

Cramo Care – harmonised approach to sustainability

LEADERSHIP IN RESPONSIBILITY AND CUSTOMER CARE

CRAMO CARE'S KEY ISSUES



- CLIMATE SUPPLIERS
- TRAINING QSE
- WORKPLACE SOCIAL RESPONSIBILITY
- MANAGEMENT SYSTEM
- REPORTING

- Introducing climate calculations in the Nordic countries
- Introducing sustainability requirements in our supplier contract
- Developing Cramo School, Cramo Academy and rolling out Cramopol Implementation of the Quality, Safety, Environment (QSE) Action List in every country
- Group-level reporting of accidents at work including reduction target
- We build trust and credibility in the local community
- ISO, Code of Conduct, Operating Principles, customer and market surveys
- UN Global Compact and Global Reporting Initiative (GRI) as the basis

TARGETS OF CRAMO CARE

Cramo Care aims to meet increasing demands on sustainability from key customers, thus also generating higher profits. At the same time, it will build trust in the Cramo brand.

- Become the leader in responsibility and customer care

ACHIEVED IN 2011

- A survey carried out on key customers' demands on sustainability in Finland and Sweden. Their interest in forming strategic partnership in this area verified
- Benchmark against main competitors

- Incremental development of strategy and road map together with planning of organisation, based on already existing positions in the Group continued
- Safety, work environment and environmental issues included in business planning in Sweden
- A pilot on sustainability reporting based on the Global Reporting Initiative (GRI) accomplished in Sweden
- Co-operation with the Swedish Institute initiated to assess further trends and customer demands in the Baltics, Russia and Poland
- A Group-level co-ordinator was appointed to monitor execution of the strategy and roadmap
- Sustainability training was started as part of Cramopol and Cramo Academy

PRIORITIES FOR 2012–2013

- Step-by-step implementation and adaption of the Cramo Care strategy and organisation, e.g. further development and roll out of GRI-based sustainability reporting
- Full Quality, Safety and Environment (QSE) certification of all operations in Finland

CUSTOMER CARE

- We help our customers to meet their sustainability targets and strengthen their sustainability profile
- We develop market-leading sustainability services in co-operation with key customers
- We offer safe products to our customers

EMPLOYEE CARE & ETHICS

- We offer attractive working conditions to increase employee and supplier engagement and loyalty

ENVIRONMENTAL CARE

- We have high environmental standards in our production and customer offerings

RESPONSIBILITY TOWARDS THE ENVIRONMENT AND SOCIETY PROVIDES PREREQUISITES FOR LONG-TERM BUSINESS EXCELLENCE AND FINANCIAL PERFORMANCE

MEUR 2011 [2010]

CUSTOMERS

- Sales 679.9 [492.1]
- Other operating income 9.0 [15.1]

CRAMO

SUPPLIERS OF MATERIALS AND SERVICES

- Materials and services and other expenses 387.2 [286.1] ↑ 35.3%
- Gross capital expenditure 147.1 [52.4] ↑ 174.9%

PERSONNEL

- Employee salaries, wages and bonuses 105.8 [78.4] ↑ 35.0%

PUBLIC SECTOR AND SOCIETY

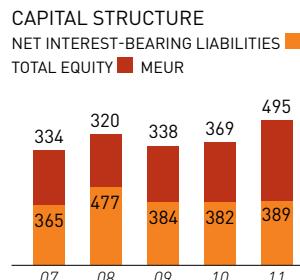
- Taxes and social security charges 32.2 [26.0] ↑ 23.7%

OWNERS AND FINANCIAL COMMUNITY

- Finance expenses 29.4 [29.3] ↑ 0.2%
- Dividends 3.2 [0.0]

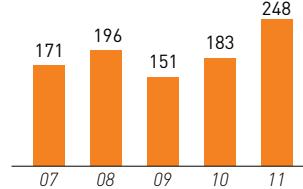


Cramo is a main sponsor to SOS Childrens Villages.



Cramo strengthened its balance sheet through a rights offering of approximately EUR 100 million.

MATERIALS AND SERVICES PURCHASED MEUR



Due to the increasing business, purchases of materials and services has increased.

IMPLEMENTATION PROGRESSES STEP-BY-STEP

DEPENDING ON THE PRESENT QSE SITUATION IN EACH COUNTRY



- As we are committed to high quality in our operations, we also want to raise the importance of construction quality for a broader discussion. For example, we organised a seminar on "We hate work done poorly" together with the Construction Quality Association and Laatukeskus Excellence Finland for major construction companies, developers and other real estate owners, such as the largest cities, says **Mr Lasse Huuhka**,

Marketing Manager at Cramo Finland and one of the organisers of the seminar.

In Sweden, Cramo published its first GRI-based sustainability report for the year 2010.

- We hope that this report offers our customers an overall view of the path we have chosen in order to be a role model within Rental as well as within sustainability, says **Mr Martin Freland**, Environmental and Quality Manager responsible for the QSE program at Cramo.

- In addition to being ISO 14001 certified, our goal is to become more climate-friendly and reduce greenhouse gas emissions from our activities. In 2011, this ambition led us to develop a carbon

inventory to better manage our climate impact. Our next efforts will include emission reduction targets for the coming years and offer climate neutral office solutions, says **Mr Tor Loraas**, QSE and Purchase Manager at Cramo AS in Norway.

- Continuous improvement in occupational safety plays a vital role. As a part of this, we organise yearly safety training for all technicians and sales people not only to make their work safer but also to enable them to give our customers good advice to make their work places safer too, says **Mr David Vašíček**, Sales Director at Cramo in the Czech Republic and Slovakia.