

Dumping (GBP)																
CN Model	CN Price Listing (DDP)	CN Adjusted Price Listing (13-17% Discount)	Tab 11e		Tab 11d		Insurance	CN Price (FOB)	Inland China Transport	CN Price (EXW)	Liberal	Liberal	Liberal	Conservative	Conservative	Conservative
			Port Charges Average	Price (CIF)	Shipping Cost (CN port to UK port)	CNV Brazil					Dumping Margin	Dumping %	CNV Brazil	Dumping Margin	Dumping %	
Company 1 Prices (Tab 21a, columns F, T and V)	Model 1	[27,000-37,000]	[23,000-32,000]	[130-180]	[23,000-32,000]	[1,175-1,675]	[110-170]	[21,000-30,000]	[720-970]	[21,000-29,000]	[47,000-64,000]	[27,500-38,500]	[91.5-131.5]	[41,000-57,000]	[22,500-30,500]	[76.5-103.5]
	Model 2	[26,000-37,000]	[22,000-32,000]	[130-180]	[22,000-32,000]	[1,175-1,675]	[110-160]	[21,000-30,000]	[720-970]	[20,000-29,000]	[47,000-64,000]	[27,500-38,500]	[91.5-131.5]	[41,000-57,000]	[22,500-30,500]	[76.5-103.5]
	Model 3	[33,000-46,000]	[28,000-38,000]	[130-180]	[28,000-38,000]	[1,175-1,675]	[140-200]	[27,000-37,000]	[720-970]	[26,000-36,000]	[47,000-64,000]	[32,500-43,500]	[93.5-126.5]	[41,000-57,000]	[17,500-23,500]	[68.5-63.5]
	Model 4	[37,000-51,000]	[31,000-44,000]	[130-180]	[31,000-44,000]	[1,175-1,675]	[160-220]	[30,000-42,000]	[720-970]	[29,000-41,000]	[47,000-64,000]	[41,500-26,500]	[47.5-64.5]	[41,000-57,000]	[12,500-18,500]	[32.5-44.5]
	Model 5	[34,000-48,000]	[29,000-41,000]	[130-180]	[29,000-41,000]	[1,175-1,675]	[150-210]	[28,000-39,000]	[720-970]	[27,000-38,000]	[47,000-64,000]	[32,500-30,000]	[67.5-78.5]	[41,000-57,000]	[15,500-21,500]	[41.5-56.5]
	Model 6	[48,000-67,000]	[41,000-57,000]	[130-180]	[41,000-57,000]	[1,175-1,675]	[210-280]	[39,000-55,000]	[720-970]	[38,000-54,000]	[47,000-64,000]					
	Model 7	[62,000-85,000]	[53,000-73,000]	[130-180]	[53,000-73,000]	[1,175-1,675]	[270-370]	[51,000-71,000]	[720-970]	[51,000-70,000]						
	Model 8	[42,000-58,000]	[36,000-50,000]	[130-180]	[36,000-50,000]	[1,175-1,675]	[180-260]	[35,000-48,000]	[720-970]	[34,000-47,000]						
	Model 9	[50,000-68,000]	[42,000-58,000]	[130-180]	[42,000-58,000]	[1,175-1,675]	[210-300]	[41,000-56,000]	[720-970]	[40,000-55,000]						
	Model 10	[56,000-76,000]	[47,000-65,000]	[130-180]	[47,000-65,000]	[1,175-1,675]	[240-330]	[46,000-63,000]	[720-970]	[45,000-62,000]						
Company 2 Prices	Model 11	[86,000-90,000]	[86,000-77,000]	[130-180]	[86,000-76,000]	[1,175-1,675]	[280-380]	[84,000-75,000]	[720-970]	[84,000-74,000]						
	Model 12	[28,000-40,000]	[24,000-34,000]	[130-180]	[24,000-34,000]	[1,175-1,675]	[120-160]	[23,000-32,000]	[720-970]	[22,000-31,000]	[47,000-64,000]	[26,500-35,000]	[88.5-115.5]	[41,000-57,000]	[20,500-28,500]	[85.5-89.5]
	Model 13	[32,000-44,000]	[27,000-38,000]	[130-180]	[27,000-38,000]	[1,175-1,675]	[140-200]	[26,000-36,000]	[720-970]	[25,000-35,000]	[47,000-64,000]	[24,500-32,500]	[87.5-92.5]	[41,000-57,000]	[17,500-24,500]	[89.5-87.5]
	Model 14	[45,000-62,000]	[38,000-53,000]	[130-180]	[38,000-53,000]	[1,175-1,675]	[190-270]	[37,000-51,000]	[720-970]	[36,000-50,000]						
	Model 15	[46,000-64,000]	[39,000-54,000]	[130-180]	[39,000-54,000]	[1,175-1,675]	[200-280]	[38,000-52,000]	[720-970]	[37,000-51,000]						
	Model 16	[71,000-86,000]	[61,000-83,000]	[130-180]	[61,000-83,000]	[1,175-1,675]	[300-420]	[59,000-81,000]	[720-970]	[58,000-80,000]						
	Model 17	[80,000-109,000]	[68,000-93,000]	[130-180]	[68,000-93,000]	[1,175-1,675]	[340-470]	[66,000-91,000]	[720-970]	[66,000-90,000]						
Average:											[23,500-32,500]	[89.5-94.5]	Average:	[17,500-24,500]	[49.5-68.5]	

