



PRESS RELEASE

Manitou Group Announces Initiative to Advance the Sustainable Development Goals of the United Nations

Ancenis, February 21th, 2018 – Manitou Group, a signatory of the United Nations Global Compact, announced today an initiative through its North American subsidiary to promote the Sustainable Development Goals of the United Nations (UN). The initiative, entitled *Elevation Frontiers*, will bring Manitou together with select universities to develop innovative business solutions that will also fundamentally advance the UN Sustainable Development Goals. Manitou Group will work closely with its UN partners to prioritize the Sustainable Goals as the research projects are identified and defined.

“We are very excited for our North American subsidiary to have this opportunity to support the United Nations in a way that aligns our business and sustainability goals with the UN Sustainable Development Goals.” said Mr. Michel Denis, CEO of Manitou Group. *“This will allow us to do our part in securing a sustainable future by strengthening the economy, building healthy communities, and reducing our environmental impact, as I am deeply engaged in order that Manitou becomes a global leader in our industry with a local commitment to our communities.”*

In 2015, countries worldwide adopted the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals. Governments, businesses and civil society, together with the United Nations, are mobilizing efforts to achieve the sustainable development agenda by 2030. The Goals seek to transform our world by ending all forms of poverty, fighting inequalities and tackling climate change, while ensuring that no one is left behind.

“At the UN Foundation and the Business Council for the UN, we believe in the power of business to advance the world’s sustainability goals by working together with civil society, the private sector, and academia,” said Ms. Ilze Melngailis, Senior Director of Global Partnerships and of the Business Council for the UN. *“We applaud members of private industry that step forward to seek new forms of cooperation and approaches to addressing challenges that we face in today’s world. We are pleased to have Manitou as a member of the Business Council for the UN and very much look forward to collaborating with their team in this pioneering endeavor.”*

Mr. Rick Alton, President of the CEP Division at the US-based Manitou Equipment America added, *“When this innovative concept was first presented to me, I immediately envisioned the infinite*

possibilities to develop creative solutions for some of our most difficult business challenges, and then execute those solutions to advance sustainable goals.” As a member of the Business Council for the United Nations as well as a supporting partner of PRME, Manitou Equipment America is well positioned to advocate for change, according to Mr. Alton. *“This will all serve to enhance the careers of our employees, improve the lives of those within our communities, and establish responsible business practices as we prepare for future growth. This truly unique partnership approach may soon become the standard as we look to expand the initiative to include other private industry leaders as well,”* he said.

“By collaborating with Manitou, PRME and its 700 signatory business schools has an active partner in its quest to bring sustainability principles from the classroom to the boardroom, and to enable business school students to engage in real-world sustainability challenges of companies,” said Jonas Haertle, Head of the UN-supported Principles for Responsible Management Education (PRME). *“By investing in the education of our future leaders, this initiative will better prepare business to not only have a greater awareness of the sustainable challenges we face together as a global community, but to also develop and implement solutions that will advance the interests of those most impacted by these challenges.”*

The *Elevation Frontiers* initiative is being launched in North America with the aim of expanding the collaboration on a worldwide in the coming years.



Photo / Elevation Frontiers

Manitou Group, a world leader in rough-terrain handling, invents, produces, distributes and services material for construction, agriculture and industries.

The group's product lines include: fixed, rotating and heavy tonnage all-terrain telescopic forklifts, all-terrain, semi-industrial and industrial masted forklifts, skid-steer loaders on wheels and tracks, articulated loaders, backhoe loaders, aerial work platforms, truck-mounted forklifts, warehousing equipment and attachments.

Through its iconic brands - Manitou, Gehl and Mustang - and its network of 1,500 dealers worldwide, the Group offers the best solutions by creating optimum value for its customers.

With its headquarters in France, the group recorded a revenue of 1.6 billion euros across 140 countries in 2017, and it employs 3,900 people who are all committed to satisfying customers.