



N.F.T

***Specialized in Tower Cranes L.L.C Sales
& Rental Activity in Middle East***



A specialized company in Tower Cranes and the sole agent for Potain Tower cranes, GJJ, and PEGA material and passenger Hoists in the GCC and parts of the Middle East.

Nabil Alzahlawi, Managing Partner



Leader in Tower Cranes



150 Tower Cranes on Rental During 2009-2011

**Princess Noura Bint Abdul Rahman Women
University Project : KSA**



NFT in a few words

Strong hold in Middle East , one of the largest crane and service providers, offering Self-erecting, Hammer Head, Topless, Luffing Jib grown into one of the largest crane and service providers

Over the years, the organization has evolved itself constantly to accommodate the rapid expansion of its prestigious customer base, all over the Middle east.

The crane rental service is the core business of the group with tower cranes ranging from 4Ton to 64Ton. We continue to invest highly in new technology cranes to serve our customers efficiently.



History of Crane Rental in M.E

- **20 to 25 years ago: main market was for used European cranes; no rental only sales**
- **From 1990: Cranes business starts slowly moving to rent.**
- **From 1995: proper rental fleet first in KSA, then in Abu Dhabi, then big activity in Dubai**
- **Early 90s to 1998 : ↑ from 20 cranes (Old, Small & Medium sizes cranes) to 150 cranes of various types in M.E**
- **2000-2004: rental business improved, another 200 cranes imported from Europe (used & new cranes) adding to existing no. of cranes.**



•**2006-2007: more rental co established, from one man show to well organized company, adding to some intermediate co. that brought European idea & business models to this market, no. of cranes increased from few hundred to many thousand cranes, door open for any brand & any size due to the big shortage**

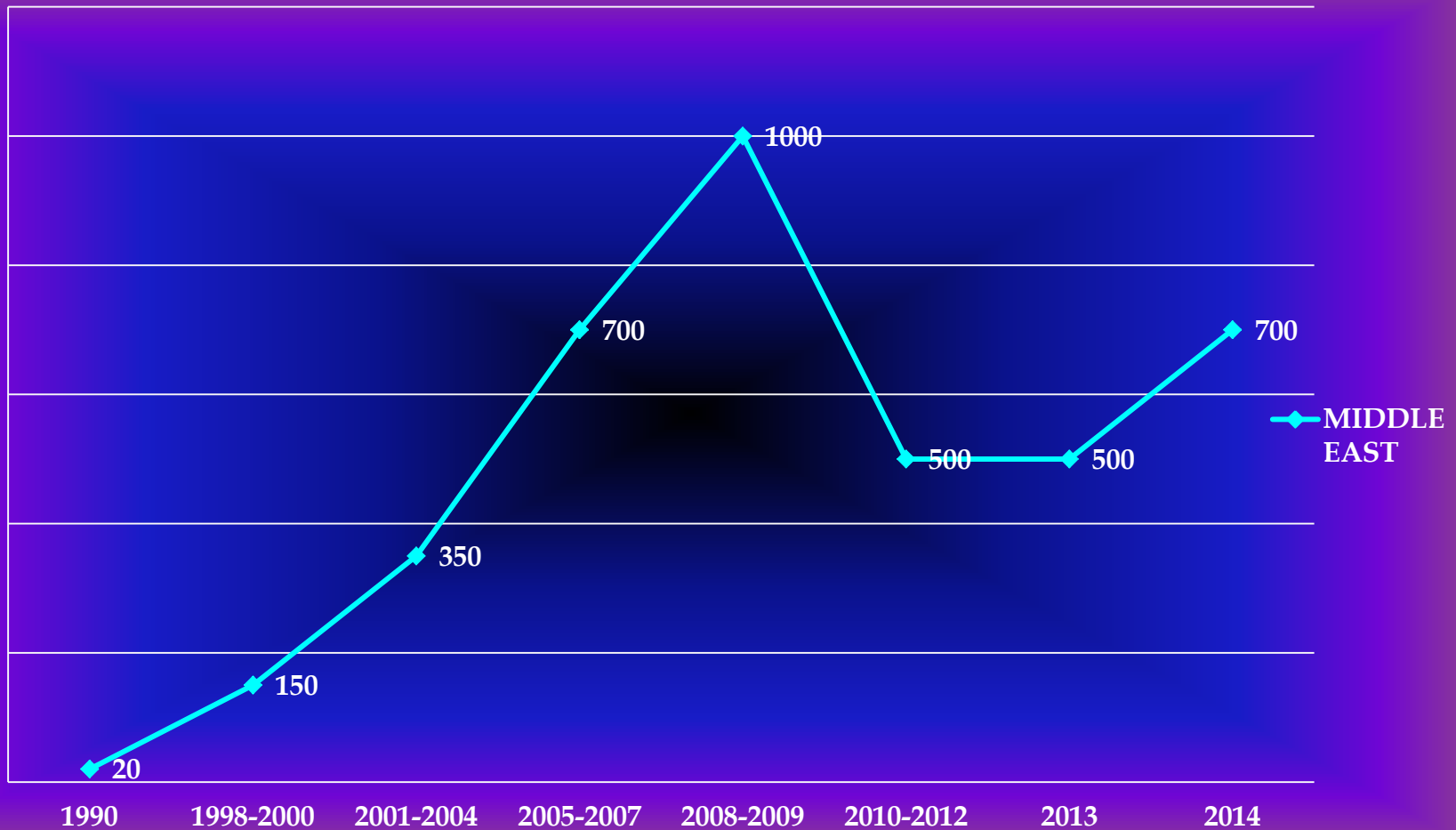
•**2006-2008: booming market, until crisis hit M.E & cranes business starting from end of 2008 .**

