator directly from one point to another in any direction. We are proud of our high share in bridge inspection vehicles in Japan. These vehicles are active in bridge inspections and construction work, contributing to longer bridge life in the road infrastructure sector. Our wide-ranging lineup satisfies the diverse needs of our customers.

Net Sales

Total demand in Japan for truck-mounted types was 5,030 units (the figure for the previous year was 5,040 units), with a share of 35.0% in Japan in terms of the number of units (the figure for the previous year was 34.0%), virtually unchanged.

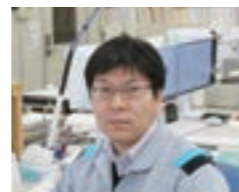
Net sales of aerial work platforms stood at 17,986 million yen (98.2% of the figure for the previous year), as the last-minute surge in demand as a result of the tightening of exhaust emissions regulations for small trucks ended in the first half of the fiscal year.



Interview with Employees

Development of Aerial Work Platform AT-320XTG

AT-320XTG is a new product that reaches 32 meters above ground level, the maximum class in domestic products in terms of weight, with the truck having the same dimensions as our 27-meter class AT-270TG, which can be operated with a medium vehicle license for vehicles up to 8 tons. The most important point in the development of this vehicle was how to shape the boom to realize a compact and light design. We tackled these issues by making our first-ever use of thin high-tensile-strength steel plates, introducing a 21-faceted boom with lightness and strength to minimize flexing, and adopting a 5-stage simultaneous telescopic boom that was the first in Japan. Though this presented highly difficult hurdles to overcome, we succeeded in commercialization of the product by applying our technological knowhow in developing mobile cranes and the principles of quality engineering. In the process of producing the boom, our Production Division and suppliers provided solid backup essential to dealing with the unprecedented difficulty of welding the thin steel plates and ensuring accurate dimensions. I'm confident in stating that only the culmination of our entire technological expertise made this product possible. My involvement in the processes of developing this new concept boom and turning it into a product is not yet enough to satisfy me: I want to create more cranes that will benefit the lives of our customers and people in general.



Aerial Work Platform and Special Purpose Vehicle Development Unit, LE Development Dept. 2
Hikaru Yamashita Chief



Production site: Takamatsu Plant (Japan)

LINE UP

Skyboy

Tadano's Skyboy is a standard aerial work platform series with a platform capacity of up to two workers. The truck-mounted type features outstanding maneuverability in site-to-site transportation. It functions as a vehicle contributing to safety and efficiency in on-site tasks for general construction, electrical construction,

telecommunication construction and more. Equipped with special rubber tires that prevent road surface damage, the self-propelled type can perform continuous on-site operations and demonstrates power especially for shipbuilding at dockyards or building construction.



AT-146TE

For electrical construction (truck-mounted type)

3 models



AT-110TTE(D)

For telecommunication construction (truck-mounted type)

5 models



AT-320XTG

For general construction (truck-mounted type)

14 models



AW-370TG

For general and shipbuilding construction (self-propelled type)

2 models

Super Deck

Featuring a large deck area with a maximum loading capacity of 1,000 kg, our Super Deck series is highly effective for loading equipment and materials. Its unique Four-Motion Control, which allows horizontal and vertical movement, delivers superb operability and enables efficient operations at a broad range of work sites.

5 models



AT-150S

Hyper Deck

Tadano's Hyper Deck series allows operators to reach as high as 40 meters above the ground. A unique control system delivers outstanding operability, enabling smooth approach to the target point. Our Hyper Deck series offers effective support for a variety of operations at very high places over extensive areas.

1 model



AT-400CG

Other Special-Purpose Products

Tadano's aerial work platforms meet a diverse range of customer needs. Its lineup includes bridge inspection vehicles (Bridge Checkers); floodlight vehicles (Mega Lux) for use during disaster recovery work, nighttime construction, and nighttime events; road-rail cranes that serve as railway construction vehicles, and many more. Tadano is expanding its business fields in the lifting equipment industry by developing various products that enhance operational safety and efficiency and offer solutions to society and customers.



Production site: Takamatsu Plant (Japan)



BT-400

Bridge Inspection Vehicles (Bridge Checkers) 3 models



AT-100SDW

Road-rail Cranes 1 model



LS-1800

Floodlight Vehicles (Mega Lux) 1 model

04

OTHERS

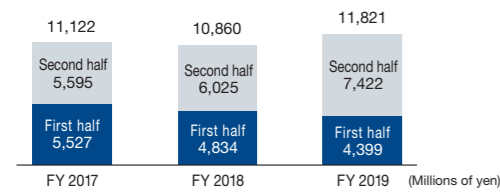
Enhanced Service Capability and Used Crane Value



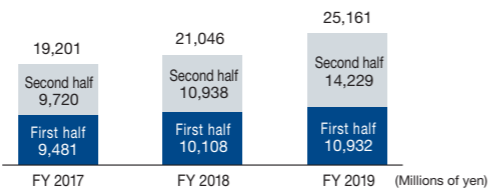
Net Sales

Part sales and product repairs increased both in the Japanese market and in markets outside of Japan, reaching our highest figures ever. Sales for used cranes and other products decreased in the Japanese market but increased in markets outside of Japan, to reach 36,982 million yen (115.9% of the figure for the previous year).

