2009 SWOTS

Account: Georgia Pacific LLC

BACKGROUND:
Georgia-Pacific LLC, a subsidiary of Koch Industries, is engaged in the manufacturing and distribution of pulp, paper, packaging and building products, tissue and related chemicals. It operates over 300 facilities in the US, Canada and 11 other countries. The company operates four businesses: consumer products, building products, packaging and paper.

> The consumer products business is engaged in the manufacturing and marketing of tissue products, which include bath and facial tissue, paper towels, napkins, and disposable tabletop products (such as cups, plates and cutlery).
>
> The company's building products business is engaged in the manufacturing and marketing of building products such as plywood, oriented strand board, industrial wood products and lumber, and non-wood products (which include gypsum products and chemicals).
>
> The packaging business controls the company's packaging segment which primarily manufactures containerboards, corrugated containers and cardboards.
>
> The paper business controls the company's bleached pulp and paper segment which is engaged primarily in the manufacturing of pulp and paper products such as office papers, bleached board, bleached and unbleached kraft papers and hardwood and softwood pulp.

STRENGTHS:
- Strong relationships in Consumer Products and Packaging at local plant level
- Dealer support throughout the Americas, and growing in Europe
- Hyster brand and performance is well respected by most GP plants

WEAKNESSES:
- Corporate level relationships require TCO acknowledgement
- Toyota and Cat are providing lower cost trucks based on RFP results
- Yale has been selected as an approved Supplier

Hyster Company • 1400 Sullivan Drive • P.O. Box 7006 • Greenville, North Carolina • 27834-7006
Toll Free: 1-800-HYSTER1 Main: 252-758-4978 Fax: 252-931-7877 www.hyster.com www.hysteramericas.com

HYSTER COMPANY

Americas Division

OPPORTUNITIES:

- Gypsum Division has recently purchased Hyster versus Cat and Toyota. Based on our measured performance we are striving to grow this Gypsum business

- Demonstrate our Productivity and Cost of Operation advantages over Toyota
- Presenting RFID solutions through ID Systems, and Hyster Aftermarket programs
- Exceed GP's expectations by eliminating perceived hydraulic overheating issues on S/H80-120FT product in the field. Provide an acceptable TCO analysis in order to earn pending new truck orders in late 2008-2009

THREATS:

- Slow growth of US corrugated container market
- Continued softening of the US housing market, and poor lumber sales
- Additional closure of GP facilities in the US

STRATEGY:

- Continue offering "Value Added" programs like telemetry and FleetSmart Maintenance for 2008-2009

- Grow awareness of our Aftermarket programs and capabilities at the local GP plant level
- Strengthen, and develop multiple GP Corporate relationships
- Identify a Hyster Champion in each GP Division
- Enable and encourage Hyster Dealer participation at all local GP locations demonstrating exceptional dealer support versus Toyota and Cat dealer support

Hyster Company • 1400 Sullivan Drive • P.O. Box 7006 • Greenville, North Carolina • 27834-7006
Toll Free: 1-800-HYSTER1 Main: 252-758-4978 Fax: 252-931-7877 www.hyster.com www.hysteramericas.com