

nxtMOVE's Client was in active negotiations with Company A for distribution and branding rights

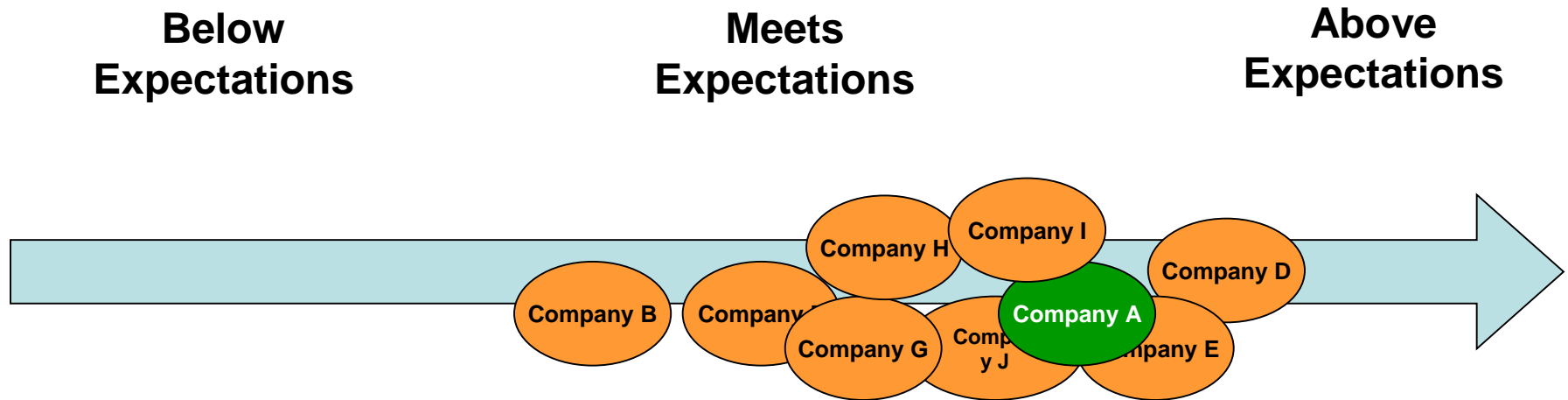
As such, Client required a better understanding of.....

- ⇒ Overall awareness and familiarity of spider lifts EMERGING
- ⇒ Customer perceptions of competitive environment ASSESS S&W
- ⇒ Current and future demand and applications for spider lifts
- ⇒ Interest and impact of a major manufacturer entering the market
- ⇒ Customer activity related to spider lifts - applications, utilization

nxtMOVE conducted interviews primarily with rental companies in.....

- ⇒ Europe = UK, France, Spain, Germany, Scandinavia (40 interviews)
- ⇒ United States (15 interviews)
- ⇒ Australia (10 interviews)
- ⇒ Asia = China and Singapore (5 interviews)

Company A is a leader in the price / value equation



- In general, OEMS are meeting or slightly exceeding customer pricing requirements
- Company B is universally known for expensive high quality spider lifts
- Company A, Company D, and Company E are ranked as manufacturers with the right combination of price and quality
- Company F may be attempting to capture share by lowering its prices in Southern Europe

Spider lifts are established in Europe, however low US product awareness leads to the following conditions.....

Potential mature US market size (unit volume) at conservative European penetration rates

Annual AWP Sales (units)	#####
AWP Retention Rate (years)	#
Spider Lift Retention Rate (years)	#
Ratio of Spider Lifts to AWP	#####

Annual Spider Unit Sales (units) #####

- Available market could double if 2007 European penetration rates are achieved
- Opportunity for Client to define and create the market

Potential annual European spider lift market size (unit volume) after full economic recovery to 2007 levels

Annual AWP Sales (units)	#####
AWP Retention Rate (years)	#
Spider Lift Retention Rate (years)	#
Ratio of Spider Lifts to AWP	#####

Annual Spider Unit Sales (units) #####

- Market education on outdoor applications could significantly increase available market
- Competition with XXX and well established XXX will be significant

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Client views long-term conditions favorably and enters into partnership with Company A