•**2009: a few mega projects only - Princess Noura Women University in Riyadh with 200 cranes, follow by KAFD & others**

•**Market is variable from 2011 till today, expecting some improvement & recovery in Q2/2014 especially in UAE, KSA, Qatar & Iraq**



RENTAL FLEET MARKET TREND IN MIDDLE EAST FROM 1990-2013





Key of Success in Crane Rental

- Have the know how, always come with a technical lifting solution
- Offer recent or brand new cranes in all type : Self erecting, Hammer Head, Flat top & Luffers any size, Lifting & height.
- Provide ALL IN package (Turnkey job) including mobile cranes, operators, generators, services & others
- Full support & services 24/7, with parts availability
- Provide safe cranes, reliable + Anti-collision system & others
- Flexible payment



NFT's Advantage

Large stocks of all types of genuine, original spare parts available on site

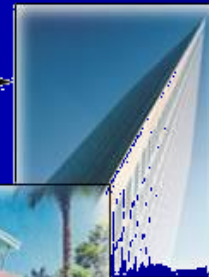
Our Rental fleet of cranes are available on both a short and long term basis

Full technical support and services at any time

Offering special discounts, terms and exclusive conditions

Our equipment can be proposed through several options including: sales, buyback, hire, lease to own, long financing and others

We provide all necessary services and full base on-site technicians and troubleshooting





Towering over the competition



- Offer full guarantee and support on all our cranes.
- Offer Site Preparation; Including Foundation design , Bracing , Traveling base and Upper counter weight.
- Offer flexible terms of payments, available by any means of financial transactions.
- “Long and short” term hire rates, 24 x 7 service and support, delivery to any country and site
- Equipment maintained to the highest standards and dedicated service engineers to minimize our Equipment’s downtime
- Compliance with strict safety standards



Massive Stocks at Depots





Rental Division

Our modern rental large fleet of tower cranes provides several options, capacities and sizes range of equipment that can answer any challenge, this is just one of the reasons the company holds over 60% of the market share business in the area, especially in the business of high rise building and special projects.

Our Strengths :

- ✓ **Technical know-how**
- ✓ **Strong principal support**
- ✓ **Understanding of Client/ Market requirements.**
- ✓ **Competitive prices and deliveries.**
- ✓ **Adequate stock of spare parts.**
- ✓ **Round the clock service and spares availability.**
- ✓ **Ex-stock deliveries**
- ✓ **Local and regional support with turnkey job**

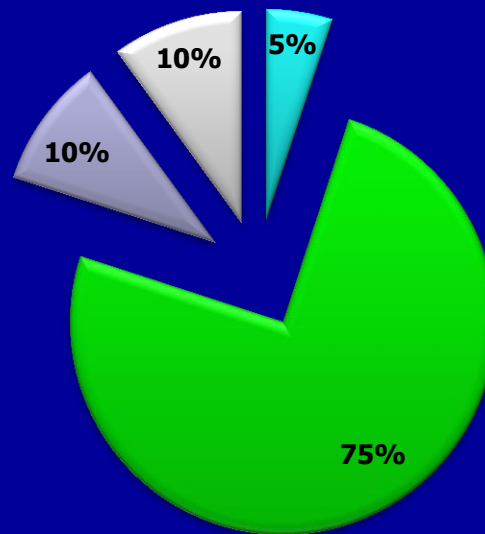


Tower Crane Categories

Basically, we have four division of tower cranes

Four Main Categories

- Self-erecting Cranes
- Hammer Head Cranes
- Flat Top Cranes
- Luffing Jib cranes