Note: The figures in columns L and O have been taken from Appendix E.4. The Applicant has constructed the normal value of a boom lift based on the Applicant's 19177 if it were produced in Brazil.

This would be the DDP UK price, so the machine will be imported already with duty paid etc. The customer will then only have to pay for shipping to their final depot or collect themselves.

Rates are based purely on port to port loading so will include all export costs from China but none of the import costs to the UK and do not include any haulage cost between the Chinese city and port or the UK port and final destination.

[CONFIDENTIAL: THIS DOCUMENT CONTAINS BUSINESS PROPRIETARY INFORMATION RELATING TO THE APPLICANT WHICH IS BY NATURE CONFIDENTIAL. THE DISCLOSURE OF WHICH WOULD HAVE A SIGNIFICANT ADVERSE EFFECT ON THE APPLICANT AND GIVE A SIGNIFICANT COMPETITIVE ADVANTAGE TO COMPETITORS. THIS DOCUMENT ALSO CONTAINS INFORMATION OBTAINED FROM MARKET INTELLIGENCE, AS A NON-CONFIDENTIAL SUMMARY, A RANGE IS PROVIDED WHERE POSSIBLE.]

NOTE: The model numbering is done chronologically in each individual document. As such, 'Model 1', 'Model 2', 'Model 3' etc. are not consistently the same machine across the full application.

