

TADANO Group Mid-Term Management Plan (14-16)



Lifting your dreams

April, 2014
TADANO LTD.

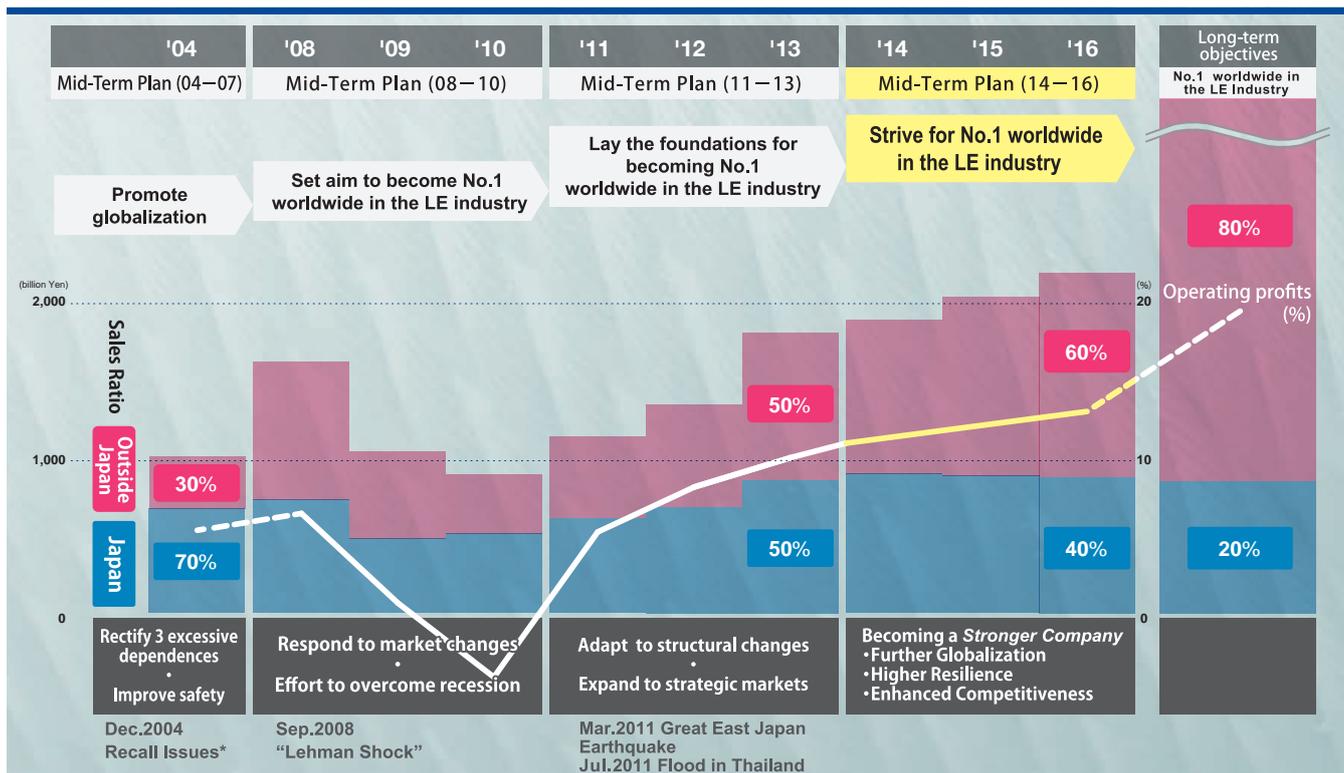
I . TADANO Business Overview



II. Mid-Term Management Plan (14-16)



■ Positioning



II. Mid-Term Management Plan (14-16)



■ Basic Policy and Three Priorities

« Basic Policy »

Becoming a Stronger Company

A Stronger Company means being able to continuously generate profits and develop human resources no matter what business environment it faces

Generate profits

Develop human resources

« Three Priorities »

< Further Globalization >

Business composition which matches world demand structure

< Higher Resilience >

Business structure which is hardly influenced by any sudden business environment changes

< Enhanced Competitiveness >

Provide higher value to our customers based on our Core Values: Safety, Quality, Efficiency

III. Seven Strategies



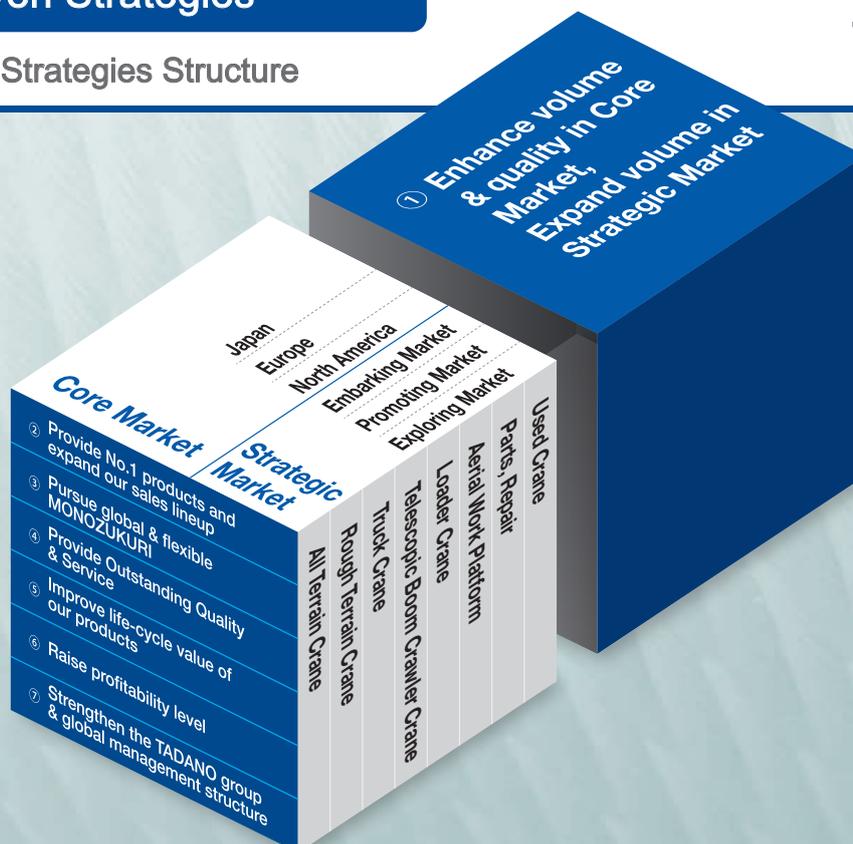
■ To actualize the Mid-Term Management Plan (14-16)

- ① Enhance volume & quality in Core Market, Expand volume in Strategic Market
- ② Provide No.1 products and expand our sales lineup
- ③ Pursue global & flexible MONOZUKURI
- ④ Provide Outstanding Quality & Service
- ⑤ Improve life-cycle value of our products
- ⑥ Raise profitability level
- ⑦ Strengthen the TADANO group & global management structure

III. Seven Strategies



■ Seven Strategies Structure



IV. Management Targets



	Items	FY2016	FY2013 Results
P/L	Sales	Over 220 billion JPY	181.7 billion JPY
	Operating Income	Over 30 billion JPY	21.1 billion JPY
	Outside Japan Sales Ratio	Over 60%	52.5%
B/S	Inventory Turnover Ratio	Over 5.0	4.0
	ROA (Operating Income / Total Assets)	Over 13%	10.6%

■ Assumption

Foreign Exchange Rate 1 USD: 100 JPY
 1 EUR: 135 JPY