

Year	Boom Lift Fleet Size	Industry Report Retention Period	Demand (Industry Report)	[4-6]-Year Retention Period	Demand ([4-6]-Year)		
2009	[13,000-18,000]	[7-11]	[1,500-2,100]	[4-6]	[2,600-3,600]	Industry reports start providing boom fleet size data from 2012 onwards, and only MEWP fleet size prior to that. So the boom fleet size for 2009-2011 is assumed using the average percentage split of boom fleet size to MEWP fleet size for 2012 to 2023. Which is [29-40]%.  [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 WELL AS INFORMATION OBTAINED FROM A SUBSCRIPTION SERVICE. AS A NON-CONFIDENTIAL SUMMARY, RANGES ARE PROVIDED.]	
2010	[13,000-19,000]	[7-11]	[1,400-2,100]	[4-6]	[2,700-3,800]		
2011	[14,000-20,000]	[6-9]	[1,800-2,600]	[4-6]	[2,800-4,000]		
2012	[14,000-20,000]	[8-12]	[1,400-2,100]	[4-6]	[2,800-3,900]		
2013	[15,000-21,000]	[7-10]	[1,700-2,500]	[4-6]	[3,000-4,100]		
2014	[15,000-21,000]	[6-10]	[1,900-2,600]	[4-6]	[3,000-4,200]		
2015	[15,000-21,000]	[6-9]	[1,900-2,700]	[4-6]	[3,000-4,100]		
2016	[15,000-22,000]	[7-10]	[1,800-2,600]	[4-6]	[3,100-4,300]		
2017	[15,000-22,000]	[6-10]	[1,900-2,600]	[4-6]	[3,100-4,300]		
2018	[17,000-24,000]	[7-10]	[2,000-2,800]	[4-6]	[3,400-4,800]		
2019	[17,000-24,000]	[7-11]	[1,900-2,700]	[4-6]	[3,500-4,800]		
2020	[17,000-24,000]	[7-10]	[1,900-2,700]	[4-6]	[3,400-4,700]		
2021	[17,000-24,000]	[7-11]	[1,900-2,600]	[4-6]	[3,400-4,700]		
2022	[18,000-25,000]	[7-11]	[2,000-2,800]	[4-6]	[3,600-5,000]	Extrapolated boom fleet size 2024	[17,000-24,000]
2023	[18,000-25,000]	[8-11]	[1,900-2,600]	[4-6]	[3,600-5,000]	Average Boom/non-boom split (see second tab)	[29-40]
2024	[17,000-24,000]	[8-11]	[1,800-2,600]	[4-6]	[3,500-4,800]	2024 forecast MEWPS	[51,000-70,000]
2025	Data not available					2024 retention period assumed the same as in 2023 following the overall trend.	
Average			Industry Report		[4-6]-year		
			[1,800-2,500]		[3,200-4,400]		

[4-6]-year compared to [7-11] year for 2024	[140-200]
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Consumption	2024		2023		2022		2021	
	Industry Report	[4-6]-year	Industry Report	[4-6]-year	Industry Report	[4-6]-year	Industry Report	[4-6]-year
[66-90]%	[1,800-2,600]	[3,500-4,800]	[1,900-2,600]	[3,600-5,000]	[2,000-2,800]	[3,600-5,000]	[1,900-2,600]	[3,400-4,700]
100%	[2,300-3,200]	[4,400-6,000]	[2,300-3,300]	[4,500-6,200]	[2,500-3,500]	[4,500-6,200]	[2,300-3,300]	[4,300-5,900]

	2024	2023	2022	2021
Nifty's Machines sold to the UK	[715-1135]	[615-995]	[635-1025]	[665-1075]
% of Niftylift share conservative	[28-38]	[24-33]	[25-33]	[24-36]
% of Niftylift share liberal	[15-20]	[13-18]	[14-19]	[15-21]

	2024		2023		2022		2021	
Chinese market share	Conservative (Industry Report)	Liberal ([4-6]-year)	Conservative (Industry Report)	Liberal ([4-6]-year)	Conservative (Industry Report)	Liberal ([4-6]-year)	Conservative (Industry Report)	Liberal ([4-6]-year)
Total machines minus Niftylift	[1,715-2,415]	[3,815-5,215]	[1,815-2,515]	[4,015-5,515]	[1,915-2,715]	[4,015-5,415]	[1,815-2,515]	[3,715-5,115]
Average Chinese market share	[17-24]		[16-23]		[17-24]		[18-26]	
Average Chinese volume	[330-460]	[760-1,040]	[350-480]	[780-1,070]	[390-540]	[810-1,110]	[370-520]	[800-1,090]
Average Chinese CIF price per unit 2025	[39,000-54,000]							
Value of Chinese imports	[15,617,000-21,130,000]	[35,601,000-48,167,000]	[16,407,000-22,199,000]	[36,463,000-49,333,000]	[18,213,000-24,642,000]	[37,872,000-51,240,000]	[17,591,000-23,801,000]	[37,243,000-50,389,000]
Applicant does not have CIF price for 2024, which is why average CIF for 2025 was used (Appendix E.3)								

	Conservative		Liberal	
2024 only	Units	Value	Units	Value
Total Imports	[1,600-2,300]	[75,961,000-102,771,000]	[3,700-5,100]	[173,158,000-234,274,000]
Chinese	[330-460]	[15,617,000-21,130,000]	[760-1,040]	[35,601,000-48,167,000]
Rest of World	[1,270-1,840]	[60,343,000-81,642,000]	[2,840-3,960]	[137,557,000-186,108,000]
Total value of imports using Chinese average price				

Boom lift fleet size

[SENSITIVE - INFORMATION OBTAINED FROM A SUBSCRIPTION SERVICE]

The Applicant understands that, subject to prevailing economic conditions and the availability of investment capital, most rental companies are likely to replace their boom lifts after approximately [4-6] years. This assumption is based on the following considerations:

- a) The equipment is typically under finance for the initial two years of ownership.
- b) The subsequent three years generally represent the period during which the rental company derives the greatest return on investment.
- c) After five years of intensive use, the machines tend to incur increasing costs related to repairs, maintenance, and general wear and tear, making continued operation less economically viable.

		Average Over Years																Per 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