Undercutting		Tab 21a, Column S		Tab 21a, Column V		Tab 11g	
Niftylift Model		Niftylift Adjusted Price List (21-30% Discount)	CN Model	CN Adjusted Price Listing (13-17% Discount)	UK inland transportation cost	CN Landed Price	Undercutting
Company 1 Prices (Tab 21a, Column V)	Niftylift Model 1	[43,000-59,000]	Model 1	[23,000-32,000]	[520-710]	[23,000-33,000]	[42%-57%]
	Niftylift Model 2	[49,000-67,000]	Model 2	[22,000-32,000]	[520-710]	[23,000-32,000]	[46%-59%]
	Niftylift Model 3	[43,000-59,000]	Model 3	[28,000-39,000]	[520-710]	[28,000-40,000]	[32%-44%]
	Niftylift Model 4	[43,000-59,000]	Model 4	[31,000-44,000]	[520-710]	[32,000-44,000]	[26%-36%]
	Niftylift Model 5	[43,000-59,000]	Model 5	[29,000-41,000]	[520-710]	[30,000-41,000]	[30%-41%]
	Niftylift Model 6	[65,000-90,000]	Model 6	[41,000-57,000]	[520-710]	[41,000-57,000]	[25%-35%]
	Niftylift Model 7	[100,000-137,000]	Model 7	[53,000-73,000]	[520-710]	[53,000-73,000]	[35%-48%]
	Niftylift Model 8	[50,000-69,000]	Model 8	[36,000-50,000]	[520-710]	[37,000-51,000]	[27%-36%]
	Niftylift Model 9	[76,000-103,000]	Model 9	[42,000-58,000]	[520-710]	[43,000-59,000]	[35%-44%]
	Niftylift Model 10	[76,000-103,000]	Model 10	[47,000-65,000]	[520-710]	[48,000-66,000]	[26%-36%]
Company 2 Prices	Niftylift Model 11	[62,000-126,000]	Model 11	[56,000-77,000]	[520-710]	[56,000-77,000]	[27%-36%]
	Niftylift Model 12	[43,000-62,000]	Model 12	[24,000-34,000]	[520-710]	[25,000-35,000]	[31%-43%]
	Niftylift Model 13	[40,000-55,000]	Model 13	[27,000-38,000]	[520-710]	[28,000-38,000]	[30%-41%]
	Niftylift Model 14	[65,000-98,000]	Model 14	[36,000-53,000]	[520-710]	[35,000-53,000]	[29%-40%]
	Niftylift Model 15	[56,000-77,000]	Model 15	[39,000-54,000]	[520-710]	[40,000-55,000]	[19%-29%]
	Niftylift Model 16	[62,000-126,000]	Model 16	[61,000-83,000]	[520-710]	[61,000-84,000]	[22%-32%]
	Niftylift Model 17	[100,000-137,000]	Model 17	[68,000-93,000]	[520-710]	[69,000-94,000]	[21%-29%]
Average:						[29%-49%]	

