

Banking Details

February 2008

COMPANY PROFILE

Company History

- The owners of Semco Pty Ltd - Peter Esse, Satch (Silvano) Santilli and Graham Murphy completed a management buy out of the Case Sydney retail operations in May 1994. This purchase was made under the name of Semco Pty Ltd – which established the trading name as Case Equipment Sales, which was to support the retail activities of the Case Construction Equipment and Agricultural franchises.
- In August 1998, Semco Pty Ltd purchased the existing Case Queanbeyan dealership. This provided a much stronger retail presence in the NSW market place by having a branch operation in the major markets of southern NSW.
- In October 1998, Semco also opened a retail operation at Newcastle (Cardiff) to handle the Case C/E franchise for northern NSW. This strategy completed the plan to provide branch operations that supports the sale of construction equipment in NSW.
- In January 1999, we successfully completed negotiations for the distribution of Takeuchi mini excavators. This product range is directly imported from Japan and has resulted in a strong market acceptance of the product, as well as a very strong business relationship with the Takeuchi manufacturing company. www.takeuchi-mfg.co.uk
- In 2001, Semco were appointed the national importer and distributor for the Terex/Ferrec range (formerly known as Massey Ferguson) of industrial loader backhoes and industrial loaders. www.terexce.com and compact machinery.
- In 2004, we have reached a national agreement with Fiori, which is an Italian based manufacturer of specialty rail maintenance equipment. www.fiori.group.com
- In June 2007, Semco Pty Ltd changed the trading name of the retail operations from Case Equipment Sales to Semco Equipment Sales. This change was made to reflect the diverse range of products and brands that are marketed by Semco.

- November 1st 2007 – Semco relinquished the Case construction equipment franchise after 14 years – the decision was made to allow the company to take advantage of alternative business opportunities into the future. Around the same time we elected to also relinquish Liugong and Toro Siteworks Brands, for similar reasons.
- February 2008 – Semco announces the commencement of Semco Financial, a Joint Venture between Semco and Navfin Financial Services aimed at providing our clients with a wide range of In-house Financial services including retail financing. www.semcofinancial.com.au
- April 2008 – Semco proudly announce their appointment as National Distributors for the Astec range of Trenchers from Trencor in the USA. Astec bought the former ‘Case’ Trencher line some few years ago and has been steadily re-engineering what was already recognized and one of the most advanced ranges of wheeled trenchers in the World, very well accepted across Australia. The new range is larger...up to 190 HP Crawler and A/C Cabins are soon to be introduced on some models. www.astecunderground.com
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Structure

50 EMPLOYEES OVER 3 LOCATIONS – Organization Chart is available on request

Premises:

Semco Pty Ltd has businesses currently located at:

Sydney:	CES	55-63 Kurrajong Ave, St Mary's NSW 2760.
Southern NSW/ACT:	CES	96 Yass Road, Queanbeyan NSW 2620.
Northern NSW:	CES	9 Pavilion Place, Cardiff NSW 2285

Retail Sales Organisation:

The sales force is highly regarded in the industry and have been successful in selling the complete range of products that Semco markets. Our customer base is made up of a large number who have purchased machines from us over a number of years. We have a reputation for high integrity, strong product support through service and parts, together with a willingness to help customers when they have problems.

The current range of products/services that we sell into the market place includes:

- ❖ Terex/Fermec Loader Backhoes & Rollers (formerly Massey Ferguson)
- ❖ Case IH full line Agricultural Machinery
- ❖ Takeuchi mini excavators and crawler loaders
- ❖ New Holland full line agricultural equipment
- ❖ Hardi spray equipment
- ❖ Fiori industrial Mobile Concrete Mixers& equipment
- ❖ Semco Financial, financial services.

Sydney – Head Office

55-67 Kurrajong Road
(Locked Bag 20)
St Marys NSW 2760
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Newcastle branch

7 Pavilion Place
Cardiff NSW 2285
Australia

P +61 2 4954 7066

F +61 2 4956 5946

Queanbeyan & ACT branch

96 Yass Road
Queanbeyan NSW 2620
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Banking Details

Account Name: Semco Pty Ltd
Bank: National Australia Bank
BSB: 082 366
Account Number: 622211873

During the calendar year 2007 we achieved a milestone in reaching gross sales of some 7,000 machines and sales volume of ½ \$ Billion since foundation of the business.