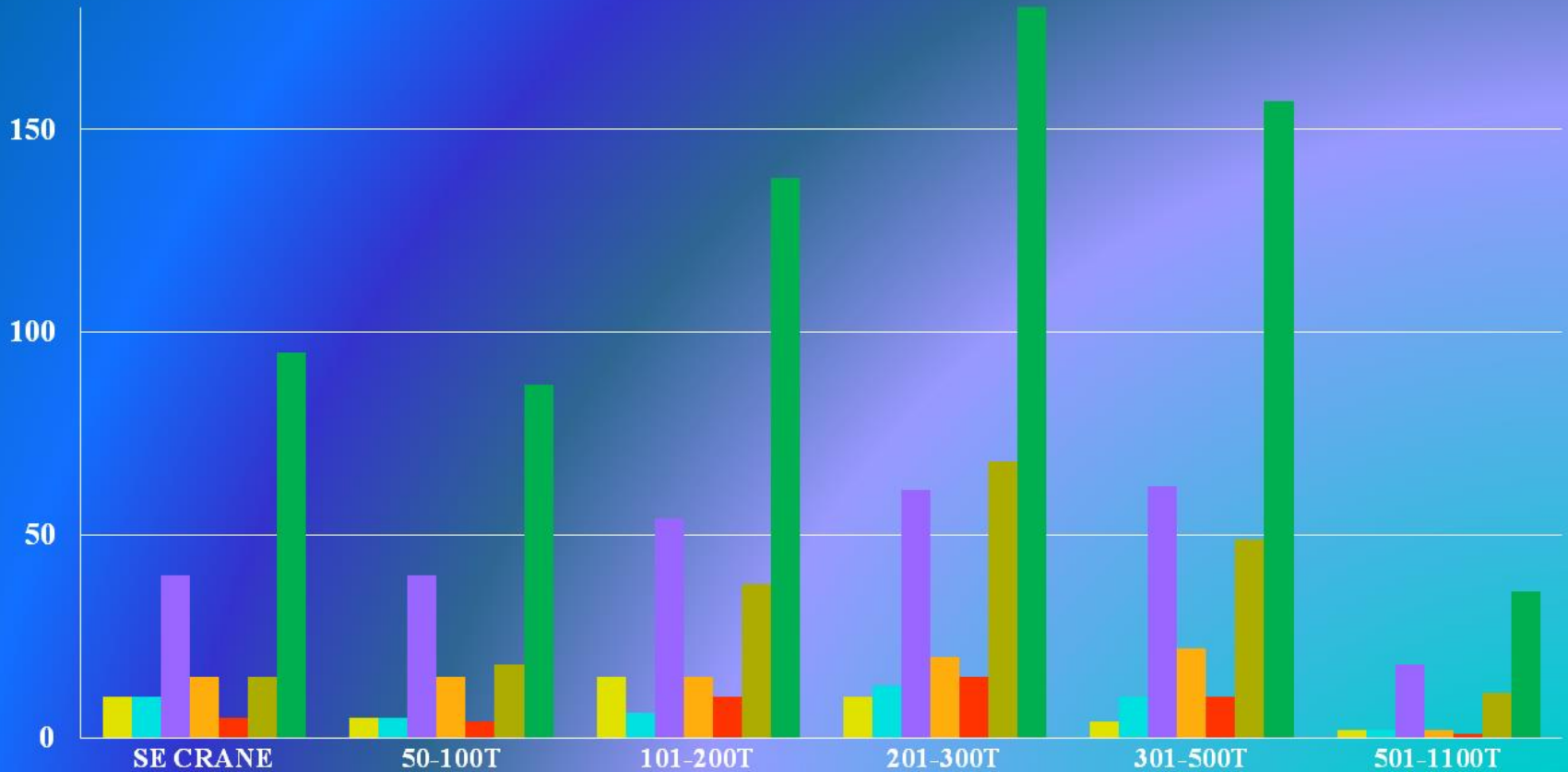




RENTAL FLEET – MIDDLE EAST REGION



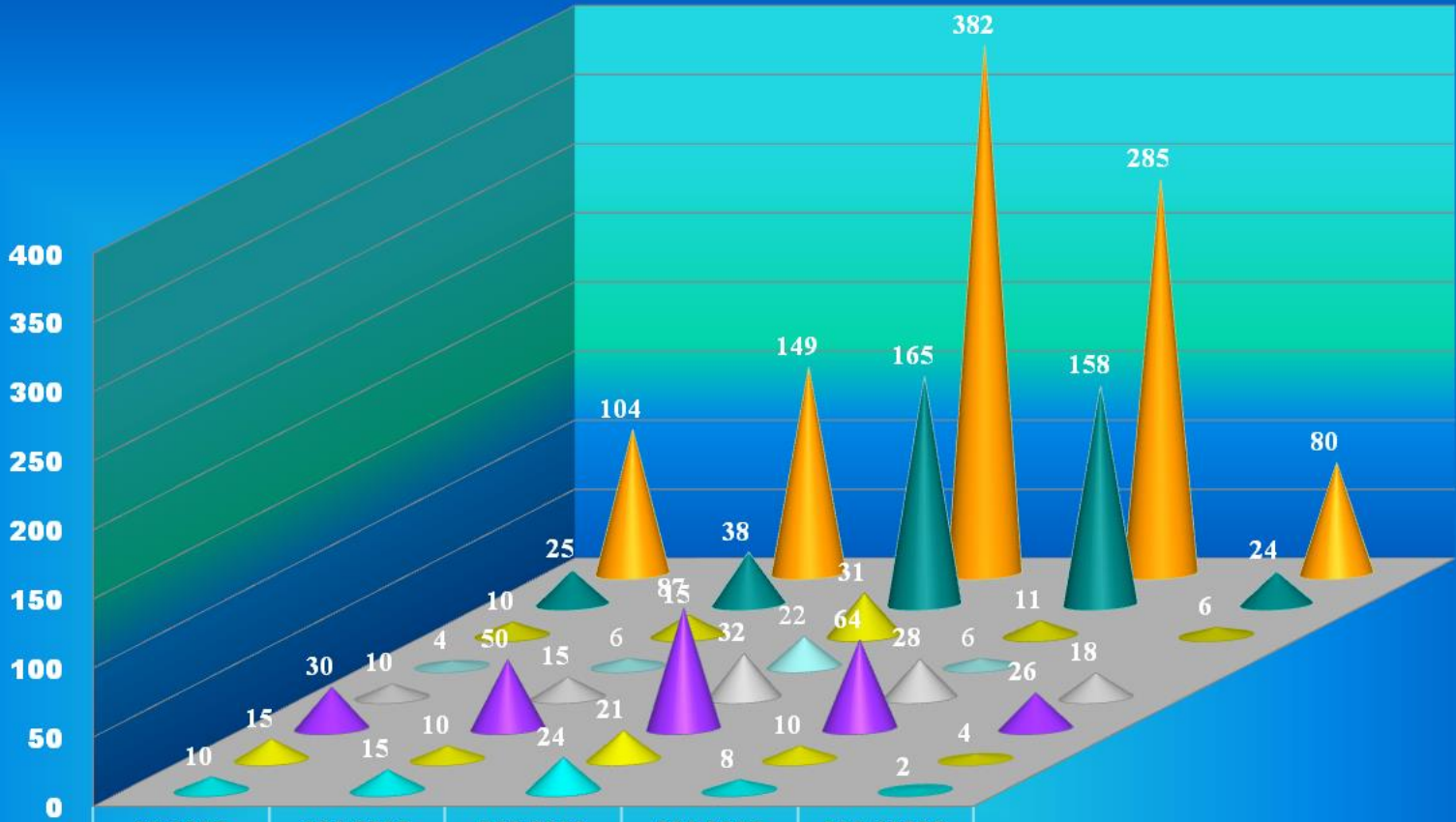
2005 TO 2007 RENTAL FLEET – 700 UNITS



OMAN	10	5	15	10	4	2
BAHRAIN	10	5	6	13	10	2
KSA	40	40	54	61	62	18
QATAR	15	15	15	20	22	2
OTHERS	5	4	10	15	10	1
UAE	15	18	38	68	49	11
TOTAL	95	87	138	187	157	36