Underselling		Tab 21a, Column Q		Tab 9e		Liberal		Conservative		Tab 21a, Column V; Tab 11g		Liberal		Conservative	
Niftylift Model		Niftylift Adjusted Price List (21-30% Discount)	Price increase per model yes or no	Niftylift Price Adjusted for inflation	Niftylift Price Adjusted by Target Profit (10-14%)	Niftylift Price Adjusted by Target Profit (8-12%)	CN Model	CN Adjusted Price (13-17% Discount)	UK inland transportation cost	CN Landed Price	CN Price (CIF)	Underselling	Underselling		
Company 1 Prices (Tab 21a, column V)	Niftylift Model 1	[43,000-59,000]	Y	[43,000-60,000]	[48,000-66,000]	[56,000-76,000]	Model 1	[23,000-32,000]	[520-710]	[23,000-33,000]	[23,000-32,000]	[100%-150%]	[100%-140%]		
	Niftylift Model 2	[49,000-67,000]	Y	[50,000-68,000]	[55,000-75,000]	[45,000-62,000]	Model 2	[22,000-32,000]	[520-710]	[23,000-32,000]	[22,000-31,000]	[100%-140%]	[90%-140%]		
	Niftylift Model 3	[43,000-59,000]	Y	[43,000-60,000]	[48,000-66,000]	[56,000-76,000]	Model 3	[28,000-39,000]	[520-710]	[28,000-40,000]	[28,000-39,000]	[70%-96%]	[67%-92%]		
	Niftylift Model 4	[43,000-59,000]	Y	[43,000-60,000]	[48,000-66,000]	[56,000-76,000]	Model 4	[31,000-44,000]	[520-710]	[32,000-44,000]	[31,000-43,000]	[63%-73%]	[59%-69%]		
	Niftylift Model 5	[43,000-59,000]	Y	[43,000-60,000]	[48,000-66,000]	[56,000-76,000]	Model 5	[29,000-41,000]	[520-710]	[30,000-41,000]	[29,000-40,000]	[63%-67%]	[61%-83%]		
	Niftylift Model 6	[65,000-90,000]	N	[67,000-92,000]	[74,000-101,000]	[61,000-84,000]	Model 6	[41,000-57,000]	[520-710]	[41,000-57,000]	[41,000-56,000]	[54%-74%]	[51%-70%]		
	Niftylift Model 7	[100,000-137,000]	Y	[86,000-117,000]	[112,000-153,000]	[83,000-126,000]	Model 7	[53,000-73,000]	[520-710]	[53,000-73,000]	[53,000-72,000]	[76%-107%]	[75%-103%]		
	Niftylift Model 8	[50,000-69,000]	N	[52,000-71,000]	[67,000-92,000]	[66,000-91,000]	Model 8	[36,000-50,000]	[520-710]	[37,000-51,000]	[36,000-50,000]	[58%-80%]	[56%-76%]		
	Niftylift Model 9	[76,000-103,000]	N	[78,000-107,000]	[102,000-139,000]	[71,000-97,000]	Model 9	[42,000-58,000]	[520-710]	[43,000-59,000]	[42,000-58,000]	[71%-97%]	[68%-93%]		
	Niftylift Model 10	[76,000-103,000]	N	[78,000-107,000]	[102,000-139,000]	[71,000-97,000]	Model 10	[42,000-58,000]	[520-710]	[43,000-59,000]	[42,000-58,000]	[71%-97%]	[68%-93%]		
	Niftylift Model 11	[62,000-126,000]	N	[66,000-118,000]	[112,000-153,000]	[110,000-150,000]	Model 11	[56,000-77,000]	[520-710]	[56,000-77,000]	[56,000-76,000]	[70%-96%]	[67%-92%]		
	Niftylift Model 12	[43,000-62,000]	Y	[44,000-61,000]	[41,000-56,000]	[40,000-55,000]	Model 12	[24,000-34,000]	[520-710]	[25,000-35,000]	[24,000-34,000]	[67%-91%]	[64%-87%]		
	Niftylift Model 13	[40,000-55,000]	-	[40,000-55,000]	[44,000-61,000]	[43,000-60,000]	Model 13	[27,000-38,000]	[520-710]	[28,000-38,000]	[27,000-38,000]	[63%-86%]	[60%-83%]		
	Niftylift Model 14	[65,000-98,000]	-	[65,000-98,000]	[71,000-97,000]	[69,000-91,000]	Model 14	[38,000-53,000]	[520-710]	[39,000-53,000]	[38,000-53,000]	[67%-79%]	[65%-76%]		
	Niftylift Model 15	[56,000-77,000]	N	[58,000-78,000]	[64,000-87,000]	[63,000-72,000]	Model 15	[39,000-54,000]	[520-710]	[40,000-55,000]	[39,000-54,000]	[39%-64%]	[37%-61%]		
Company 2 Prices	Niftylift Model 16	[62,000-126,000]	N	[66,000-118,000]	[112,000-153,000]	[110,000-150,000]	Model 16	[61,000-83,000]	[520-710]	[61,000-84,000]	[61,000-83,000]	[57%-79%]	[55%-75%]		
	Niftylift Model 17	[100,000-137,000]	Y	[86,000-117,000]	[112,000-153,000]	[83,000-126,000]	Model 17	[68,000-93,000]	[520-710]	[68,000-94,000]	[68,000-93,000]	[42%-68%]	[39%-55%]		
Average:											[65%-89%]	[62%-85%]			

9e. Niftylift's Prices of UK New Machines

[CONFIDENTIAL: THIS DOCUMENT CONTAINS BUSINESS PROPRIETARY INFORMATION RELATING TO THE APPLICANT WHICH IS BY NATURE CONFIDENTIAL, THE DISCLOSURE OF WHICH WOULD HAVE A SIGNIFICANT ADVERSE EFFECT ON THE APPLICANT AND GIVE A SIGNIFICANT COMPETITIVE ADVANTAGE TO COMPETITORS. AS A NON-CONFIDENTIAL SUMMARY, INDEXES ARE PROVIDED.]

Ref Docs Niftylift UK Price List UK

Note: This document indicates whether the price of Niftylift's machines have increased from 2023-2025.

