

FINNING ASSC PARTNER PROGRAMME

PROSPECTUS



BECOME PART OF THE CAT® COMPACT DEALER NETWORK

LET'S DO THE WORK.™

FINNING 



YOUR AMBITION. OUR EXPERTISE.

Reach new levels of success; become part of the Caterpillar® distribution network.

Caterpillar is a global top 100 brand and the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. Since 1925, we've been driving sustainable progress and helping customers build a better world through innovative products and services.

In our endeavour to deliver sales and service excellence for our customers, Finning is for local partners to provide a full-service offering for the Cat compact product portfolio.

We are looking for partners who have the ability to echo the premium brand and that value innovation.

Being an official Cat distributor not only allows you to offer industry leading products and financial solutions, partnering with Finning UK and Ireland will provide you with access to an outstanding parts distribution network, sound technical knowledge and excellent marketing support, all designed to ensure you are set-up to meet the high expectations of our customers in your area.

WELCOME. TO A BRAND NEW PARTNERSHIP.

Reach new levels of success; become part of the Caterpillar® distribution network



Building on years of experience, collaboration has been a long-held cornerstone of Finning's values. Perhaps the finest example of this is our Authorised Sales and Service Centre programme (ASSC).

Working together yields results, and this prospectus is designed to introduce you to the programme and demonstrate the value you could add to your business by joining us on a journey of accelerated growth.

Ultimately, by strengthening our network of ASSC Partners, we believe that both you and our customers win, and we would be delighted to welcome your business into the programme.

Tim Ferwerda.
Managing Director, Finning UK and Ireland.



Imagine a ready-made model for growing your business. Now imagine having the strength of Caterpillar's brand and marketing to help you acquire new customers and drive new opportunities. And finally, imagine the benefit of collaborative support from the global market-leader in the construction equipment and machinery industry.

Well, imagine no more, as this is precisely what the Caterpillar ASSC programme, delivered by Finning, is designed to achieve.

I hope you find this prospectus useful and look forward to welcoming you into the Caterpillar ASSC programme.

Richard Bliss.
Managing Director, Caterpillar Commercial Northern Europe Ltd.

INTRODUCTION TO FINNING.

The world's largest Caterpillar® dealer.

Finning is the world's largest Caterpillar dealer and has been delivering unrivalled service for over 80 years.

We sell, rent, and provide parts and service for equipment and engines to customers in a range of industries. Sectors we serve include mining, construction, petroleum, forestry and a wide range of power systems applications.

- Established in 1933 in Canada
- Employs over 12,000 people worldwide
- Operates in 3 geographies, with the global head office in Vancouver, Canada
- Finning Canada, Finning UK and Ireland, Finning South America
- \$5.0B Sales and Revenues 2020

Finning UK and Ireland

Finning UK and Ireland was established in 1983, and has been the exclusive dealer of Caterpillar products in the UK since 1997 from its headquarters in Cannock, Staffordshire. In 2010 Finning also acquired dealerships in the island of Ireland to expand its regional coverage and today has 16 branch locations providing sales and service of equipment and engines across the UK and Ireland.

Our Purpose

We believe in partnering and innovating to build and power a better world.

Our Vision

Leveraging our global expertise and insight we are a trusted partner in transforming our customers' performance.



CATERPILLAR®

A global brand with local presence.

Global overview



4 MILLION+

Products at work
around the world



161

Dealers serving
192 countries



97,300

Full-time
employees



\$41.7B

Sales and
revenues 2020



61%

Sales and
revenues outside
USA

Caterpillar in the UK & Ireland

Caterpillar established its first major facility outside the United States more than 60 years ago in the United Kingdom. Today, the company employs approximately 11,000 people at 23 major UK facilities – making the UK one of Caterpillar's largest centres of operations outside the U.S.

Caterpillar (UK) Ltd is headquartered in Desford, Leicestershire and is home to the Building Construction Products business, including the assembly of Backhoe Loaders and Compact Wheel Loaders product lines, whilst the fabrication facility is located at Stockton-on-Tees.



UK & Ireland locations



11,376 employees



85% exported



\$4.2 billion trade





PARTNER FOR SUCCESS.

Our opportunity. Accelerating growth together.



The UK and Ireland compact equipment market continues to be the most vibrant industry sector and has grown significantly over the past decade. In volume terms mini excavators are, by a significant margin, the most popular item of construction equipment purchased today.

In our strive to deliver sales and service excellence, we are looking to collaborate with industry partners, through our Authorised Sales and Service Centre (ASSC) programme to provide a full-service offering for the Cat® compact product portfolio.