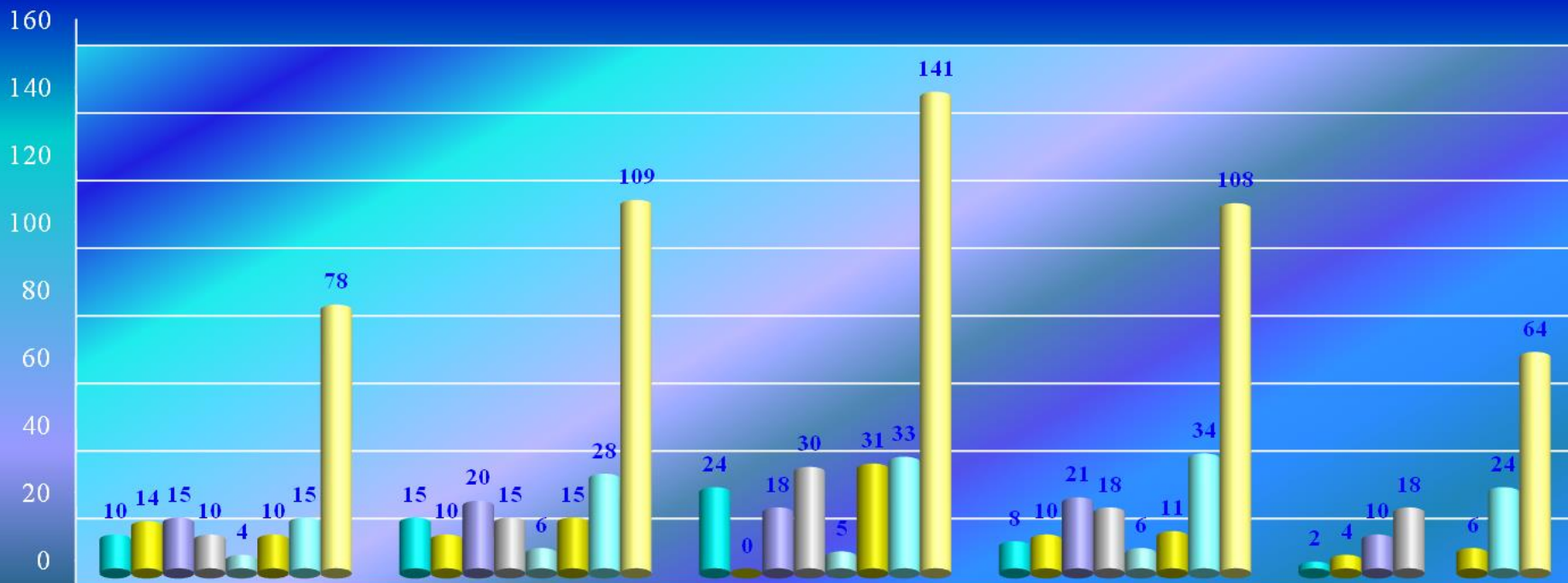
2008 TO 2009 RENTAL FLEET – 1000 UNITS



	50-100T	101-200T	200-300T	301-500T	501-1100T
■ BAHRAIN	10	15	24	8	2
■ OMAN	15	10	21	10	4
■ KSA	30	50	87	64	26
■ QATAR	10	15	32	28	18
■ JORDAN/LEBANON	4	6	22	6	
■ OTHERS	10	15	31	11	6
■ UAE	25	38	165	158	24
■ TOTAL	104	149	382	285	80