							Indexes: 2022 = 100			
		2022	2023	2024	2025	2023-2025	2022	2023	2024	2025
		valid from 1st April 2022 until 31st September 2022.	valid from 1st January 2023 until 1st April 2023.	valid until 31st March 2024	valid until 1st July 2025	% Difference in Sales Price				
Type 1										
Model 1	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 2	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 3	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 4	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 5	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Options:	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Type 2	[SENSITIVE]									
Model 6	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]				100	105		
Model 7	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 8	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 9	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 10	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 11	[SENSITIVE]				[SENSITIVE]					
Model 12	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 13	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 14	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 15	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 16	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 17	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 18	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 19	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 20	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 21	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	111	111
Model 22	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 23	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 24	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 25	[SENSITIVE]				[SENSITIVE]					
Model 26	[SENSITIVE]		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]		100	92	92
										Index: 2023 = 100

		2022	2023	2024	2025	2023-2025	2022	2023	2024	2025
		valid from 1st April 2022 until 31st September 2022.	valid from 1st January 2023 until 1st April 2023.	valid until 31st March 2024	valid until 1st July 2025	% Difference in Sales Price				
Model 27	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	97	105	105
Options:	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Type 3										
Model 28	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 29	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	99	105	105
Model 30	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Type 4										
Model 31	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 32	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 33	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105
Model 34	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	100	105	105	105

11d. CN to UK

Ref Doc: 07 - Shipping Invoices Appendix E.8, Appendix E.9, Appendix E.10, Appendix E.11
23 CALCULATIONS - Shipping

Notes on Rates:

Rates are based on port to port only, and include all export costs from China.

Additional costs would be involved from factory to port and port to destination.

Rates below are based purely on port to port loading so will include all export costs from China but none of the import costs to the UK and do not include any haulage cost between the Chinese city and port or the UK port and final destination.

Note: Chinese producers are exporting medium to bigger size machines, so ~2 machines maximum per container.

				April - May 2025 Prices		June 2025 Prices		PRICE % INCREASE *	
City China	Port of Loading China	Service	Transit Time	20' Container	40' & 40'HC Containers	20' Container	40' & 40'HC Containers	20' Container	40' & 40'HC Containers
Port 1	Port 2	Direct	38-40 Days	[900-1,300]	[1,300-1,900]	[1,200-1,700]	[1,800-2,600]	[27-37]	[31-44]
Port 3	Port 4	Direct	38 Days	[900-1,300]	[1,300-1,900]	[1,200-1,700]	[1,800-2,600]	[27-37]	[31-44]
Port 5	Port 4	Direct	38 Days	[900-1,300]	[1,300-1,900]	[1,200-1,700]	[1,800-2,600]	[27-37]	[31-44]
Port 6	Port 6	Transhipment	45-47 Days	[1,000-1,500]	[1,500-2,200]	[1,300-1,900]	[2,000-2,900]	[23-33]	[27-38]
Average:					[1,400-2,000]				

* Notes on why such major rate incease

- Surge in shipping from China to ship within the 90 day pause on the tariffs the USA is intending to place (potentially 145% tariff) on Chinese goods entering USA. The Increase in shipping demand has impacted all shipping costs from China.

<https://www.investopedia.com/shipping-rates-rising-as-volumes-from-china-surge-on-tariffs-pause-11739120>

Appendix E.12

Insurance

Route	Goods value	Insurance cost	
[Route 1]	[85,000-115,000]	[480-660]	[0-5]
[Route 2]	[51,000-71,000]	[220-310]	[0-5]
Average			[0-5]

Notes:

The Applicant has been unable to obtain insurance for boom lifts from China to the UK.

The Applicant has to obtain a quote for each individual shipment via its forwarders for its own shipments.

The above are examples of quotes the Applicant has obtained based on its equipment.

Cost is worked out based on the what the goods are and their value plus destination.

The value of goods for shipping is always based on invoice price.

