



Okay, it was hot. Very hot! But that was about the only downer on the dealer day held in Overloon on 7 June, which was otherwise marked by much fun and good cheer, a varied programme, a lot of news and the rolling up of sleeves. As one attendee summed it up: 'HENRA may not be the biggest, but it's certainly the best, also when it comes to dealer days!'

Around fifty dealers from the Netherlands and Belgium descended on the golf course at Overloon on Saturday 7 June, where they were treated to a varied programme. Presentations of the new management, the new trailer, the new house style and the new production and sales strategy.

A lot of confidence in the new HENRA
At the end of the day, the general consensus was one of confidence in the new HENRA. PILS (see front) was a hit and the new trailer was well received ('sound and robust'). After the 'plane game', attendees also understood how our new way of working will aid our success.

Scoring together for discounts
There was a lot of enthusiasm for the penalty shoot-out. Divided into teams of two, attendees could take turns shooting penalties in the Cruiff-Olsen style. The more often the keeper was made to 'fish', the merrier the atmosphere became. The day ended with a BBQ, during which it became clear to everyone that working together for a better, sounder and more professional HENRA can also be a lot of laughs!



HENRA is innovating right down to our core!

HENRA is innovating - and you are certain to notice! For starters, take this first Dealer News. It's a new way for us to keep you abreast of all the latest developments. But our strive to innovate is far more fundamental - it's right down to the core of our company.

For example, we have formulated a full set of new core values which combined form the term PILS. And what does PILS stand for?

The 'P' of Professional
We want to be the best in our business and that means becoming more professional in a number of areas, such as our production, sales and service.

The 'I' of Integrity
We believe in honesty and keeping to our word. Keeping to your word is how we define integrity. The 'I' also stands for innovative, because we aim to take the lead in that sense too.

The 'L' of Laughs.
Working with HENRA must be an enjoyable experience for all involved, including our own internal people, you, the dealer, and of course your customers.

The 'S' of Solidarity.
After all, what's most important is the fact that we all wish to achieve something together. Together with you, together with your customer. Because only by working together can we reap the best results. Together as one big HENRA family.

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- New logo symbolises new marketing and sales strategy
- New 'Momentum Today' management invests and sets to work
- New: the dealer day - a foretaste of scaling the summit together!

The new logo

symbolises a totally new strategy



Nothing symbolises the new HENRA better than the new logo, which features all of the company's new core values. But it is not just the logo that is new. It is backed up by a totally new production, marketing and sales strategy designed to benefit you.

The new logo symbolises the new HENRA in a host of ways. First of all, it is modern and decidedly professional without being 'fussy'. After all, we always act with integrity and never promise more than we can deliver.

A 'family coat of arms'

The most eye-catching element of the logo is of course the 'shield', which stands for workmanship (professional) and history (trusted quality) while evoking a traditional family coat of arms. Our aim is indeed to create one big HENRA family, a family in which you, your customers and we all feel at home. The shield contains the letter H, which is composed of two interlocking elements (solidarity), which themselves evoke the two elements in the old logo. The colour scheme has also remained unchanged, reflecting that we are happy to incorporate the good of the past into the new HENRA. Incidentally, the shield is depicted slightly oblique to add to its dynamism.

New strategy

We will gradually introduce the new house style in all our communications and public manifestations, such as the brochure line, the website, the flags and, of course, the trailers themselves. We will also be developing new instruments (such as this newsletter) and we will be working more closely with you. What do you need now to effectively inform and convince your customer? What would you like to see changed to our products or service? These are some of the subjects that will be discussed during the new regional 'sales meetings'. In other words, an entirely new strategy in which 'solidarity' is a key theme.



The new brochure line is already available, as is the handy folder for keeping all the individual brochures together.

HENRA exhibits the strongest growth in the Netherlands!

The entire market for trailers in the Netherlands has been buoyant since 2013, with the average number of new registrations rising by 15.8%. HENRA's growth well exceeded this average with a growth percentage of no less than 43%!

We are number three in the Netherlands in terms of the number of trailers sold and market share. We extend our congratulations to you as dealers.

| | Number of registrations 1 Jan to 1 May | | | |
|----------|--|------|--------------|--------|
| | 2013 | 2014 | Market Share | Growth |
| Hapert: | 1250 | 1311 | 19,4% | 108,8% |
| Saris: | 544 | 717 | 10,6% | 131,8% |
| HENRA: | 372 | 535 | 7,9% | 143,0% |
| Anssems: | 616 | 520 | 7,7% | 84,4% |

Source: RDC Vehicle Registrations

New management

invests and sets to work



The old HENRA was slow to develop. And stagnation often leads to decline. However, trying to innovate without capital and new ideas is tough, which is why management went in search for a partner that could offer both, and found investment company Momentum Today. Momentum Today is not your regular investment club.

Most investment companies primarily inject capital into businesses. But Momentum Today brings more. The reason for Momentum Today's unique approach lies in the people behind it. Stijn Heijs, Dirk Jan van Lente, Marcus Preijde and Patrick de Vos all have one thing in common. They all have wide experience in business and know what it takes to run a company successfully. They also understand that it is often a question of rolling up your sleeves and getting on with the job.

Hands-on investors

Momentum Today is what you call a 'hands-on investor', which means it does not only bring capital to the business but also gets actively involved in the business's operations, with each partner contributing from his own area of expertise. As the director of various large organisations both in the Netherlands and abroad, Stijn Heijs has considerable experience in commerce, business strategies and turn-around activities. Marcus Preijde has a background in the financial world and worked for prominent international business service compa-

nies. Patrick de Vos and Dirk Jan van Lente have long been business partners, and have more than 20 years' experience optimising business processes to make companies faster, better and more cost-effective.

Long-term active and pragmatic support

The people behind Momentum Today enter into long-term relationships with the companies they invest in. This time is needed to transfer all their expertise effectively and securely. Depending on the situation and requirements, the hands-on approach means providing the company concerned with advice, or as in the case of HENRA, filling an actual role at the company. In the period ahead, Stijn Heijs will be serving as general director at HENRA for five days a week, Dirk Jan van Lente will be supporting the HENRA's production department for one day a week and Patrick de Vos will be assisting the marketing and sales department for half a day a week.

For more information about Momentum Today, see: www.momentumtoday.nl



**Momentum Today:
Hands-on investors**