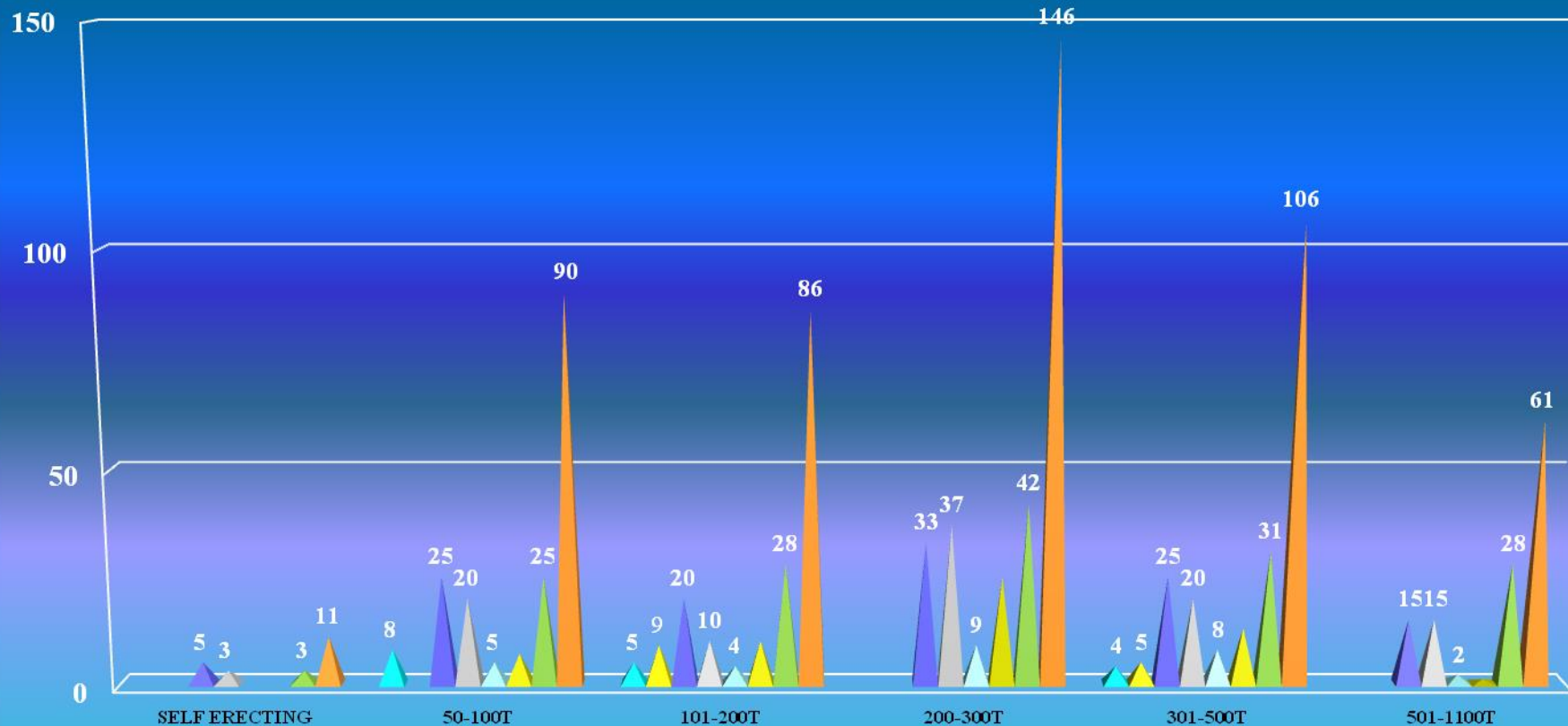
2010 TO 2012 RENTAL FLEET - 500 UNITS



	50-100T	101-200T	200-300T	301-500T	501-1100T
■ BAHRAIN	10	15	24	8	2
■ OMAN	14	10	0	10	4
■ KSA	15	20	18	21	10
■ QATAR	10	15	30	18	18
■ JORDAN/LEBANON	4	6	5	6	
■ OTHERS	10	15	31	11	6
■ UAE	15	28	33	34	24
■ TOTAL	78	109	141	108	64