These strategic partnerships will provide improved coverage across the UK and Ireland and will enable us to serve retail customers more effectively. We are committed to improving value for our customers and to helping them achieve success by providing industry leading solutions and support.

To help ensure your success, we will support your business with:

- An exceptional product portfolio, with the very latest in technology.
- Access to industry leading sales, marketing and aftermarket programmes.
- Comprehensive product, sales and service training.
- Provide flexible solutions through Cat Finance and insurance support.
- Access to Cat Rental and Certified Used Programs.
- The support of a world class parts distribution network.
- Industry leading technical knowledge.

Our common goal is to deliver a consistent customer and brand experience.

Stewart Carter.

**Head of Building Construction Products (BCP),
Finning UK and Ireland.**

WHY BECOME A CAT[®] ASSC?

Represent the iconic brand.



Jen Burgess.
Authorised Sales and Service Centre Manager, Caterpillar Inc.

An ASSC is an Authorised Sales and Service Centre. ASSC's are appointed by a Cat dealer to become an official Cat distributor of selected new, used and rental Cat compact machines. Additionally, ASSC's have access to genuine Cat parts and support with the maintenance and service of the selected models.



By becoming an ASSC, you will show customers you are a trusted supplier of genuine Cat products, sharing our values, expertise and quality standards in sales and services.



You can join us as an ASSC to represent the Cat brand and distribute Cat products and solutions in your area.



By partnering with us, you will accelerate the opportunities to grow your business and create exciting possibilities for your customers. You will be able to reach more customers, in a more engaging way and with a greater range of market leading products.



Together we create sustainable, world-changing solutions that impact lives around the globe. Join our winning team and help build a better world.



If you want to represent one of the world's leading construction equipment manufacturers, and join us on a collaborative journey, we have the tools and methodologies in place for joint success.



WHAT WE EXPECT FROM YOU.

A trusted partner.



Distribution and service excellence

- Be an established equipment distributor, capable of providing premium sales and service.
- Employ professional sales and service staff to meet customers' expectations.
- Hold adequate inventory of Cat machines and genuine Cat parts.
- Share your Cat business activities (sales, service and marketing records).



Brand and values

- Be aligned with both Finning and Caterpillar's values and ethics.
- Showcase our premium brand and best-in-class products and solutions.
- Consistently follow Cat branding guidelines and identity standards.



Business requirements

- Be an established equipment distributor, capable of providing premium sales and service
- Demonstrate a trading history with a minimum of 2 years audited financial records
- Have secure premises to support sales and carry out basic maintenance and preparation

CAT FINANCIAL.

Solutions to support your business and customers.

Cat Financial isn't a traditional financial institution. We're part of the Caterpillar® family and have been since 1981. We understand things other lenders and insurers don't, and we work hard to support your success.

You can rely on Caterpillar Financial Services (UK) Limited to provide the competitive flexible finance solutions that are essential to your business. We offer a choice of packages that can be tailored to your business and your customers needs.

Financial options

Do your plans require more cash than you have on hand? We can help. Our financing options provide the capital you need to purchase equipment, expand your business or manage day-to-day operations at your disposal. Flexible rates, terms and lengths make it easy for you to find a solution that fits your budget and goals.



Hire purchase

Want to own that new or used machine right away but pay for it over time? Get right to work and build equity at the same time. Make your down payment in the form of cash or trade-in, or choose from flexible payment plans – including skip payments on monthly schedules for qualified customers.



Equipment leasing options

Life is all about choices, and so is equipment leasing from Cat Financial. Low monthly payments free up cash for other priorities and provide more flexibility.



Parts and service financing

Finance the replacement or repair of your machine component without the need for a large, one-time expense.

Our values in action



Integrity
We believe in the power of honesty



Excellence
We set and achieve ambitious goals



Teamwork
We help each other succeed



Sustainability
We are committed to building a better world



Commitment
We embrace our responsibilities

INVESTMENT PROTECTION.

Solutions to deliver customer peace of mind.

Customer value agreements

A Cat® Customer Value Agreement (CVA) is a hassle-free ownership plan with convenience in mind. Customers get the security of an Equipment Protection Plan (EPP) and expert support against unexpected repair costs. A CVA provides peace of mind by controlling machine health right through mobile devices., and it all can be included in the machine monthly payment. It's one easy plan to leverage Cat value – beyond the machine – to maximise the customer's investment and lower ownership costs.

Extended protection

When you invest in Cat equipment, your customers have the immediate reassurance of a comprehensive manufacturers warranty. In addition, our Equipment Protection Plans ensure your customer's investment is safeguarded beyond the standard warranty period for unplanned repairs due to defects in material and workmanship.



