

ERA Convention 2012

“Changing Rental”

Going Global in Rental
Trond Hatlestad, Malthus



WWW.ERARENTAL.ORG

Malthus in a nutshell



- A world leader within high quality camp hotels
- A Nordic leader within high quality modular buildings
 - Construction
 - Public sector
 - Offices
- A regional leader within sale of building equipment
- Flexible – sale or rental

Camp Hotel



Ormen Lange, Aukra

Camp Hotel



Public Sector



Kindergarten



School



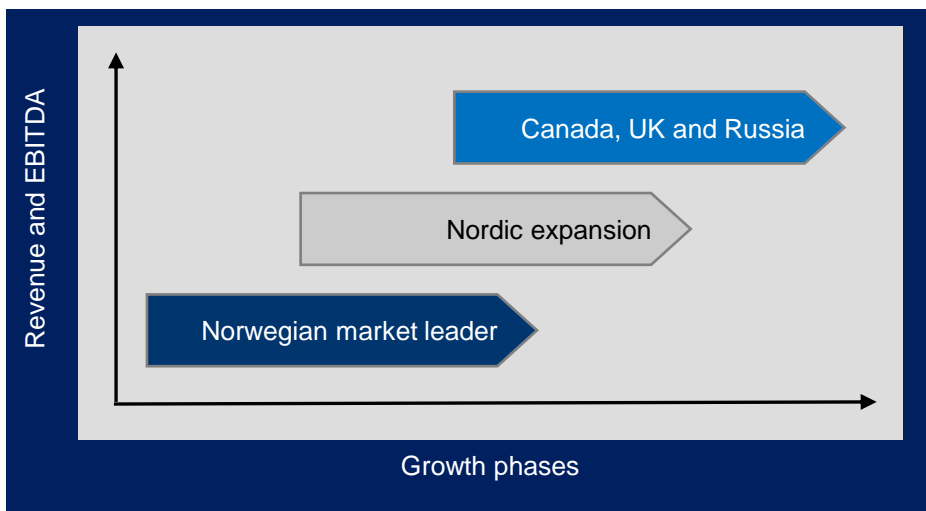
Elderly care



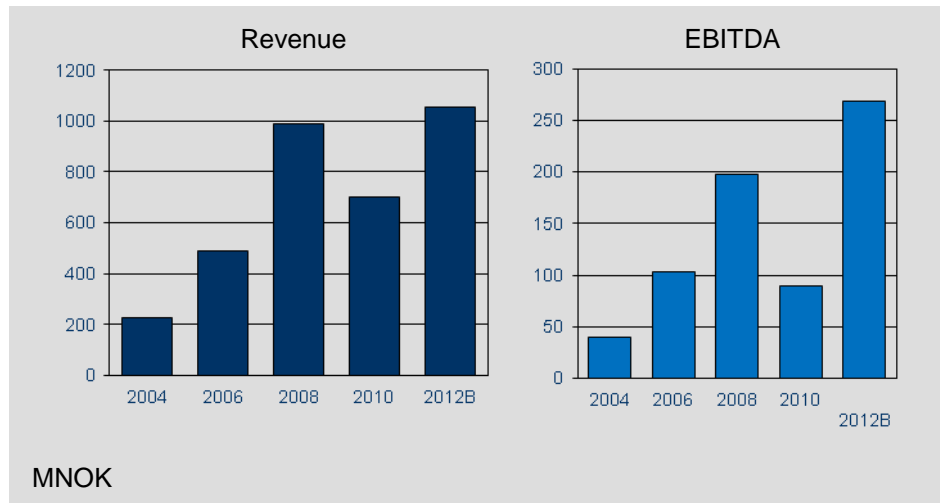
Officer housing

Malthus international growth strategy

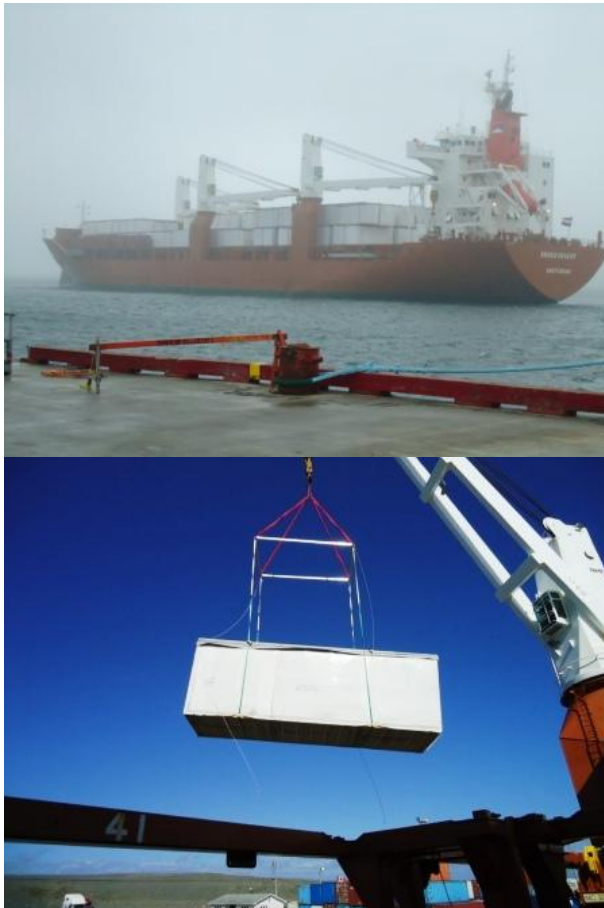
Growth strategy phase



Financials



In 2011 Malthus delivered two international camp hotels



- Long Harbor Camp Hotel for Brazilian mining company Vale, Newfoundland Canada
 - 1.000 people
 - Contract value Euro 40 million
 - Manufactured in Norway
- Laggan Tormore Camp Hotel for Petrofac working for Total, Shetland Islands
 - 850 people
 - Contract value Euro 36 million
 - Manufactured in the UK
- Highly satisfied users
- Many new interesting Camp Hotel requests following the first two successful establishments

Long Harbor Camp Hotel, Newfoundland, Canada



Laggan Tormore Camp Hotel, Shetland Islands



Successful international expansion based on what?



Must be based on competitive advantage:

- Product quality/customer value?
- Price?
- Delivery time?
- Competence and experience?
- Customer relationships?
- Reputation?

International expansion requires



- Full backing from Board and owners
- Management focus and prioritization of resources
- Financial resources
- International experience and competence
- Local knowledge and people
- Healthy home business
- Tight project control
- Patience
- Humility

Several potential pitfalls



- Tougher business climate – must prepare for worst case
- Ignorance of local differences – you are not at home!
- Quality of resources – the best people must be used
- Financial demands – requires liquidity
- Time differences a real practical problem – must not be ignored
- Home business left alone...

Always remember



- Be patient – success takes longer time than you anticipate (hope for)
- Cultural differences are significant and cannot be ignored
- You must adapt to local conditions/requirements
- Quality of people is crucial – you can never have too good people
- Cost control can never be too good
- Ensure sufficient financial resources before going abroad

Questions?