

The logo features the word "RIWAL" in a bold, yellow, sans-serif font. It is centered within a dark blue oval, which is itself surrounded by a thin orange border. This entire graphic is set against a white, rounded rectangular background.

RIWAL

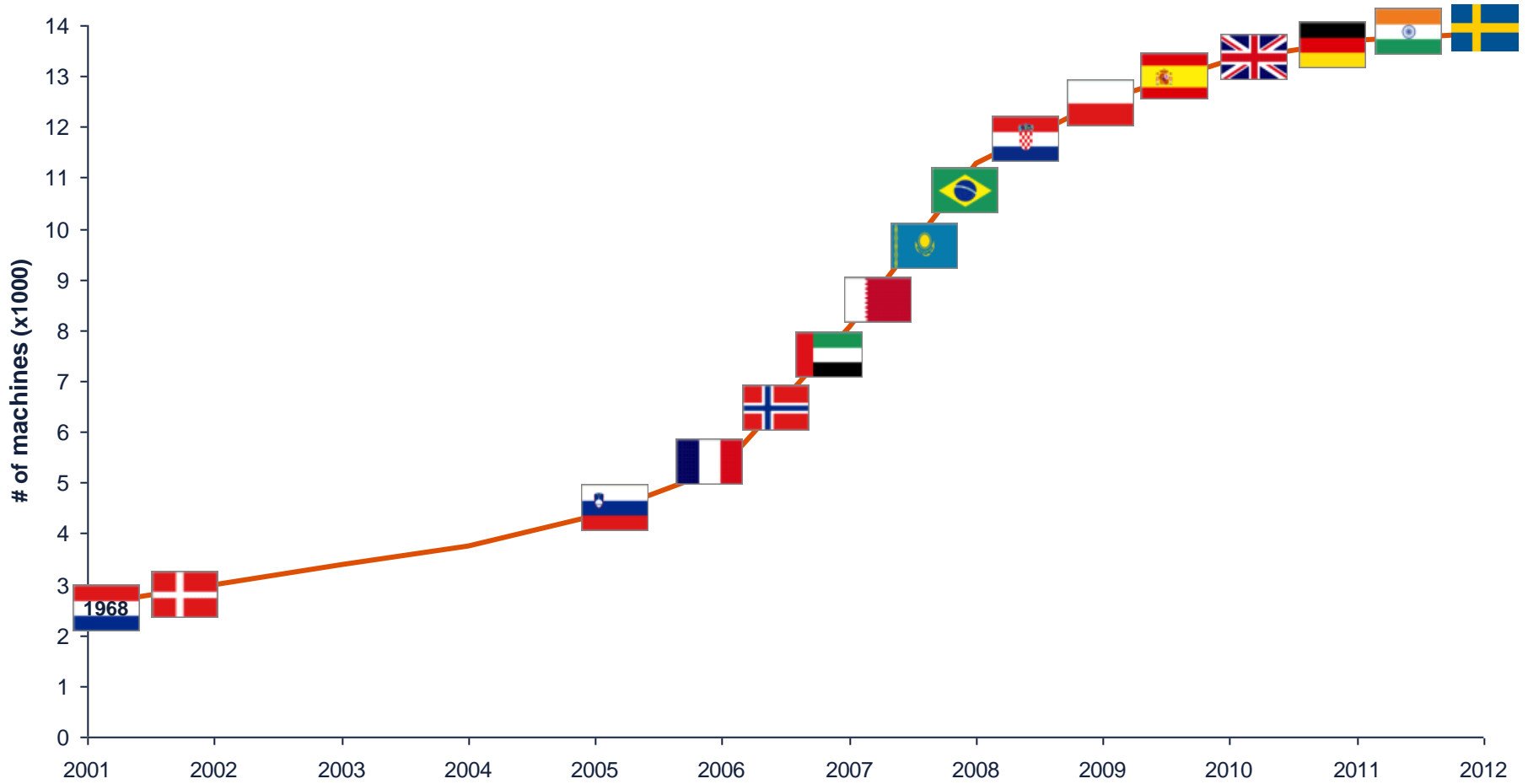