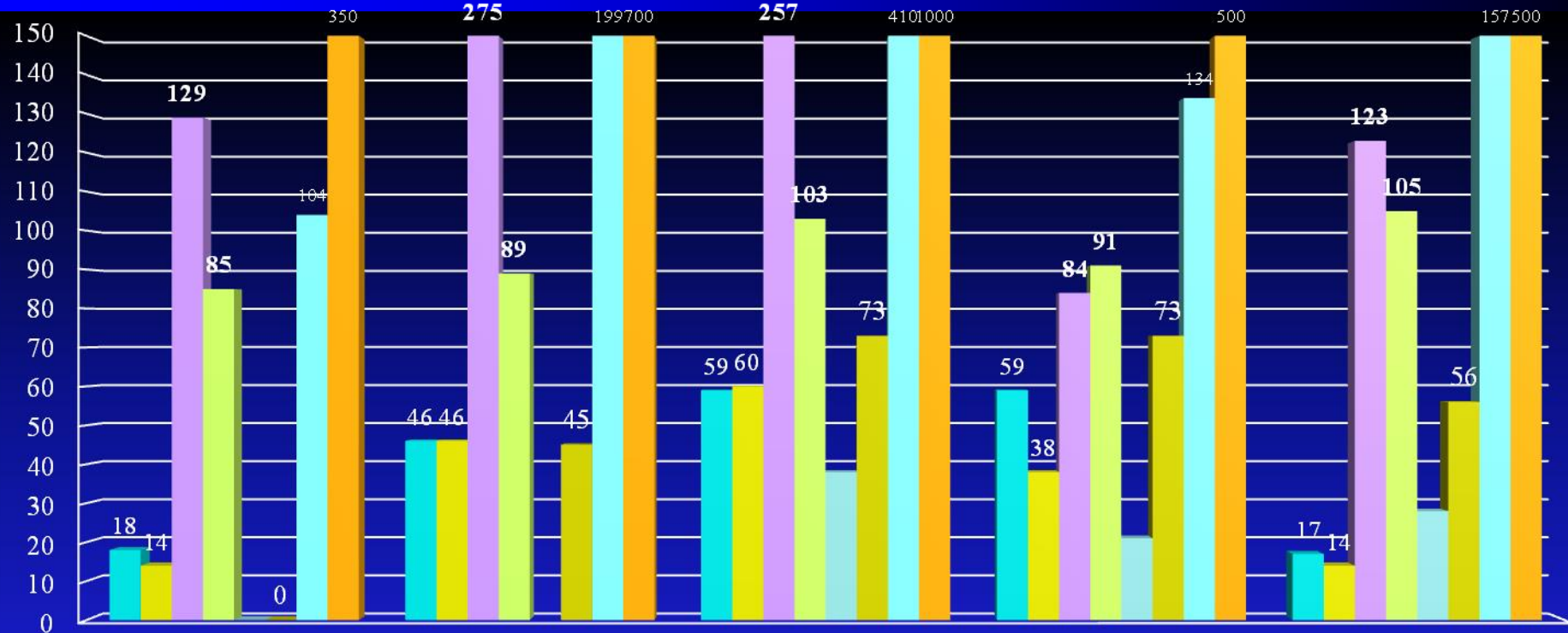
2013 RENTAL FLEET – 500 UNITS



	SELF ERECTING	50-100T	101-200T	200-300T	301-500T	501-1100T
BAHRAIN		8	5		4	
OMAN			9		5	
KSA	5	25	20	33	25	15
QATAR	3	20	10	37	20	15
JORDAN/LEBANON		5	4	9	8	2
OTHERS		7	10	25	13	1
UAE	3	25	28	42	31	28
TOTAL	11	90	86	146	106	61



COMPARATIVE RENTAL FLEET PER YEAR - MIDDLE EAST REGION (PER COUNTRY)



	2001-2004	2005-2007	2008-2009	2010-2012	2013-ONWARDS
BAHRAIN	18	46	59	59	17
OMAN	14	46	60	38	14
KSA	129	275	257	84	123
QATAR	85	89	103	91	105
JORDAN/LEBANON	0	0	38	21	28
OTHERS	0	45	73	73	56
UAE	104	199	410	134	157
TOTAL	350	700	1000	500	500

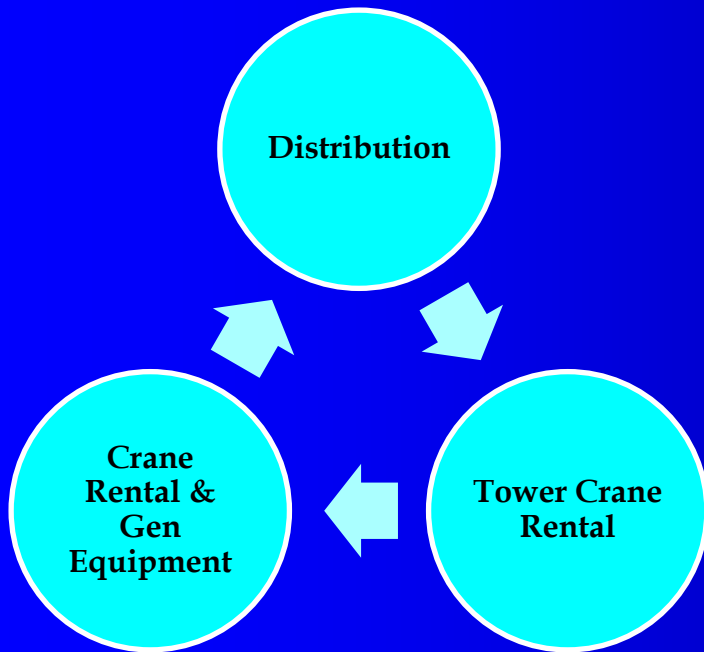


Outlook & Prospects

Barring major set backs impacting the improving regional market outlook, our Company expects its performance in 2014 to be better than the preceding year

