

Pursuing Further Excellence for the World and the Future

Long-Term Goals

- Becoming No.1 Worldwide in the Lifting Equipment Industry
- Attaining a sales ratio of 80% outside of Japan
- Becoming a company with stable and high profitability (Attaining an average operating margin of 20%)

Change in Society

- Tighter environmental regulations due to global warming
- Acceleration of Digital Transformation and Green Transformation
- Drastic changes in business environment due to COVID-19
- Increasing natural disasters
- Aging infrastructure
- Diversity and inclusion
- Compliance
- Stakeholders' requests

Input

- Human Capital**
 - Culture that allows for continued learning and growth
 - No. of employees (consolidated): 5,074
- Manufacturing Capital**
 - Global production network: 5 domestic sites, 5 overseas sites
 - Advanced manufacturing technologies (including high-tensile-strength steel plates and welding)
 - Capital investment: 5,666 million yen
- Social Capital**
 - Worldwide network: over 100 sites (Group companies and distributors)
 - Relationships of trust with customers based on quality and service capability
 - Relationships of trust with business partners
- Financial Capital**
 - Net assets: 145,404 million yen
 - Interest-bearing debt: 94,586 million yen
- Intellectual Capital**
 - Over 60 years of experience in the lifting equipment industry
 - Core technologies such as structural technologies, carrier technologies, and motion control technologies
 - No. of patents held: 625
 - R&D expenses: 8,440 million yen
- Natural Capital**
 - Energy consumption: 11,057 kiloliters (crude oil equivalent/provisional figure)



Output

- Mobile Cranes**
 - Net sales: 186,040 million yen (Operating loss: 4,195 million yen)
 - Outside Japan sales ratio: 49.9%
 - Launch of new products: 9 models
 - Rough Terrain Cranes
 - All Terrain Cranes
 - Truck Cranes
 - Telescopic Boom Crawler Cranes
 - Lattice Boom Crawler Cranes
- Truck Loader Cranes**
 - Tadano Forest of Learning Project: First forest maintenance activity
 - CO₂ emissions: 26,179 t-CO₂ (provisional figure)
 - Truck Loader Cranes
- Aerial Work Platforms**
 - Held the first online plant tours for families
 - Completed procedures for restructuring of two German subsidiaries
 - Launched GENBADE-Support smartphone app for truck loader cranes
 - Super Deck
 - Skyboy
 - Bridge Checkers
- Other Special-Purpose Products**
 - Developed successful relationships with stakeholders
- Customer Support (CS)**
 - Transparent, sound and efficient management (Corporate Governance)
 - Before-sales Services (Maintenance)
 - After-sales Services (Repairs and Parts Supply)
- Used Equipment**

"Further Excellence"

- Being a Robust Company**
 - Prepares for and handles various changes and risks correctly
- Being a Company that Continues to Evolve**
 - Provides safer and more efficient products by promoting technological innovation
- Being a Company that Benefits Society and Customers**
 - Provides products and services responding to customer needs
- Being a Company that Earns the Esteem of the Greater World**
 - Promotes compliance and governance
- Being a Company that Earns the Pride of its Employees**
 - Makes the most of human resources and prepares an employee-friendly and rewarding work environment

Relevant SDGs



Tadano's DNA

We want to make something that will contribute to the world.
We want to be a company that can contribute to the advancement of society.

Philosophy and Values

- Business Objective: Implementing the Corporate Philosophy (Creation, Contribution, Cooperation)
- Core Values: C+SQE (SQE based on C) (Compliance, Safety, Quality, and Efficiency)