Service Operations:

Our workshops at all locations have achieved the level of Gold Service Accreditation under the Case “Dealer Standards Program”. We employ qualified trades people who are also experienced in the service and repair of earthmoving equipment.

Our fleet of field service vehicles covers all areas of New South Wales for customer charge, scheduled services and warranty. The vehicles are equipped as small workshops and are capable of completing most repairs in the field. We have an excellent reputation within the industry for providing a high level of service and customer support.

Our service personnel are trained by factory specialists, and we have a wealth of knowledge in the products that we sell.

In certain regional areas we also operate resident Field Servicemen, such as Orange and Tamworth for example.

Parts Support:

Our parts department is highly innovative in the manner in which they support the sales of new equipment and the marketing of after-market parts. Each of the locations is linked by high-speed data lines, which enables the effective communication of parts availability to our customers.

Through our relationship with Ferrec/Terex, Takeuchi and Fiori we are very experienced in the area of import, warehousing, distribution and marketing of parts to support imported machinery. In all instances, we deal directly with the manufacturers for the supply of spare parts to support machinery.

Our Parts Department is highly computerized with access to:

- Online parts catalogues (through CD systems)
- Access to major suppliers through computer communications
- Access to our Internet Marketing
- Internet based marketing and stock enquiry systems

Occupational Health and Safety:

The company has taken the necessary steps to comply with the new legislation that was introduced into NSW in 2002. Our staff have been inducted and trained in safety, plus we have implemented the necessary actions for Risk and Hazard ID. We have our own Safety Manager that ensures that we remain current with developments in the area of OH&S.

Business Systems and Computers:

Semco Pty Ltd
Trading as Semco Equipment Sales
ABN 59 063 999 842

Formerly Case Equipment Sales

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Semco Pty Ltd utilizes a modern and highly efficient online computer system that supports all aspects of our business activities, both retail and wholesale. We also use the internet to market our company and products – if you have access to the internet, you will be able to see our home page under the following address:

www.semccgroup.com.au

Financial Resources:

Our company has an excellent reputation with suppliers and manufacturers. We currently have a number of distributor arrangements with overseas organisations – we also have established facilities with institutions to support our dealings in foreign transactions,.

Management and Key Staff Profiles:

Peter Leslie Esse: **Age:** 57
Qualifications: Diploma in Accounting
Master of Management – University of Western Sydney
Background: Employed by Case Corporation in 1972. During the 22 years of employment, held positions in Accounting, Treasury, Business Management, Project Management, Parts Management, Retail Store Management, Marketing and General Management.
Memberships: Institute of Company Directors
Member, Institute of Internal Auditors
Justice of the Peace

Silvano (Satch) Santilli **Age:** 47
Qualifications: Diploma in Agricultural Sciences – Hawkesbury Ag College
Background: Employed by Case Corporation in 1982 in the position as sales coordinator. Satch has held positions in the area of retail sales, product specialist, marketing and retail store management. Satch was retail store manager for Sydney when the business was purchased from Case Corporation in 1994.
Memberships: Institute of Quarrying

Graham Murphy: **Age:** 57
Background: Graham has been employed in the earthmoving machinery industry since 1969. He has worked with just three x major Dealership Groups (Clark Equipment/Morgan Equipment; Waugh & Josephson/Gough & Gilmour; & Case Australia/Semco Equipment Sales) in that

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time , yet has gained experience with many different Brands of Equipment over the nearly 40 years. This includes some years based in the Hunter Valley as Branch Manager handling Clark/Michigan, Wabco, Marathon Le Tourneau and Demag .

Carol Slade:

Memberships: Institute of Quarrying, IPWEA

Age: 43

Qualifications: Bachelor of Business – Accounting
Major

Institute of Company Secretaries –

Background: Carol was employed as an Assistant Accountant to the Case Corporation head office group in 1988. Her experience includes financial accounting, budgeting and forecasting and administration, and is the company secretary for the Semco and GPS group of companies

Memberships: Certified Practicing Accountant (CPA)