

CORPORATE OVERVIEW



Over the years Bell Equipment has developed into a leading global manufacturer and exporter with a wide range of material handling machinery to the mining, construction, forestry and sugar industries.

Listed on the Johannesburg Stock Exchange in 1995,
the company has since grown into a significant operation
with annual revenue in excess of R3,5-billion.

By concentrating on quality, cost-reduction, safety and working capital management we at Bell Equipment are continuing to be a truly world-class organisation.



Contents

Nature of our Business	4
Global Distribution	5
Manufacturing & Assembly Locations	6
Our Heritage	7
Our Achievements	8
Partnerships	9
Technology & Development	9
Strategic Objectives	10
Working closely with our community	10
Financial Assistance for our Customers	10
Business Partners	10
Contacts	11

W elcome to the World of **Bell Equipment**

The following facts may give you a better understanding of our business.

NATURE OF OUR **BUSINESS**

Bell Equipment manufactures and distributes an impressive range of equipment - Articulated Dump Trucks, Front End Loaders, Tractor Loader Backhoes, Tri-Wheeled Loaders (timber/sugarcane harvesting and loading machines), Haulage Tractors, Dozers, Graders, Excavators and a wide range of forestry equipment.

Our products are continuously being improved, evolving to meet the changing needs of our customers. Bell Equipment specialises in the 'clean sheet' design and development of earthmoving products suited to the mining, construction and agricultural industries, with machines marketed nationally and internationally through an extensive network of Customer Service Centres and Dealerships. A comprehensive list of where we are is available on our website: www.bellequipment.com



GLOBAL DISTRIBUTION

Today Bell Equipment is a truly international company with users of more than 19 000 machines operating in over 60 countries around the world.



► AUSTRALASIA

- Bell Equipment Australia (Pty) Limited
- Bell Equipment (NZ) Limited
- Bell Equipment (SEA) Pte Limited

► EUROPE

- Bellinter Holdings SA
- Bell Equipment Switzerland SA
- Bell France SARL
- Bell Equipment UK Limited
- Bell Equipment (Deutschland) GmbH
- Bell Equipment Spain SA

► SOUTH AFRICA

- Bell Equipment Limited
- Bell Equipment Company SA (Pty) Limited
- Bell Equipment Group Insurance Brokers (Pty) Limited

► REST OF AFRICA

- Bell Equipment Co Swaziland (Pty) Limited
- I.A. Bell Equipment Co Namibia (Pty) Limited
- Bell Equipment (Zambia) Limited
- Bell Equipment Mozambique Limitada
- Bell PTA (Pvt) Limited
- Bell Equipment (Malawi) Limited

► USA

- Bell Equipment North America Inc.

MANUFACTURING & **ASSEMBLY** LOCATIONS

Our head office and main factory is in Richards Bay, South Africa and there are assembly plants in Eisenach in Germany and with Deere in Davenport in the USA.

A combination of skilled people and the availability of southern Africa's largest bulk volume port of Richards Bay ensures that the Bell factory is a sustainable business and is well placed to supply both hemispheres and the African continent.



The main factory and headquarters is situated in Richards Bay, South Africa.



Bell Equipment's European Assembly plant is located in Kindel, Germany.

OUR HERITAGE

Bell Equipment has grown from a small engineering and repair service, founded in 1954, into the global competitor it is today in the field of heavy machinery manufacture, distribution and support. Amongst Irvine Bell's early inventions were the unique self-loading trailer and the tri-wheeled machine developed for the sugar cane industry.

Ranking as a leading supplier of earthmoving equipment - a market leader, with machines marketed nationally and internationally, we have been in the forefront of equipment suppliers of both Articulated Dump Trucks and Wheeled Loaders (with a product range of over 50 different models manufactured to world-class quality standards). Bell Equipment is highly competitive in the markets in which it does business.



The company's flagship the B50D, is the world's first production 50 tonne 6x6 ADT.



Apart from its dominance in the South African ADT market, this family-rooted company has also been a market leader for Front End Loaders.

OUR ACHIEVEMENTS

Becoming an A-class world class manufacturer is one of our key initiatives and in 1995 Bell received the ISO 900:1994 Quality Management System certification and successfully upgraded to the ISO 9001:2000 certification in 2002.

The company has been the recipient of various export awards including being elected as the overall winner of the State President's Award for export achievement. The company won the National Productivity Institute's Gold Award in the corporate category and the Institute of Marketing Management's Marketing Organisation of the Year Award.

Prestigious awards bestowed on the company best reflect the achievements of Bell Equipment's Design Engineers.

- Shell Design Award
- SABS Industrial Design Award
- South African Institution of Mechanical Engineers' Project and Systems Award
- Cullinan Design Award
- Technology Top 100 Awards, the Autodesk Award for Outstanding Achievement in Design Innovation and the Metals, Machinery, Electrical, Capital Equipment and Construction category award.