11e. Importing into the UK Costs

Appendix E.13 <https://www.maersk.com/news/articles/2024/12/30/uk-import-port-charges-effective-1st-of-january-2025>
Appendix E.14 <https://universalcustomsclearance.co.uk/port-charges/>
Appendix E.15 <https://www.dhl.com/discover/en-my/logistics-advice/essential-guides/all-you-need-to-know-about-uk-import-tax-and-duty>
Appendix E.16 <https://www.dpworl.com/london-gateway/-/media/project/dpwg/dpwg-tenant/europe/london-gateway/media-files/port-services-info/dpw-uk-public-tariff-2025---london-gateway-v5.pdf?rev=13bc817fe5804a2c9a8beaa093fb2e53&hash=8A813A936A59993B2E1B3F5D81555BBC>

Costs to Conider when Importing a Container into the UK

- 1
- HMRC UK Duty
- 2
- HMRC import VAT
- 3
- Deferment charges and handling fee %
- 4
- Customs Clearance
- 5
- Port Charges

UK Port Import Costs for 1st Jan 2025

from Maersk Website

Appendix E.13 Data from: <https://www.maersk.com/news/articles/2024/12/30/uk-import-port-charges-effective-1st-of-january-2025>

from Maersk Website		Charge	Southampton £GBP	London Gateway £GBP
Port Charges	Port Inventory	charge per container	£ 2.88	£ 2.88
	Port Security / ISPS	charge per container	£ 23.16	£ 25.50
	Port Entry	charge per container	£ 22.45	£ 22.45
	Port Infrastructure	charge per container	£ 19.84	£ 17.55
	Energy Adjustment Mechanism	charge per container	£ 4.10	£ 19.75
Totals			£ 72.43	£ 88.13

from Universal Custom Clearance Website

Appendix E.14 <https://universalcustomsclearance.co.uk/port-charges/>

from Universal Custom Clearance		Charge		London Gateway £GBP
Port Charges	CDS System Development	charge per entry		£ 2.75
	DTI	charge per container		£ 3.00
	Port Customs Exam Fee	charge per entry		£ 25.00
	Port Security Fee	charge per entry		£ 28.00
	Port Infrastructure	charge per entry		£ 20.00
	EAM Green Energy	charge per container		£ 55.00
	Admin fee for 3rd party payments			£ 50.00
Totals				£ 183.75

Note: Chinese producers are exporting medium to bigger size machines, so ~2 machines maximum per container.

11f. CN Origin to Port

Ref Doc: 23 Shipping Quotes - UK Ports to [PORT 2].pdf

Company 1's CN address in CN Address 1 to CN Address 2

Port to Address	# of 40ft Container	Est Cost from Shipping Agency in USD	in GBP
Company 1's CN address in CN Address 1 to CN Address 2	1	[800-1,200]	[640-880]

Company 1's CN Address:
CN Address 1

11g. UK Port to Destination

Ref Doc: 23 Shipping Quotes - UK Ports to [PORT 2].pdf

UK Port to Company 1's UK Address

Port to Address	# of 40ft Container	Quote Breakdown	Total Quote
UK PORT 1 TO UK PORT 2	1	GBP [480-650] + FUEL GBP [39-53]	[510-710]
UK PORT 3 TO UK PORT 2	1	GBP [480-660] + FUEL GBP [41-57]	[520-720]

Average:	[520-720]
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Company 1's UK Address:
UK Address

21. CN Prices - Log and Comparison

Ref Doc: Lag of Price Difference of Chinese Manufactures

Notes: * This would be the ex works UK price so the machine will be imported already with duty paid etc. The customer will then only have to pay for shipping to their final depot or collect themselves.

