



Business Description

1. Overview

Founded in 1994 by Michael Wall, Target Cranes (Pty) Ltd ("Target") is the largest mobile crane operator in the Cape region and amongst the largest operators in the country. The current fleet consists of in excess of 70 mobile cranes incorporating **lifting capacities from 8 tons to 600 tons** distributed on a national basis.

Target is able to provide its clients with a full turnkey service offering including; **specialist rigging and crane trucks**, through its wholly owned subsidiary Rig Perfect **and abnormal transport** through Kumkani Heavy Haulage, a company housed within the Target Group.

The basis of Target's success has been the focus on stringent health and safety, reliability, latest technology and equipment and through its philosophy of being an investor in people ensuring a committed workforce.

2. Geographic Presence

Target has offices in Gauteng and Cape Town.

We currently have 35 cranes in Gauteng and 35 cranes in the Western Cape. Being mobile, the location of cranes around the nation is constantly changing, as demand requires. Target also offers its services into Africa with cranes currently situated in Mozambique and Zambia.

Target operates from its offices at No. 1 Van Eck Street, Sacks Circle, Bellville South, Cape Town and 8 Swartberg Road, Alrode South.

3. Blue Chip Customer Base

Target has a broad range of in excess of 300 customers for financial year end 28th February 2009:



4. *Health and Safety*

Health and Safety is a key criterion of Target's service offering. The division is headed up by our health and safety manager with a team of health and safety officers on the ground. **Target founded the Thuthukisa Training School** which is instrumental in training of Target's and the industry's operators ensuring the advancement of Target's and the industry's service offering and the safety of our staff and clients.

5. *Empowered Shareholding*

As of July 2008, **Sphere Holdings purchased a 32.5% shareholding in Target Cranes**. Sphere was established in 2003 and is majority owned and controlled by previously disadvantaged individuals including a 15% shareholding by broad based empowerment groups and 35% by previously disadvantaged women. Its shareholders comprise management and staff (48% of equity) and various broad based empowerment groups (15% of equity). Accordingly 66% of the equity is directly owned by black empowerment with the **effective BEE shareholding being 90%**.

6. *Investor in People*

Target is committed to providing for the future of our employees, their families and the community in which we operate. Accordingly Target Crane has implemented the following initiatives:

- The Target Cranes Employees Trust is the 51% and controlling shareholder of Thuthukisa Training
- Subsidy of our staff's children tuition, learning material and uniform expenses every year. This initiative was initiated in 2008 to a resounding success.
- Key benefactor of the Durbanville Children's Home
- Key benefactor of the Eden Orphanage
- Substantial monetary grant to Phakama Rigging, a 100% PDI rigging and construction entity based in Gauteng
- Substantial interest free, unsecured loans to BEE companies operating within the industry

7. *BEE Contributor Rating*

Target Cranes achieved a BEE rating of a **level 3** contributor for the 28 February 2010 Financial Year End with a Procurement Recognition level of 110%.

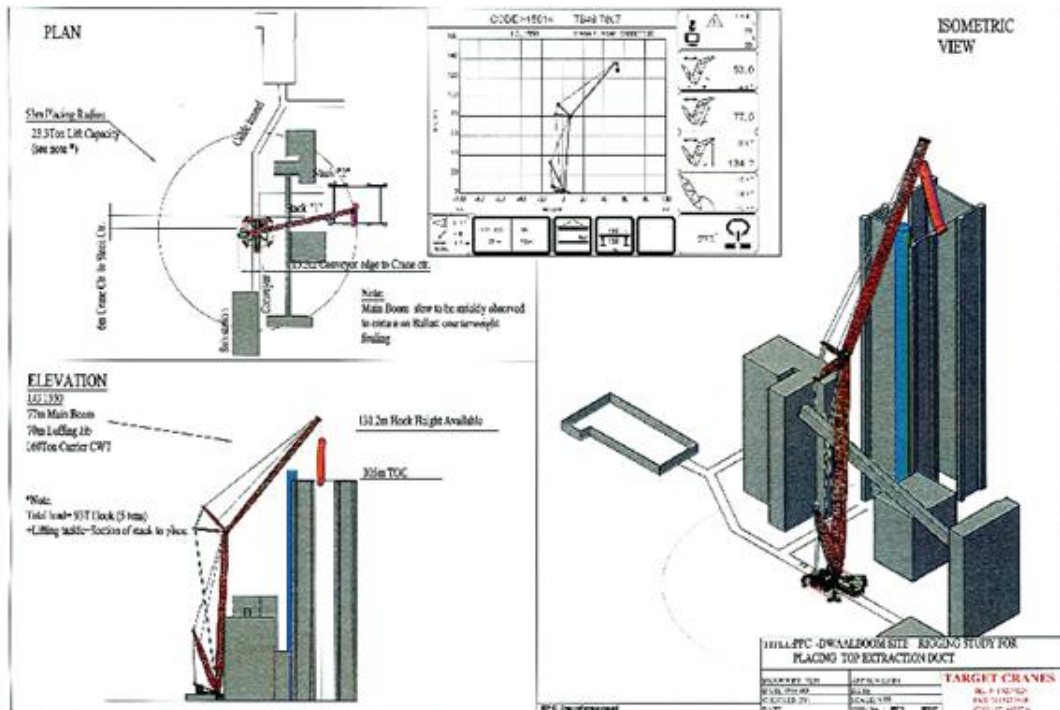
8. Fleet Overview

CRANE	TERRAIN	TONNAGE	QUANTITY
Liebherr LG 1550	All Terrain	600	1
Liebherr LTM 1500 - 8.1	All Terrain	500	1
Liebherr LTM 1400 - 7.1	All Terrain	440	1
Liebherr LTM 1250 - 6.1	All Terrain	275	1
Liebherr LTM 1225 - 6.1	All Terrain	250	1
Liebherr LTM 1220 - 5.1	All Terrain	245	2
Liebherr LTM 1160 - 5.1	All Terrain	180	1
Demag AC120	All Terrain	140	1
Liebherr LTM 1130 - 5.1	All Terrain	140	2
Liebherr LTR 1100	Crawler	110	1
Liebherr LTM 1095 - 5.1	All Terrain	100	3
Liebherr LTM 1070 - 4.1	All Terrain	80	3
Liebherr LTM 1060	All Terrain	66	2
Liebherr LTM 1055 - 3.1	All Terrain	60	4
Tadano GT 550 E	Truck Mount	60	2
Liebherr LTM 1050	All Terrain	55	1
Liebherr LTM 1040 - 2.1	All Terrain	45	4
Liebherr LTM 1030 - 2.1	All Terrain	38	10
Tadano ATF30-2L	All Terrain	35	2
Tadano TL 300 E	Truck Mount	30	1
Tadano TL 250 M	Truck Mount	30	3
Tadano TR 250 M	Rough Terrain	30	10
Tadano TL 200 M	Truck Mount	25	4
Tadano TR 200 M	Rough Terrain	25	1
Linkbelt RTC 8022	Rough Terrain	20	1
Tadano TR 100 ML	Rough Terrain	10	1
Tadano TR 80 M	Rough Terrain	9	4
Tadano TS 75 ML	Truck Mount	8	3

We also have a fleet of 8 crane trucks and 6 horse and trailers in addition to a full capacity rigging equipment store.

9. Risk Assessment and Rigging Studies

Target Cranes provides complete risk assessment documentation for all heavy lift contract where required. In addition rigging studies are also provided for complicated and heavy lifts where required.



10. Contact Us:

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