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PSK, PROACTIF PROMOTERS OF WORKING AT HEIGHT SAFETY IN RUSSIA

Authorized Genie® Distributors in Russia, JSC PromStroiKontrakt, are more determined than ever to educate the market and promote the sales of Genie MEWPs

Moscow, RUSSIA (February 8th 2022) – Last year, to help meet the needs of Russia's fast-developing construction sector, JSC PromStroiKontrakt (PSK Holding), an Authorized Distributor of Genie® products in Russia, acquired 80 Genie boom and scissor lifts — including Genie GS-5390 RT rough terrain scissor lifts and Z®-51/30 J RT articulating boom models — with plans to add several Genie E-Drive scissor lifts and J-Series telescopic booms in 2022.

In the past two years, since being named an Authorised Distributor, PSK has worked to bring awareness, to a traditionally scaffolding-oriented market, about the safety and productivity benefits of Genie equipment. This order for more than 80 mobile elevating work platforms (MEWPs) is evidence that the partnership between PSK and Genie, and PSK's efforts, is paying off.

Founded 29 years ago, PSK began as a formwork specialist. Growing over the years to adapt to the changing market, the company now has three production facilities in Russia to meet customers' needs from the start of the construction process to the end. Headquartered in Moscow with a warehouse and service depot, PSK has more than 27 branches providing equipment sales, spare parts, and services across all regions of Russia, Belarus, Kazakhstan and Uzbekistan.

Quality By Design: A strong brand promise from Genie

Russia is a large territory, where the construction market and demand for equipment that enables work at height are growing rapidly.

PSK's President, Oleg Chernov, says: "We are proud to meet this demand with world-class, quality equipment, and the peace of mind that comes with Genie's reliable, expert support

throughout the machines' entire life cycle, from financing to after sales service – now also enforced our end with a Genie-certified service engineer. Genie products are a perfect complement to our company's competitive, premium product offering, as the two last years of sustainable growth in our market have shown. We strongly believe in our cooperation with Genie."

Market education alongside product offering

As a strong group with a long experience in the construction sector, PSK is aware of the challenges posed by the rapid growth of the market and is actively involved in promoting work-at-height safety. On September 22nd and 23rd 2021 in Sochi, Russia, PSK took part in the Rental and Construction Forum organised by the Russian Rental Association NAAST as a Bronze Sponsor. PSK also intends to sponsor the Russian National Safety Week in 2022.

Genie Regional Sales Manager for Russia and CIS, Igor Philippov, says: "I thank PSK for being so responsibly involved in promoting the safety that is so integral to all we do at Genie."

He concludes, "In terms of expertise, an excellent reputation for quality of service and a wide geographical coverage, PSK is the ideal partner for Genie to facilitate the transition of the Russian market to the safe and effective use of aerial access equipment. We look forward to seeing how the Genie models recently added to PSK's offering will be received among their rental, construction and maintenance customers."

Photos and captions



The PSK Team with rental customers at the Rental and Construction Forum organised by NAAST in Sochi, Russia, last September.



From left to right: Anton Novokhatniy, PSK Sales Manager for Genie Products; Igor Philippov, Genie Regional Sales Manager for Russia and CIS; Oleg Chernov, PSK President; Anton Kudryavtsev, Director of PSK Construction Equipment.

About JSC PromStroiKontrakt (PSK Holding)

Headquartered in Moscow with 27 subsidiaries across Russia, Belarus, Uzbekistan, and Kazakhstan, JSC PromStroiKontrakt is a large holding company whose business includes the development, implementation and supply of construction materials, equipment and technologies, as well as technological solutions for industrial, civil and special construction. It is proud to have been a pioneer in the introduction of new construction technologies including consolidation, mechanical connection, and pre-stressed concrete technology. With activities ranging from design and layout to engineering support for the construction of buildings and structures of various complexities, the company's offering also covers formwork, consolidation, insulation, engineering, finishing works and concrete production. Among the construction projects for which PSK is known are several hundred real estate complexes, including Scarlet Sails in Moscow, the A-101 project in New Moscow, the Moscow City and Yekaterinburg City office and business centres (Sverdlovsk region), and hotel complex projects including the Moscow Hotel and Ritz Carlton (Moscow), the Radisson SAS Royal (St. Petersburg), HYATT (Yekaterinburg) and the Hilton in Vladivostok. Other achievements include the METRO, IKEA, MEGA and AUCHAN retail chains in many Russian cities and successful tenders for formwork, concrete pumps, mechanical connection systems for reinforcement bars and other specialised technologies used in all stadiums built or refurbished for the 2018 World Cup. For more information on PSK, visit <https://psk-holding.ru>

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About Genie

Since 1966, Genie has been the leading name in the aerials industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.

About Terex

Terex Corporation is a global manufacturer of aerial work platforms and materials processing machinery. The Company designs, builds, and supports products used in construction, maintenance, manufacturing, energy, minerals and materials management applications. The Company's products are manufactured in North and South America, Europe, Australia, and Asia and sold worldwide. The Company engages with customers through all stages of the product life cycle, from initial specification and financing to parts and service support. More information about Terex is available on its website: www.Terex.com