Benefits

- Guaranteed machine protection
- Warranty claims and process training
- Easy access to genuine Cat parts
- Control of parts and labour costs



7 out of 10 Cat machines sold in the UK include an Equipment Protection Plan.

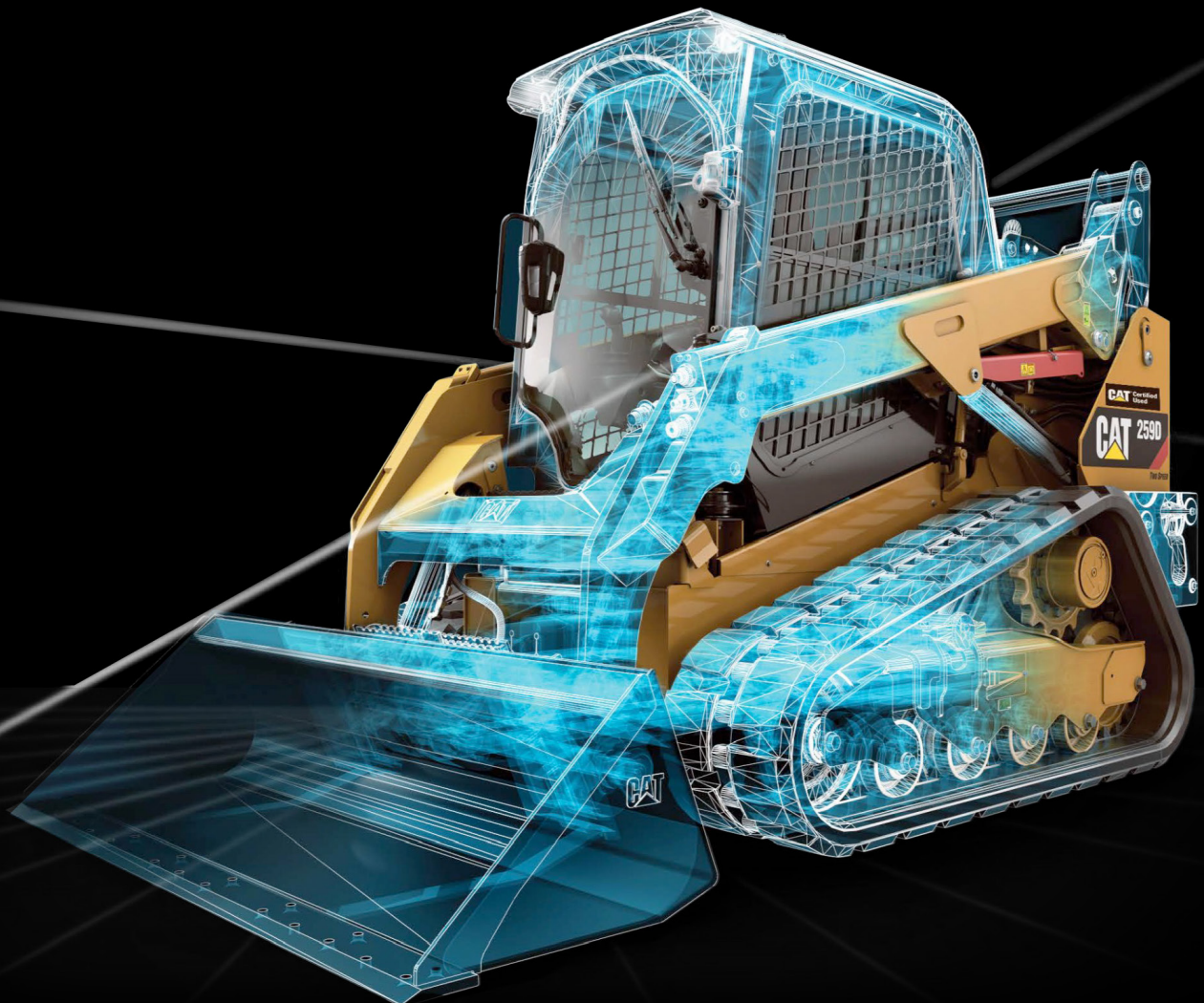
CAT[®] CERTIFIED USED (CCU).

Machines you can trust.