Bell Equipment's products are recognised as outstanding - winning the Minister of Arts, Culture, Science and Technology Award for Overall Technology Excellence: Large Enterprise at the Technology Top 100 awards as well as the Metals, Machinery, Electrical, Capital Equipment and Construction Award and a Gold Award for having qualified for Technology Top 100 five or more times in the past 10 years. Bell was honored with three awards in 2005: Leaders in Innovation for our use of technology in the development of the Fleetm@tic product - a truck/fleet management tool which measures the productivity of the machine; Leaders in Marketing for doubling our sales of ADTs in the past 3 years; making Bell Equipment one of the most technologically advanced companies in South Africa. These accolades are a strong reflection on how the whole company is run and how we as a group have been able to perform.



Throughout its tremendous growth and success the company has retained its family roots. Irvine Bell's sons are all actively involved in the running of the company.

PARTNERSHIPS

Part of the company's success has been to strengthen its trading base through trade and strategic alliance agreements with other global companies including Kato Works in Japan, John Deere Construction and Forestry Company in the United States, Hitachi Construction Machinery in Asia and Liebherr-Hydraulikbagger GmbH in Germany.

These partnerships continue to flourish and provide invaluable benefits to our group. Bell strives to strengthen these alliances and mutually to maximise the benefits that our enterprises can obtain from the partnerships.

TECHNOLOGY & DEVELOPMENT

The strategic alliance between Bell and Deere also provides that the companies pool their research and development in these products so that customers will always be getting the advantage of the latest technology and development.

Licensing the manufacture of a product to another company is an important step for any organisation. In this case it has worked so well because of our close relationship and the common focus of providing value to the customer.

By leveraging combined design and manufacturing capabilities, Bell and Deere have both been able to expand their customer bases and provide a broader product line on a global basis.



STRATEGIC OBJECTIVES

Strategic objectives, backed up by detailed action plans that are implemented effectively, are a feature of our business. In broad terms our focus areas are:

- **Our customers** - form the backbone of our business and will receive quality in all our dealings.
- **Our people** - We value the contribution of all our people and will develop them to their fullest potential and reward them appropriately.
- **Quality** - We aim to produce and deliver quality products and services that are at the forefront of the market, and to extend our ethic of continuous improvement in all our operations.
- **Cost management** - We aim to operate in the most cost effective manner so as to deliver the best possible yield to our stakeholders.
- **Working capital management** - We will manage our operations effectively in order to be a sustainable business.



WORKING CLOSELY WITH OUR COMMUNITY

Additionally, as part of its corporate social investment, Bell Equipment actively supports initiatives against crime while also working with Chambers of Business and other organisations to create awareness of HIV/Aids and stability among staff and communities. Bell Equipment has long promoted the sustained development providing opportunities to develop skills training to earn a living. The original ethos and desire to succeed - and to contribute positively to our economy and community - is the foundation of Bell Equipment's success.

FINANCIAL ASSISTANCE FOR OUR CUSTOMERS

Financing of customers in their purchase of our equipment continues to be a very important part of our business. Through our joint venture with WesBank (a division of FirstRand Bank Limited) we are providing an important financing facility for our customers. We continue to work with Deutsche Leasing AG (Germany) to finance sales in Europe and with a Swiss-based leasing company for sales in sub-Saharan Africa and South America.

BUSINESS PARTNERS

The cornerstone on which our business has been built are our three most important stakeholders - our customers, our suppliers and our employees. Their invaluable contribution to the success of our company stems from the exceptional relationships we have built up over the years.

CONTACTS

Key Personnel

Group Chairman: Howard Buttery

Tel: +27 (0)31- 569 1100 • Fax: +27 (0)31-569 1108 • Email: howardb@bell.co.za

Group Chief Executive: Gary Bell

Tel: +27 (0)35-907 9100 • Fax: +27 (0)35-9079330 • Email: garyb@bell.co.za

Executive Manager-Group Marketing Executive: Donald Paynter

Tel: +27 (0)35-907 9431 • Fax: +27 (0)35-797 4323 • Email: donaldp@bell.co.za

Managing Director-Africa Sales & Distribution: Bokkie Coertze

Tel: +27 (0)11-928 9835 • Fax: +27 (0)11-928 9753 • Email: bokkiec@bell.co.za

General Manager Sales and Marketing-Africa Sales & Distribution: Terry Gillham

Tel.: +27 (0)11-928 9830 • Fax: +27 (0)11-928 9753 • Email: terryg@bell.co.za

Head Office & SA Factory

Physical address: 13 - 19 Carbonode Cell Road, Alton, Richards Bay, 3900

Postal address: Private Bag X20046, Empangeni 3880, SOUTH AFRICA

Telephone: +27 (0)35-9079111

Bell France:

Telephone: +33 555 89 23 56 • Email: sales@fr.bellequipment.com

Bell Germany:

Telephone: +49 6631 911 30 • Email: sales@de.bellequipment.com

Bell International:

Telephone: +27 35 907 9431 • Email: sales@bell.co.za

Bell Spain:

Telephone: +34 917 191 512 • Email: sales@es.bellequipment.com

Bell South Africa:

Telephone: +27 11 928 9700 • Email: africa@bell.co.za

Bell UK:

Telephone: +44 1283 712 862 • Email: sales@uk.bellequipment.com

Website:

www.bellequipment.com

Strong Reliable Machines
Strong Reliable Support

