



PRESS RELEASE

Manitou Group partners with Printemps des Fameuses

- Kickoff on International Women's Rights Day
- Two weeks of events for employees
- An internal network promoting equality between women and men

Ancenis, March 8, 2018 — The Manitou group, world leader in rough-terrain handling, is getting involved in International Women's Rights Day. By engaging with [Printemps des Fameuses](#), the group is advancing its policy of professional equality among women and men with many events intended to raise awareness among its employees in France and internationally, especially thanks to the strong involvement of its internal network *Wo'Men by Manitou Group*.

The Manitou group is offering its employees a number of highlights during the time called the Printemps des Fameuses "off" period from March 8 to 23. Michel Denis, Manitou group General Director, emphasizes the group's involvement: *"After rolling out events promoting professional equality between women and men in 2015, the Manitou group became the first signatory of the Regional Plan charter for professional equality in 2017. Being partner to an event as important as Printemps des Fameuses is an incredible opportunity to exchange ideas with major economic influencers on best practices for promoting the position of women at companies."*

Sponsored by its division Manitou Middle East, on March 8, the group will receive a team of women participating in the Rallye des Gazelles, to tell about their preparation for that kind of challenge. While communicating International Women's Rights Day on social media through #PressforProgress, the Manitou group will reinforce the message by organizing a photo competition to smash stereotypes with shots taken by group employees. This contest will also be on social media under the keyword #BreaktheStereotypes. The group is also joining its partners, such as the Randstad In House temp agency to present at its Ancenis site a photo exhibition from March 12 to 16 showing portraits of numerous women in occupations where people don't expect to find them. Employee involvement is worldwide with mini street interviews done by the group's management in Ancenis and at its North American subsidiary based in West Bend, Wisconsin. Louise Laumet, marketing manager at Manitou, and member of the Wo'Men By Manitou Group steering committee explains the approach: *"Our network Wo'Men by Manitou Group has just celebrated its third birthday! Originally made up of women, it now involves about 10 men, proof of its openness. Now, with more than 60 members, our goal is to advocate for professional equality between women and men through both internal and external events. International Women's Rights Day and Printemps des Fameuses are events driving strong messages that we want to convey to our colleagues, both at Ancenis and at our subsidiaries around the world."*

Wo'Men by Manitou Group is also partnering with other networks, such as *SNCF au féminin*, on March 19 to share their experiences during a conference open to colleagues at the Ancenien group, whose goal is to continue helping minds grow. These 15 days of events at the Manitou group will precede the end of Printemps des Fameuses, which will take place in Nantes on March 23.

THE EVENT: PRINTEMPS DES FAMEUSES

Since 2014, Printemps des Fameuses has shown that the issue of equality between women and men is a question of justice, that it has value at the economic and social level, and that its innovation potential is enormous and underexploited. Feminism, harmonization of private and professional life, the fight against stereotypes: Printemps des Fameuses offers a wide-ranging, pluralistic approach to equality between women and men. It enriches general culture through various formats (plenary discussions, workshops, standup, etc.) and encourages emulation. It relies on a strategic committee made up of organizers, partner representatives, public institutions, and experts on the subjects of diversity and parity: Sophie Bellec, president of the Business au Féminin Network, Sylvie Bernard-Curie, HRD management and talent development at KPMG, Marianne Binst, general director of Santéclair, Eloïse Bouton, journalist, Stéphanie Dommange, director of SNCF Mobilités Pays de la Loire, Marie Donzel, associate at AlterNego, Virginie Estève-Struillou, director of agencies, disability and diversity referent at Randstad, Elisabeth Ferro-Vallé, professional equality expert at Groupe Afnor, Hélène Guillet, services director, City of Vertou, Joëlle Kerivin, general director of the La Folle Journée and president of Espace Simone de Beauvoir, Sophie Marinopoulos, clinical psychologist and psychoanalyst, Arnaud Pissot, diversity expert, Maud Raffray, consultant and supporter of regional projects —culture, media, gender equality and social innovation, Laurence Renaud, communication director of Caisse d'Épargne Bretagne Pays de Loire, Christelle Rougebief, director of territory clients at GRDF Ouest, Véronique Tomas, regional delegate for the rights of women and equality, Laurence Vernay, associate at Saje and president of Femmes Chefs d'Entreprises (FCE) Pays de Loire. After a four-year history, its success never stops growing. The ambitious bet launched in 2017 — a move to Stereolux, a doubling of the audience — has held. In 2018, this national event celebrates its 5th anniversary.

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

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.

Headquartered in France, the group recorded revenue of 1.6 billion euros across 140 countries in 2017, and it employs 3,900 people, all committed to satisfying customers.