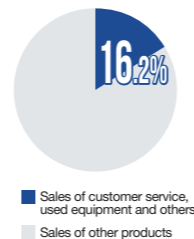
Other sales (used cranes, other products)



Other sales (Parts, repairs, etc.)



Sales ratio by product



Becoming a Manufacturer with Four Synergistic Strengths

Tadano aims to be a manufacturer with four synergistic strengths consisting of product competitiveness, product quality, service capability (including parts), and used crane value. In addition to enhancing the competitiveness and quality of our new products, we are working to ensure the long service life of our products by strengthening our service capability (including parts) and maintaining and enhancing used crane value.

One of the initiatives aimed at enhancing products' life cycle value is the supply of maintenance parts. The Tadano Global Parts Center in Kobe, the Group's parts supply hub, stocks 82,000 items and more than 1.23 million component pieces. Leveraging its proximity to an international port and an international airport, the Global Parts Center achieves a drastic reduction in delivery time for both domestic and international destinations. It has six bases in Japan, in Hokkaido, Tohoku, Tokyo Metropolitan Area, Hokuriku, Chubu, and Kyushu, joined by the seventh, the Tadano Demag Yokohama Parts Center, dedicated to Demag parts, which opened on April 1, 2020. These parts centers achieve the fastest possible parts shipment in collaboration with the Global Parts Center and play a key role in minimizing product downtime by stocking products that are in high demand in each service area based on our many years of experience. Outside Japan, in November 2018 the company launched a parts center in Singapore, seeking to further shorten delivery time in Japan and beyond.

Tadano is also committed to the recycling business to help customers save on repair costs. With the establishment of the Remanufacturing Business Department in 2017, Tadano instituted the Tadano Remanufacturing Logo to increase awareness of recyclable parts and expand our stock business. By offering upgrades of road-rail cranes and other special-purpose products, adjustment and repair for components and replacements for discontinued parts, we minimize downtime and keep repair costs down, to maximize product life and maintain value while also being good for the environment. These efforts are contributing to the outstanding reputation of our used equipment.



Global Parts Center

Delivering Outstanding Customer Service

Crane downtime leads directly to business losses for customers. That's why Tadano strives to deliver outstanding service that meets and exceeds customer expectations. Tadano's Customer Support (CS) Division makes it its mission to deliver outstanding service to ensure operational safety for our customers and to maximize our product value. We focus on three areas: before-sales services, after-sales services, and safety training.

We aim to minimize product downtime and accidents arising from inadequate maintenance by promoting before-sales services, including the Tadano Maintenance Package, which allow customers, service contractors, and Tadano to share information on maintenance status and repair history using Hello-Net, and the Tadano Engine Care Package, which specializes in the maintenance of advanced engines (currently available only in Japan). Our after-sales services are built on a service network of 345 authorized

service contractors and 923 authorized service personnel across Japan, in addition to 10 branches and 23 sales offices. Our global service network spans the entire world and includes direct service as well as service provided by over 140 distributors. Along with our efforts to enhance this network, we are working to improve service quality. By holding on-site technical seminars outside of Japan and also implementing systematic training at the state-of-the-art training center on the premises of our head office, we are fostering service engineers in and outside Japan.

Furthermore, Tadano devotes its efforts to preventing accidents at jobsites through initiatives such as the safety training conducted in February 2018 using virtual reality.

Since August 2019, we have been establishing a service network for Demag brand products equivalent to that for Tadano products.



Safety training using virtual reality

Hello-Net Keeps Customers and CS Division Connected to Cranes in the Field

Using communication satellites and mobile devices, Hello-Net makes it easy to ascertain the operating status of a crane in real time. This enables a proactive approach to service through which we can identify early signs of trouble and provide advance maintenance. We are making progress in installing Hello-Net as standard equipment, chiefly on cranes designed for use on rough terrain crane. Hello-Net is currently used with approximately 13,600 cranes in Japan and 5,900 cranes outside of Japan. We are also expanding this system for use with all terrain cranes and aerial work platforms.



Other Products

Tadano's lifters enable the safe and efficient transportation and installation of heavy machinery in special worksites such as indoor facilities, cleanrooms, and tunnels not accessible for mobile cranes and overhead cranes.



Hydraulic Gantry (TB-1000)



All Terrain Crane Mounting/Removal Lifter (Example of boom removal from ATF400G-6)