Tower Crane Rental

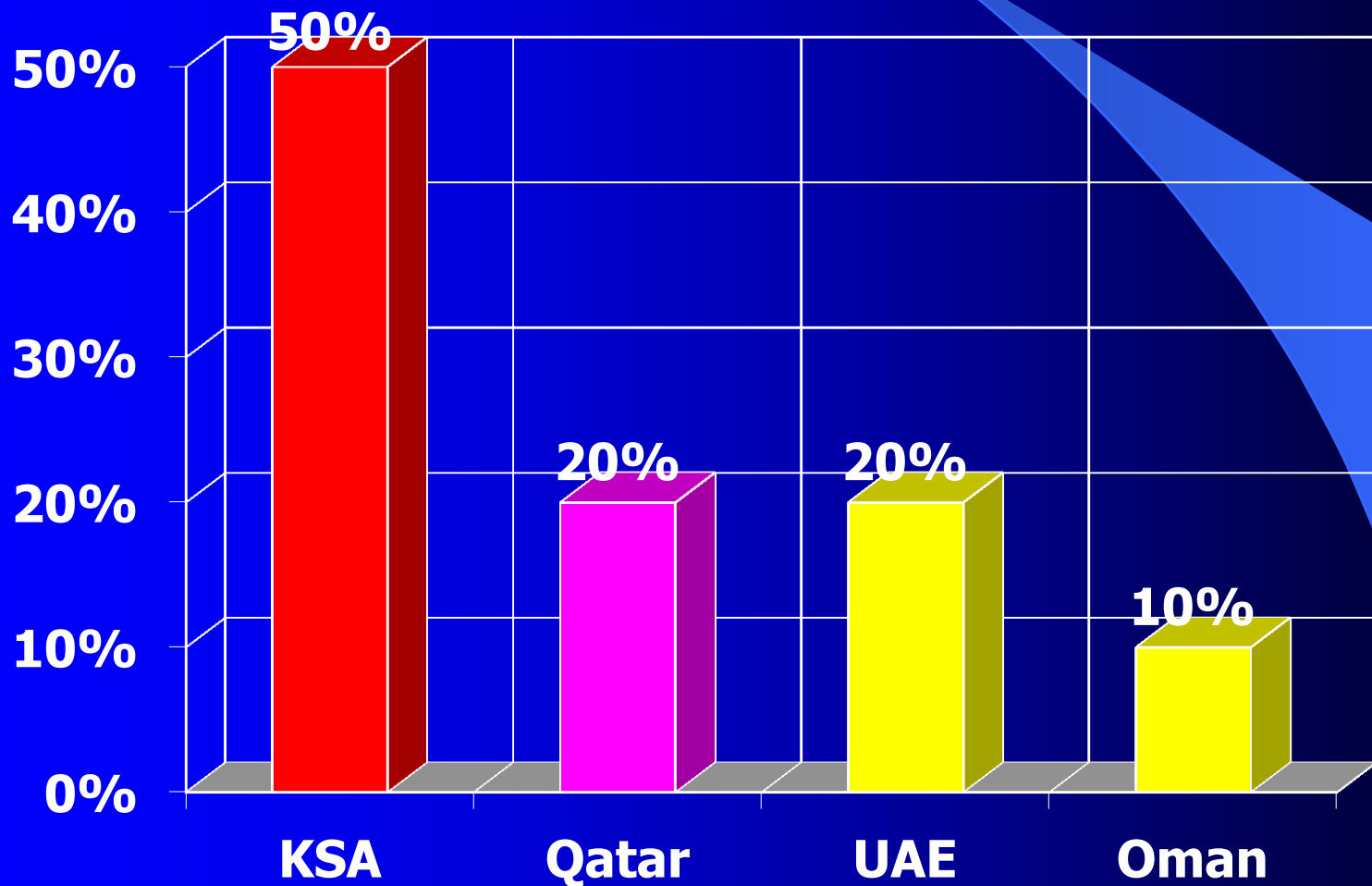
- **Expects to improve its performance as it realizes opportunities to support on going and new large high rise buildings and infrastructure projects**
- **Particularly in UAE, KSA, Qatar, India, Iran, Iraq and Asian Countries**
- **Focus on Structural changes to bring about tighter cost control measures**





Expecting Massive Projects

Expecting new Prestigious projects in 2014 in Middle East Area...





Inconveniences and Difficulties in the Middle East

- **Huge investment, too many idle cranes, utilization less than 25% to 30% in average.**
- **Bad monthly rental incomes**
- **Short rental duration**
- **Non professional customers**
- **Using cranes on rental for 24 hours & 6 to 7 days /week, including holidays**
- **Unskilled operators supplied by the site**
- **Late or no Payment**



- **No one respects the signed contract**
- **Ownership of cranes on rental is by the site or the party who has it- not belonging to crane's owner**
- **Deduction in case of breakdown + damage of ropes**
- **Bad surprise of Rules & regulations, import tax to be paid each movement.**
- **No regular business nor demand**
- **Bad weather, humid climate damages the cranes if idle**



SPECIAL PROJECTS ON RENTAL



THIRD BOSPHORUS BRIDGE – TURKEY



SPECIAL PROJECTS ON RENTAL



Europe Side



THIRD BOSPHORUS BRIDGE – TURKEY

Asia Side



SPECIAL PROJECTS ON RENTAL



ADNOC PROJECT – UAE



SPECIAL PROJECTS ON RENTAL



KAFD PROJECT – K.S.A



SPECIAL PROJECTS ON RENTAL



KAFD PROJECT – K.S.A

THANK YOU!



www.nftcrane.com