

Corporate language

1. General section

- ▶ The 3 business areas of IHO group are referred to as “3 Companies” or “Three Companies”
- ▶ The 3 Companies are always written in capital letters: TERRA, BULMOR, PROFIRENT
- ▶ INDUSTRIE HOLDING Operations itself is referred to as “INDUSTRIE HOLDING Operations” or “IHO”
- ▶ The whole group including the 3 Companies and all their subsidiaries are referred to as: “INDUSTRIE HOLDING Group” or “IHO Group”

Locations

Town in local language, country in English
E.g. Wien, Austria; Dugopolje, Croatia; Brno, Czech Republic

URL's

- ▶ Without www
- ▶ Alternative with www
- ▶ Never with https://!

Phone

- ▶ +43 instead of 0043
- ▶ Mobile is main phone (mob.:)
- ▶ Landline is secondary (tel.:)
- ▶ No fax numbers!

Function / Title

- ▶ Department instead of personal function
E.g. Purchasing instead of Purchaser
- ▶ Preferably excluding the academic title

Country format

- ▶ 2 letter-format according to ISO 3166
E.g. AT, DE, CZ, HR, BA, RS, etc.

Date and Time format

- ▶ For separate dates: DD.MM.YYYY
E.g. 18.08.25

- ▶ For dates used in written text,
Ordinal day with month and year is allowed
E.g. “August 18th, 2025”
- ▶ Time: hh:mm

Currency format

- ▶ 3 letter currency denotation according to ISO 4217
E.g. EUR, CZK, RSD, BAM, ROM, HUF, etc.
- ▶ For major currencies, signs are allowed
E.g. €, \$, £, ¥

Numbers

- ▶ Use abbreviation k/m/b whenever possible
 - Thousand: k (1.000)
 - Million: m (1.000.000)
 - Billion: b (1.000.000.000)
- ▶ Use thousand separator whenever possible
E.g. 5.964.154 instead of 5964154
- ▶ Combine abbreviation with currency (as above)
E.g. kEUR, kGBP, kCZK, mRSD
E.g. k€, m€, b€

File naming

- ▶ Name files according to
„YY.MM.DD_ filename_AB“

YY.MM.DD	Creation date
filename	Chosen title of the file
AB	Author's initials

E.g. 25.09.08_CI_Guide_AB

Language

Language used for all official documents
is English

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2. Naming of Companies & Subsidiaries inside the IHO Group

Naming of subsidiaries

- The holdings of each company are referred to as:

TERRA Holding, BULMOR Holding, PROFIRENT Holding

- Naming of the subsidiaries consists of 3 parts:

1 st part	2 nd part	3 rd part
Company	Country (in local language)	Further distinction feature
TERRA/ BULMOR/ PROFIRENT	Magyarország, Srbija, Österreich, Česko, ...	...

E.g. TERRA Hrvatska, TERRA Romania Construction, BULMOR Deutschland, etc.

- All Companies and subsidiaries can be abbreviated by a 2–3 letter combination
 - The holdings are abbreviated with a 2 letter combination:

TERRA Holding	TH	
BULMOR Holding	BH	
PROFIRENT Holding	PH	
INDUSTRIE HOLDING Operations	IHO	(exception with 3 letters)
INDUSTRIE HOLDING (Real Estate)	IHR	

- All other subsidiaries are abbreviated by a 3 letter combination based on the following logic:

- E.g. THU for TERRA Hungary
- E.g. TRP for TERRA Romania Palfinger
- E.g. BAI for BULMOR Österreich Industries
- E.g. PHU for PROFIRENT Hungary

	1 st letter	2 nd letter	3 rd letter
Other subsidiary	Indicates Company	ISO3166 country codes	
			If country includes >1 subsidiaries from one company, 3 rd letter is substituted to specify
Holding Company	Indicates Company	If Holding Company then 2 nd letter is H	empty

Country	ISO3166
Austria	AT
Bosnia and Herzegovina	BA
Bulgaria	BG
Croatia	HR
Czechia	CZ

Country	ISO3166
Hungary	HU
Kosovo	XK
Montenegro	ME
Romania	RO
Serbia	RS

Country	ISO3166
Slovakia	SK
Slovenia	SI
Germany	DE
United Kingdom	GB
Netherlands	NL

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3. List of all Companies and Subsidiaries with naming and abbreviation

Abbr.	Naming	Name of legal entity
TH	TERRA Holding	TERRA Holding GmbH
TAT	TERRA Österreich	TERRA Austria GmbH
TBA	TERRA Bosna	TERRA BIH d.o.o.
TBG	TERRA Bulgariya	TERRA Bulgaria EOOD
THR	TERRA Hrvatska	TERRA Jaska d.o.o.
TCZ	TERRA Česko	TERRAMET spol.s.r.o.
THU	TERRA Magyarország	TERRA Hungária Építőgépg Kft.
TKO	TERRA Kosova	TERRA Kosovo sh.p.k.
TME	TERRA Crna Gora	TERRA Montenegro d.o.o.
TRC	TERRA România Construction	TERRA Romania Utilaje De Constructii S.R.L.
TRP	TERRA România Palfinger	TERRA Palfinger S.R.L.
TRR	TERRA România Rent-All	Rent All S.R.L.
TRS	TERRA Srbija	TERRA Srbija d.o.o.
TSK	TERRA Slovenskej	TERRASTROJ spol.s.r.o.
TSI	TERRA Slovenija	TERRA JCB d.o.o.
BH	BULMOR Holding	BULMOR Holding GmbH
BAI	BULMOR (Österreich) Industries	BULMOR industries GmbH
BAA	BULMOR (Österreich) Airground	BULMOR airground technologies GmbH
BDE	BULMOR Deutschland	BULMOR Deutschland GmbH
BDS	BULMOR (Deutschland) Sonderfahrzeuge	BULMOR Sonderfahrzeuge GmbH
BGB	BULMOR United Kingdom	BULMOR Lancer Ltd.
BNL	BULMOR Nederland	Votex Bison Material Handling B.V.
PH	PROFIRENT Holding	Eff vierzigneun Beteiligungsverwaltung GmbH
PHU	PROFIRENT Magyarország	Profirent Gépkölcsönző Kft.
IHO	INDUSTRIE HOLDING Operations	INDUSTRIE HOLDING Operations GmbH