Going Global in Rental

Rival Holding Group
Norty Turner, CEO





Rapid International Expansion

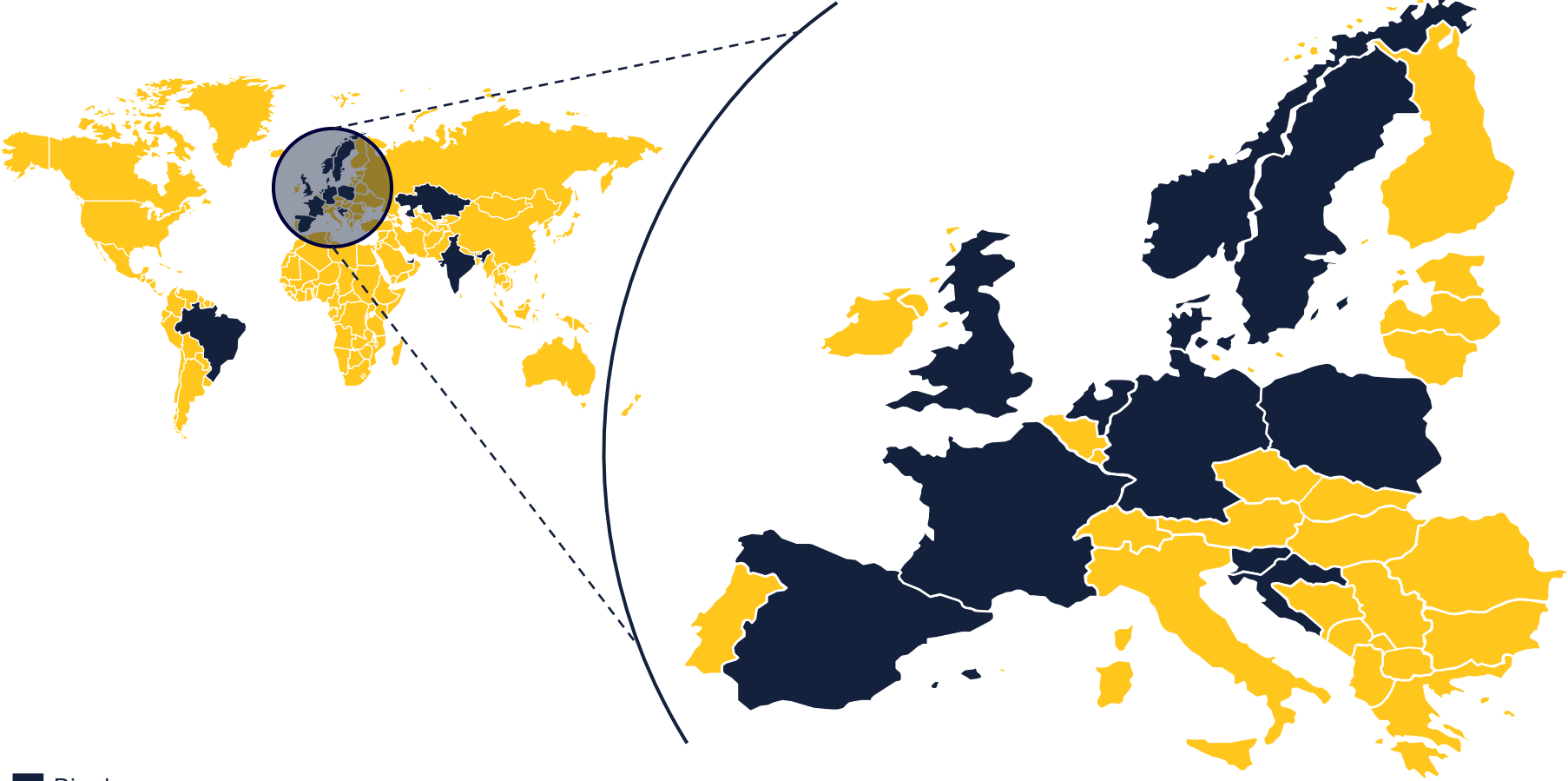




Riwal: Facts & Figures

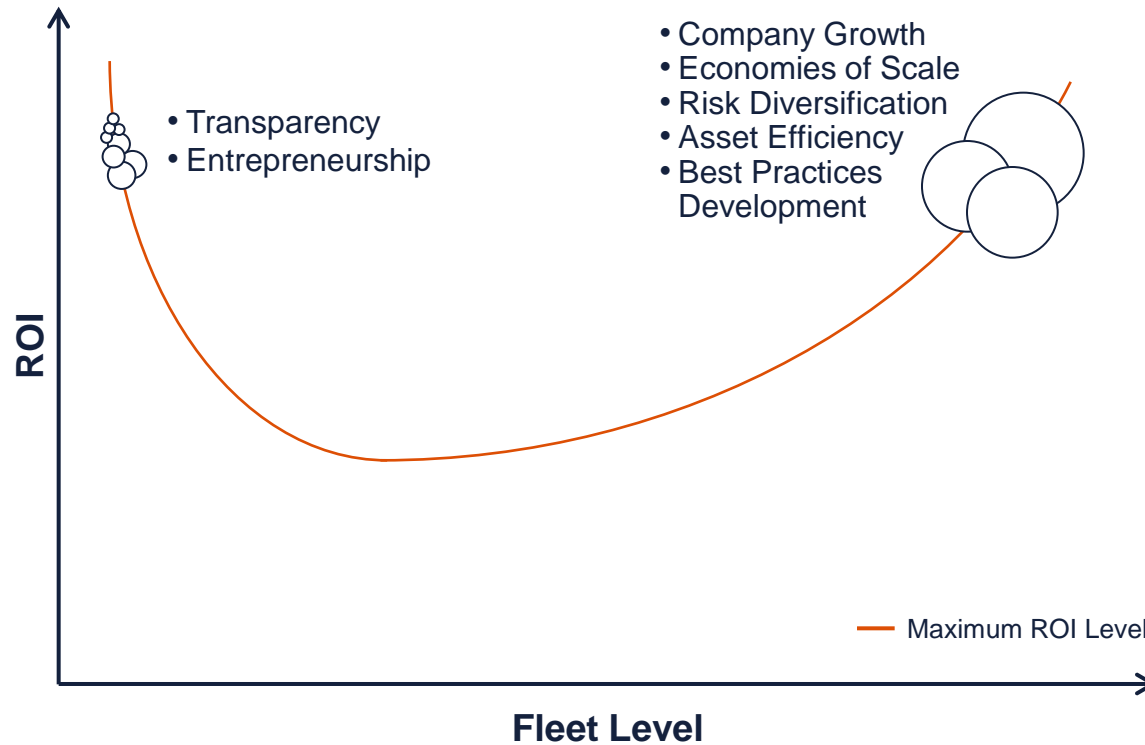
Riwal	<ul style="list-style-type: none">• Largest worldwide• Rental, Sales and Services
Network	<ul style="list-style-type: none">• 16 Countries• 48 Depots• HQ in The Netherlands
Personnel	<ul style="list-style-type: none">• 800 Employees
Equipment	<ul style="list-style-type: none">• 13,000 Units• A-class Fleet
Financials	<ul style="list-style-type: none">• Revenue 2011: ~ €200 million