General			Injury Information					Evidence Information					Nitylift Comparison				CN Manufactures Prices			Price Differences		
Date	Manufacture	Market (being referred to)		CN Manufacture's Model	Model Power Type	Injury Information	Important Notes	Clarification Questions	Source Location (where/when collected)	Source Type (who provided the info)	Mode of communication	Evidence Type	Link	Assumed Product Nitylift Model	Nitylift Product Comparison Used	Nitylift Product Comparison List Price	Nitylift Product Comparison Max ([21-30%] Discounted Price)	CN Price	Margin or discount to adjust for	Adjusted Price	% Difference between Nity's List Price and CN's Assumed Price	% Difference between Nity's List Price and CN's Assumed Price
	i.e. HEBOP manufacturing that manufactures in China/CNC	i.e. the prices are for the UK, US or EU market				i.e. why details on the injury in financial terms.			i.e. Sales meeting, Trade Show	i.e. a Dealer, CN Manufacturer, Sales Rep, a Customer			i.e. Whatsapp, emails, quote etc.									
Apr-25	Company 3 (with Chinese manufacturing facilities)	EU market in US dollars		Model 18		Model 18 manufactured in China is being sold in the EU market for (\$85,000-115,000) (USDollars). Equ. (\$63,000-85,000) GBP. This is [11-15%] cheaper than the same machine being manufactured by the same company in the USA with a sales price of [\$96,000-132,000]			[SENSITIVE]		[SENSITIVE]	photo of written notes	Appendix E.17 - WhatsApp Notes of Pricing (08.05.2025)	Nitylift Model 18		[126,000-172,000]	[92,000-125,000]	[63,000-86,000]	0	[63,000-86,000]	43-57%	37-36%
Apr-25	Company 3 (with Chinese manufacturing facilities)	EU market in US dollars		Model 19		Model 19 manufactured in XXX has the following prices: - Model 19 Diesel [\$45,000-61,000] - Model 19 Electric [\$34,000-48,000] - Model 19 Lithium [\$58,000-80,000] - Model 19 Diesel [\$47,000-65,000] Model 19 Lithium [\$58,000-80,000] in GBP is [\$43,000-59,000]			[SENSITIVE]		[SENSITIVE]	photo of written notes	Appendix E.17 - WhatsApp Notes of Pricing (08.05.2025)	Nitylift Model 25 (lithium batteries option)		[75,000-102,000]	[54,000-74,000]	[43,000-59,000]	0	[43,000-59,000]	36-48%	18-23%
Received May 2025	Company 1	UK Market		Model 1	Electric	Rental price - (£28,000-39,000) Premier (for orders over 5) - (£27,000-37,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 1	Nitylift Model 1	[64,000-88,000]	[46,000-64,000]	[27,000-37,000]	[13%-17%]	[23,000-32,000]	39-73%	43-68%
Received May 2025	Company 1	UK Market		Model 2	Electric	Rental price - (£28,000-39,000) Premier (for orders over [4-6]) - (£26,000-37,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 2	Nitylift Model 2	[62,000-85,000]	[45,000-62,000]	[26,000-37,000]	[13%-17%]	[22,000-32,000]	54-72%	42-56%
Received May 2025	Company 1	UK Market		Model 3	diesel	Rental price - (£34,000-48,000) Premier (for orders over [4-6]) - (£33,000-46,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 3	Nitylift Model 3	[64,000-88,000]	[46,000-64,000]	[23,000-46,000]	[13%-17%]	[25,000-39,000]	46-64%	34-42%
Received May 2025	Company 1	UK Market		Model 4	diesel	Rental price - (£39,000-54,000) Premier (for orders over [4-6]) - (£37,000-51,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 4	Nitylift Model 4	[64,000-88,000]	[46,000-64,000]	[37,000-51,000]	[13%-17%]	[31,000-44,000]	44-58%	38-36%
Received May 2025	Company 1	UK Market		Model 5	diesel	Rental price - (£36,000-50,000) Premier (for orders over [4-6]) - (£34,000-48,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 5	Nitylift Model 5	[64,000-88,000]	[46,000-64,000]	[34,000-48,000]	[13%-17%]	[29,000-41,000]	47-62%	32-42%
Received May 2025	Company 1	UK Market		Model 6	diesel	Rental price - (£51,000-69,000) Premier (for orders over [4-6]) - (£48,000-66,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 6	Nitylift Model 6	[83,000-113,000]	[60,000-82,000]	[48,000-66,000]	[13%-17%]	[41,000-57,000]	49-57%	37-39%
Received May 2025	Company 1	UK Market		Model 7	diesel	Rental price - (£65,000-89,000) Premier (for orders over [4-6]) - (£62,000-85,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 7	Nitylift Model 7	[126,000-172,000]	[92,000-125,000]	[62,000-85,000]	[13%-17%]	[53,000-73,000]	59-66%	36-49%
Received May 2025	Company 1	UK Market		Model 8	Electric	Rental price - (£44,000-61,000) Premier (for orders over [4-6]) - £42,000-59,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 8	Nitylift Model 8	[75,000-103,000]	[54,000-75,000]	[42,000-59,000]	[13%-17%]	[36,000-50,000]	46-58%	29-38%
Received May 2025	Company 1	UK Market		Model 9	Electric	Rental price - (£52,000-72,000) Premier (for orders over [4-6]) - £50,000-68,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 9	Nitylift Model 9	[96,000-130,000]	[69,000-95,000]	[50,000-68,000]	[13%-17%]	[42,000-58,000]	48-63%	33-44%
Received May 2025	Company 1	UK Market		Model 10	Electric	Rental price - (£58,000-80,000) Premier (for orders over [4-6]) - £56,000-76,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 10	Nitylift Model 10	[96,000-130,000]	[69,000-95,000]	[56,000-76,000]	[13%-17%]	[47,000-65,000]	49-57%	37-36%
Received May 2025	Company 1	UK Market		Model 11	Electric	Rental price - (£69,000-94,000) Premier (for orders over [4-6]) - £66,000-90,000)	This dealer price so there will be a [13-17%] margin on the Company 1's machine market price.		[SENSITIVE]	[SENSITIVE]	[SENSITIVE]	pdf price list	Appendix E.5 - CN Pricing 2025	Nitylift Model 11	Nitylift Model 11	[116,000-158,000]	[84,000-115,000]	[66,000-90,000]	[13%-17%]	[56,000-77,000]	46-59%	39-38%

