



04/2008
Founding of SIA
STORENT in Latvia



11/2008
Founding of UAB
STORENT in Lithuania



07/2009
Founding of OU
STORENT in Estonia

COMPANY MILESTONES

- **JSC Storent Investments** (Latvia) – holding company for Storent group
- **Storent was founded in 2008** by Andris Bisnieks and Andris Pavlovs
- **November 2014 – Darby privates equity**, the private equity arm of Franklin Templeton Investments, Darby converging Europe fund III (SCR) SICAR has completed investment in Storent holding by acquiring major equity interest in the firm

STORENT FOUNDING IDEA AND PHILOSOPHY

Shaping an efficient rental company aimed at gathering professional, enthusiastic people, who find satisfaction in serving others and who want to prove themselves as outstanding **professionals** in rental business

APPROACH TO BUSINESS

direct and active sales, **constant movement**

MAIN GOAL

to be **the best** and most efficient rental company in the industry



VISUAL IDENTITY

STORENT comes from two words:

RENTAL and **STORE**, which were rearranged to make a unique name

RENTAL EQUIPMENT EXPERTS

Our slogan reflects who we want to become – experts for our customers, experts in the field of rental equipment. It describes the basic activity of the company, offering not only equipment without limitations, but also providing service on expert level.

RED – the colour of victory, combined with greyscale images makes bright and at the same time dynamic colour composition. Red combined with white reflects clarity – it implies the easiness of communication with Rental Equipment Experts



Arrows in logo

we are in constant movement, rent, sales, constantly improving processes, we are not only rent, but also re-rent. **Innovative approach to processes**

MAJOR DEVELOPMENTS 2015



+21 M

Additional
investments
in fleet
EUR 21 MILLION



60 M

Total
rental fleet
in amount of
EUR 60
MILLION



Storent rebranding.
Implementation of new corporate identity “Rental Equipment Experts”



19 M

Annual turnover
EUR 19 MILLION

170



Company employs
170 people



22

22 rental depots

STORENT CURRENTLY

✓ Experienced and ambitious management team

- The management of Storent has **over 20 years** of combined experience in the equipment rental industry
- The management knows how to **develop business in the target markets**
- Well-trained and **experienced sales and customer service teams**

✓ Leading equipment rental company in the Baltics

- **#1 in the earth moving equipment, aerial lifts, working platforms** and telescopic equipment in the Baltics
- **#2 in scaffolding** in the Baltics
- **#2 market position** in Latvia
- **#3 market position** in Estonia and in Lithuania
- **#3 equipment rental company** in the Baltics overall

✓ Operational strengths

- **Extensive rental depot network in the Baltics**, proximity to customers
- The **team's experience** is a key to supplier's trust and customer's business
- **Equipment fleet from the leading suppliers**, which can be leased out not only in the Baltics, but also in the Nordics

✓ Competitive advantages

- **Focus on proactive sales** force supported by competent customer service team
- **Superior IT systems** (ERP, CRM, Financial reporting) result in better resource utilization and ability to profit from re-rent model
- **New equipment fleet** (81% of fleet is younger than 3 years old, 46% of fleet is younger than 1 year old) compared to major competitors (7-9 years old)

✓ Growth potential and high margins

- Management has a **clear vision** on how to build a company with EUR 100 MILLION net sales and EUR 40 MILLION EBITDA in 6-7 years by expanding to Nordic countries
- **Growth strategy** in two key directions based on operational strengths and competitive advantages:
 - **Increase market share** in the Baltics by expanding product portfolio
 - **Expanding to** Nordic countries