Strong Global Network



■ Rival presence

Effective Expansion





Expansion Models

Partnerships & Equipment Sales

Risk vs. Control

Shared Risk, Low Control

Investment

Low

Growth Rate

Low

Practice

SVE

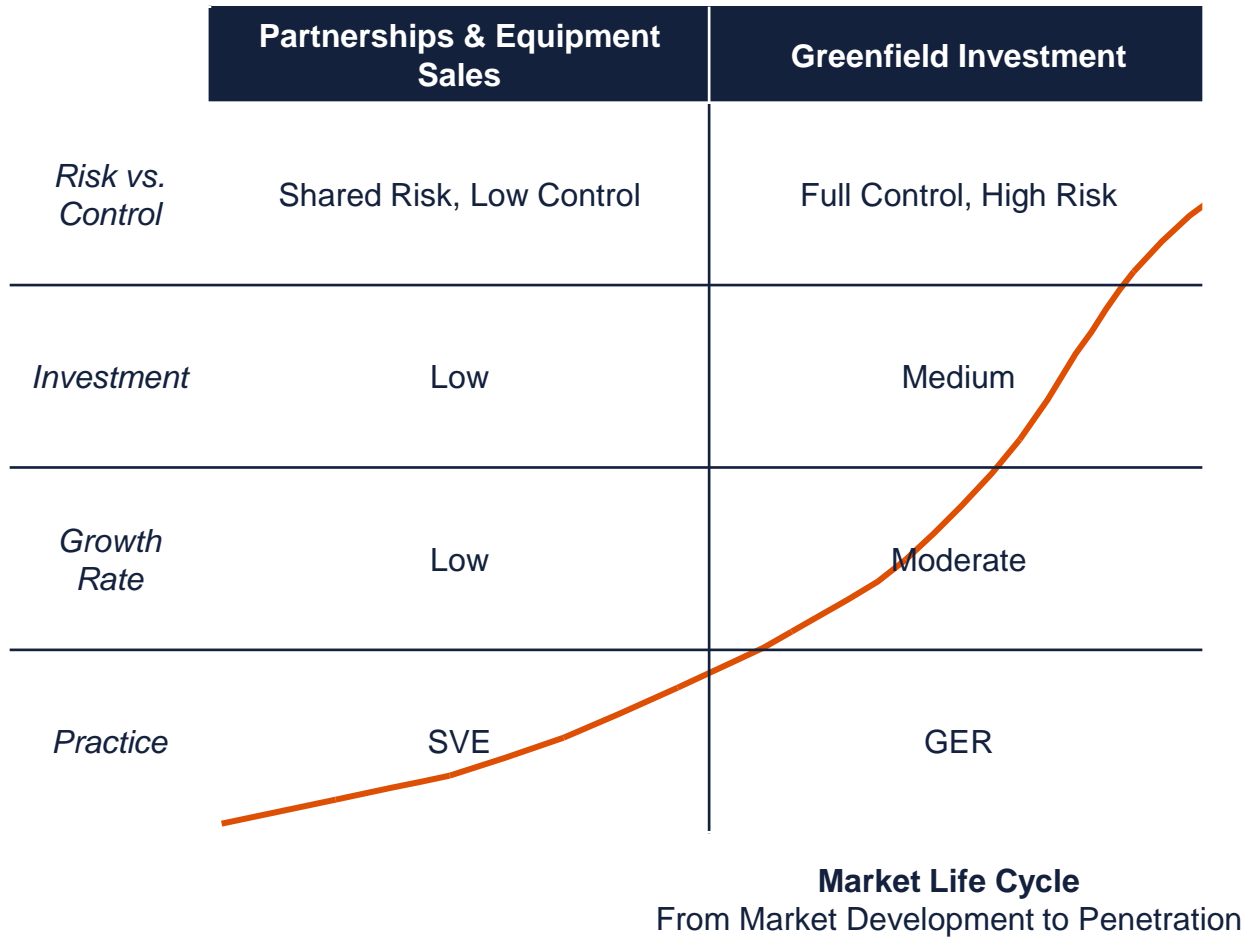


Market Life Cycle

From Market Development to Penetration