UK : Revenue and Costs excl SBF and Carriage

[CONFIDENTIAL: THIS DOCUMENT CONTAINS BUSINESS PROPRIETARY INFORMATION RELATING TO THE APPLICANT WHICH IS BY NATURE CONFIDENTIAL, THE DISCLOSURE OF WHICH WOULD HAVE A SIGNIFICANT ADVERSE EFFECT ON THE APPLICANT AND GIVE A SIGNIFICANT COMPETITIVE ADVANTAGE TO COMPETITORS.

THE INFORMATION CONTAINS THE APPLICANT'S REVENUE AND COSTS WHICH HAVE BEEN USED TO CALCULATE HOW MUCH THE APPLICANT WOULD HAVE TO INCREASE PRICES OF ITS MACHINES IN ORDER TO ACHIEVE [8-12]% PROFIT]

UK : Revenue and Costs excl SBF and Carriage

[CONFIDENTIAL: THIS DOCUMENT CONTAINS BUSINESS PROPRIETARY INFORMATION RELATING TO THE APPLICANT WHICH IS BY NATURE CONFIDENTIAL, THE DISCLOSURE OF WHICH WOULD HAVE A SIGNIFICANT ADVERSE EFFECT ON THE APPLICANT AND GIVE A SIGNIFICANT COMPETITIVE ADVANTAGE TO COMPETITORS.

THE INFORMATION CONTAINS THE APPLICANT'S REVENUE AND COSTS WHICH HAVE BEEN USED TO CALCULATE HOW MUCH THE APPLICANT WOULD HAVE TO INCREASE PRICES OF ITS MACHINES IN ORDER TO ACHIEVE [10-14]% PROFIT]

Q1 2025 exchange rates

1 USD = 0.794087 GBP

1 GBP = 1.259822 USD

Source: <https://www.bankofengland.co.uk/statistics/exchange-rates>

Inflation

Source: <https://www.bankofengland.co.uk/monetary-policy/inflation/inflation-calculator>

Inflation from 2023 to 2024:

What would goods and services costing

£ 10

in

2023 ▾

cost in

2024 ▾

?

Show amount

£10.13

Inflation averaged **1.3%** a year.

Inflation from 2024 to March 2025:

What would goods and services costing

£ 10

in

2024 ▾

cost in

Mar 25 ▾

?

Show amount

£10.17