

# Corporate Language

## 1. General section

- › The 3 businesses of the IHO Group are referred to as “Divisions” and they 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 Divisions and all their Companies 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
- › Without academic title, except where requested otherwise

### Country format

- › 2 letter-format according to ISO 3166

### Date and Time format

- › For separate dates: DD.MM.YYYY  
E.g. 18.08.2025
- › For dates used in written text,  
Ordinal day with month and year is allowed

### Country format

- › 2 letter-format according to ISO 3166

| Country                | ISO3166   |
|------------------------|-----------|
| Austria                | <b>AT</b> |
| Bosnia and Herzegovina | <b>BA</b> |
| Bulgaria               | <b>BG</b> |
| Croatia                | <b>HR</b> |
| Czechia                | <b>CZ</b> |
| Hungary                | <b>HU</b> |
| Kosovo                 | <b>XK</b> |
| Montenegro             | <b>ME</b> |
| Romania                | <b>RO</b> |
| Serbia                 | <b>RS</b> |
| Slovakia               | <b>SK</b> |
| Slovenia               | <b>SI</b> |
| Germany                | <b>DE</b> |
| United Kingdom         | <b>GB</b> |
| Netherlands            | <b>NL</b> |

### Date and Time format

- › For separate dates: DD.MM.YYYY  
E.g. 18.08.2025
- › For dates used in written text, ordinal day with month and year is allowed  
E.g. “August 18<sup>th</sup>, 2025”
- › Time: hh:mm

### Currency format

- › 3 letter currency denotation according to ISO 4217

| Currency         | ISO 4217   |
|------------------|------------|
| Euro             | <b>EUR</b> |
| Convertible Mark | <b>BAM</b> |
| Bulgarian Lev    | <b>BGN</b> |
| Czech Koruna     | <b>CZK</b> |
| Forint           | <b>HUF</b> |
| Romanian Leu     | <b>RON</b> |
| Serbian Dinar    | <b>RSD</b> |
| Pound Sterling   | <b>GBP</b> |

- › For major currencies, signs are allowed  
E.g. €, \$, £, ¥

# Corporate Language

## 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

## Gender equality

Use inclusive language if relevant in respective language

## Language

Language used for all official documents  
is English

# Corporate Language

## 2. Naming of Companies & Subsidiaries inside the IHO Group

- The holding companies of the divisions are referred to as:

TERRA Holding, BULMOR Holding,  
PROFIRENT Holding

- The holding companies are abbreviated by a unique and systematic 2 letter combination based on the following logic

|                 | 1 <sup>st</sup> letter | 2 <sup>nd</sup> letter | 3 <sup>rd</sup> letter |
|-----------------|------------------------|------------------------|------------------------|
| Holding Company | Indicates Division     | "H" for Holding        | –                      |

- IHO for INDUSTRIE HOLDING Operations and IHR for INDUSTRIE HOLDING Real Estate are an exception as they use 3 letters

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

- The individual companies are referred to as:

| Division                       | Country<br>(in local language)                     | Company specific denotation<br>(if first two are not unique) |
|--------------------------------|----------------------------------------------------|--------------------------------------------------------------|
| TERRA/<br>BULMOR/<br>PROFIRENT | Magyarország,<br>Srbija, Österreich,<br>Česko, ... | Construction,<br>Palfinger, Airground,<br>Industries, ...    |

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

- All Companies are abbreviated by a unique and systematic 3 letter combination based on the following logic

|               | 1 <sup>st</sup> letter | 2 <sup>nd</sup> letter                                                                                       | 3 <sup>rd</sup> letter |
|---------------|------------------------|--------------------------------------------------------------------------------------------------------------|------------------------|
| other Company | Indicates Division     | ISO 3166 country code<br><br>3rd letter for company specific denotation, if further distinction is necessary |                        |

E.g. THU for TERRA Hungaria, TRP for TERRA România Palfinger, BAI for BULMOR Österreich Industries, PHU for PROFIRENT Hungaria

The above naming convention and abbreviation logic of should be used as default in all formal and informal use cases. The current set of abbreviations may be used as alternative where not otherwise possible due to the AX system. This transition period will last until AX is out of place.

# Corporate Language

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

| Abbr.      | Naming                               | Name of legal entity                        | Alternative Abbr. (AX) |
|------------|--------------------------------------|---------------------------------------------|------------------------|
| <b>TH</b>  | TERRA Holding                        | TERRA Holding GmbH                          | TH                     |
| <b>TAT</b> | TERRA Österreich                     | TERRA Austria GmbH                          | TA                     |
| <b>TBA</b> | TERRA Bosna                          | TERRA BIH d.o.o.                            | TBH                    |
| <b>TBG</b> | TERRA Bulgariya                      | TERRA Bulgaria EOOD                         | TBG                    |
| <b>THR</b> | TERRA Hrvatska                       | TERRA Jaska d.o.o.                          | TJA                    |
| <b>TCZ</b> | TERRA Česko                          | TERRAMET spol.s.r.o.                        | TME                    |
| <b>THU</b> | TERRA Magyarország                   | TERRA Hungária Építőgép Kft.                | THU                    |
| <b>TXK</b> | TERRA Kosova                         | TERRA Kosovo sh.p.k.                        | TKO                    |
| <b>TME</b> | TERRA Crna Gora                      | TERRA Montenegro d.o.o.                     | TMO                    |
| <b>TRC</b> | TERRA România Construction           | TERRA Romania Utilaje De Constructii S.R.L. | TROC                   |
| <b>TRP</b> | TERRA România Palfinger              | TERRA Palfinger S.R.L.                      | TROP                   |
| <b>TRR</b> | TERRA România Rent-All               | Rent All S.R.L.                             | RAR                    |
| <b>TRS</b> | TERRA Srbija                         | TERRA Srbija d.o.o.                         | TSN                    |
| <b>TSK</b> | TERRA Slovensko                      | TERRASTROJ spol.s.r.o.                      | TSJ                    |
| <b>TSI</b> | TERRA Slovenija                      | TERRA JCB d.o.o.                            | TJC                    |
| <b>BH</b>  | BULMOR Holding                       | BULMOR Holding GmbH                         | BH                     |
| <b>BAI</b> | BULMOR (Österreich) Industries       | BULMOR industries GmbH                      | BI                     |
| <b>BAA</b> | BULMOR (Österreich) Airground        | BULMOR Airground Technologies GmbH          | BAT                    |
| <b>BDE</b> | BULMOR Deutschland                   | BULMOR Deutschland GmbH                     | BDE                    |
| <b>BDS</b> | BULMOR (Deutschland) Sonderfahrzeuge | BULMOR Sonderfahrzeuge GmbH                 | BSF                    |
| <b>BGB</b> | BULMOR United Kingdom                | BULMOR Lancer Ltd.                          | BLS                    |
| <b>BNL</b> | BULMOR Nederland                     | Votex Bison Material Handling B.V.          | BNL                    |
| <b>PH</b>  | PROFIRENT Holding                    | Eff vierzigneun Beteiligungsverwaltung GmbH | PROH                   |
| <b>PHU</b> | PROFIRENT Magyarország               | Profirent Gépkölcsönző Kft.                 | PRO                    |
| <b>IHO</b> | INDUSTRIE HOLDING Operations         | INDUSTRIE HOLDING Operations GmbH           | IHO                    |