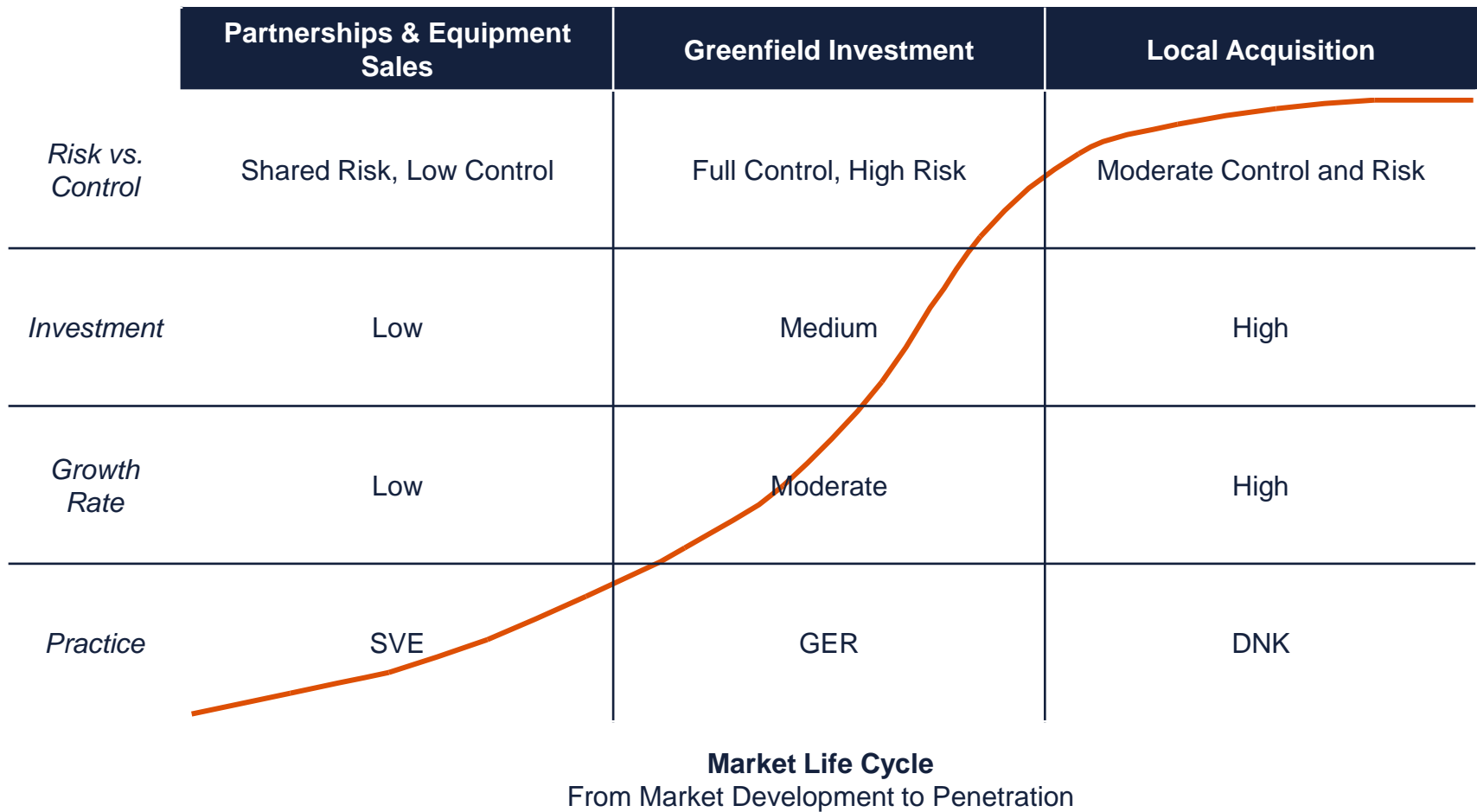


Expansion Models





Expansion Models



Success Factors



Success Factors



Success Factors



Entrepreneurship

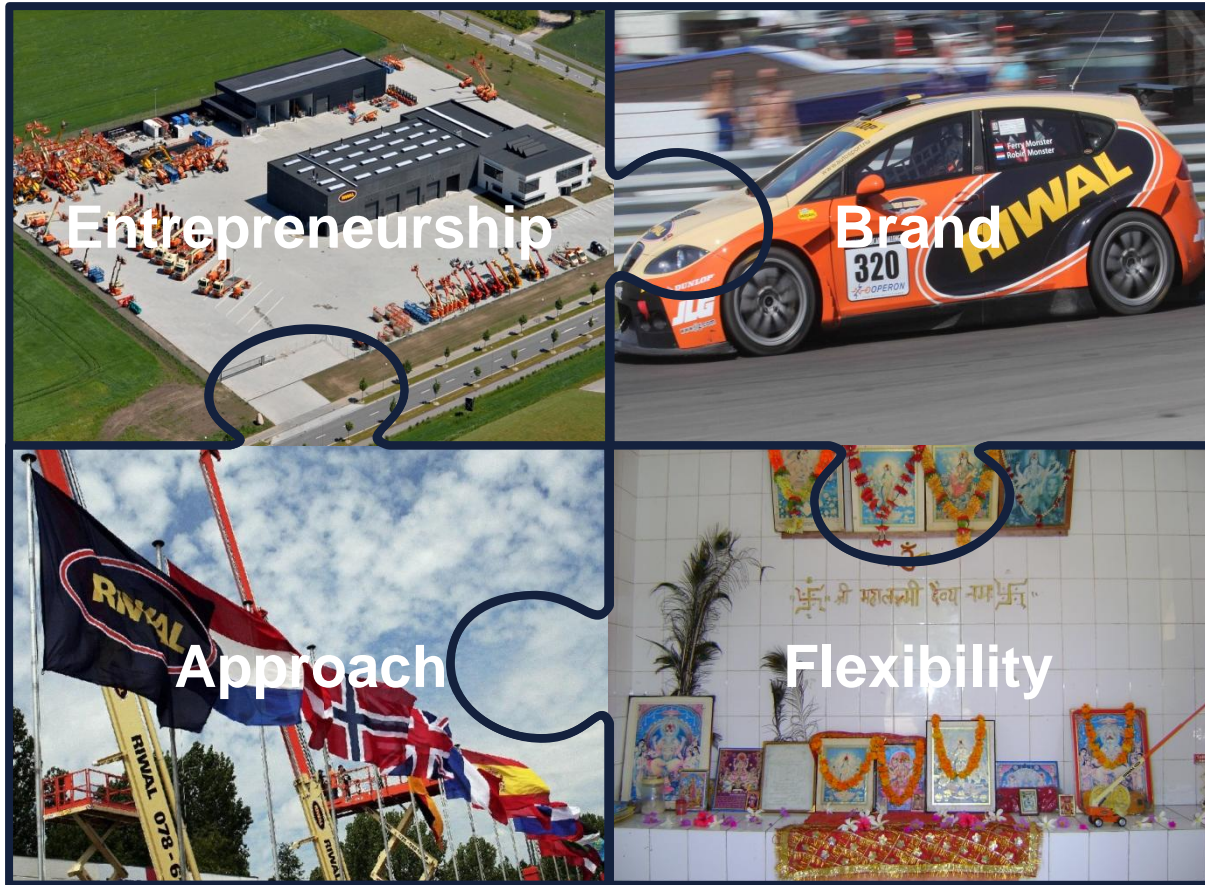


Brand



Approach

Success Factors





Challenges

Local	Global
Local Customers	International Accounts
Domestic Culture	Cross-cultural Differences
National Laws & Regulations	International Laws & Regulations
Customization	Standardization
Mature	Developing
Local Bank	International Financing
Road Transport	Global Logistics



Think Global, Act Local (and Global!)



Rival Holding Group
Norty Turner