Used equipment with peace of mind built in

High quality, reliable used equipment backed by industry-leading support and warranty coverage provides unprecedented levels of performance and peace of mind. Welcome to the 'worry-free' way to purchase used equipment. You'll get the best of the Finning experience, including:

- Support from a dedicated used equipment team
- Guidance on valuations and rental roll-outs and trade-ins
- Access to a wide selection of quality used equipment
- Comprehensive warranty coverage
- Flexible finance options
- Great residual values





TECHNOLOGY.

Performance solutions driven by technology.

Technology is changing construction and the way projects and machines are managed.

Caterpillar® and Finning offer a range of tailored solutions designed to help our customers monitor, maintain and improve the performance of their equipment.

Whether its telematic data from equipped machines that gives better insight into operations, or onboard construction technology that increases productivity, improves efficiency and keeps people safe; Cat technology and services gives customers the edge they need for success.

Cat Product Link™ makes smart use of technology and connects you and your customers to their machines, providing valuable insight into:



How machines or fleets are performing



Rich information including location, hours, fuel, idle time and diagnostic codes



Data available immediately through online web applications



Make timely, fact-based decisions to maximise uptime and lower cost



Available with satellite or cellular connectivity

Working closely with our team of trained technicians will ensure the right combination of Cat Connect technologies and services are available to your customers.

These advanced technologies help you to provide exceptional customer support and maximise your parts and service business, whilst simultaneously helping customers increase machine availability, improve productivity, enhance efficiency and lower their overall owning and operating costs.

A WINNING PORTFOLIO.

Class leading product solutions.

Quality and confidence. Cat® products are engineered to perform and designed to last. When you buy a Cat product, you're not just getting a superior machine – you're getting support from the largest, most experienced manufacturer in the world.

The Cat Building and Construction Product portfolio is the most extensive in the industry.



Mini excavators



Skid steer loaders



Backhoe loaders



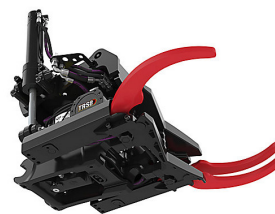
Compact track loaders



Compact wheel loaders



Utility compaction



Next generation range

The new range of Cat mini excavators are at the forefront of the BCP product portfolio, and stay true to the Caterpillar DNA, offering exceptional build quality and outstanding performance and reliability.

The range is designed to offer a consistent operator experience from 1.5 – 10 tonnes, with each new model featuring a host of industry first features – unmatched in the market, including; Stick-Steer, Cruise Control, Operator Adjustable Settings and Tilt-Up Cab / Canopy as standard.



SALES & MARKETING SUPPORT.

Assistance to ensure your success.

Our marketing team aims to transform our customer's experiences by delivering positive, engaging communications that bring to life the benefits of being a Caterpillar® customer.

We recognise the importance of working with you to provide support with reaching your customers and building long term profitable relationships.

As a new partner you will have additional learning needs and a continuous training programme is crucial to creating a modern, agile and profitable business.

At Finning, with support from Caterpillar we have a comprehensive training program to support and help our partners grow.

Our goals are to drive quality business leads to help you accelerate your growth.

Areas of support

- First class visitor and training facility at Caterpillar, Desford.
- Dedicated machines and parts pricing
- Expert technical training and advice
- Product support and training
- Generation of sales and after-sales opportunities
- Access to commercial and business tools
- Assistance with business plans and marketing programs



SET-UP PROCESS.

Qualification summary



Finning meet with prospective ASSC.
Introduction to Finning, Caterpillar® and the ASSC programme.



Finning and ASSC confidentiality agreement signed.
Develop a draft business case and business plan.



Submit business case and facility details.
Define the plan and agree on long-term (3-5 year) goals.



Coverage study and business plan assessment.
Confirm Cat Financial credit approval (where required).



Consent agreement signed between Finning and ASSC.
Intellectual Property Agreement (IPA) signed between ASSC and Caterpillar.

Application approved, and collaboration begins.

On-boarding overview



Welcome pack and information on all tools and programs.
Dealer code issued and systems access provided.



Customer allocation clearly defined and agreed.
Order machines and parts inventory.



Marketing and communication program implementation.
Branding standards and merchandising introduced.



Product, sales and services training completion.



Implement sales and service reporting.
Regular reviews and scorecard evaluation.



5-star Cat retail assessment.

FINNING ASSC PARTNER PROGRAMME

PROSPECTUS



For more information on becoming a Caterpillar Authorised Sales
and Service Centre, please contact:

Stewart Carter

stewart.carter@finning.com

+44(0)7394 574464

or visit: www.finning.com/becomeacatdaler

WE LOOK FORWARD TO WORKING WITH YOUR BUSINESS.

LET'S DO THE WORK.™

FINNING 