



# Mollo Convention 2023: growth continues thanks to human resources, investments and digitization

*The 12<sup>th</sup> Convention of the Mollo Group was held in Alba: an opportunity to talk about the results achieved in 2022 and to present the 2023 objectives*

Employees, collaborators, institutions and the press participated at the **12<sup>th</sup> Convention of the Mollo Group** on Saturday 11 March in Alba.

The company led by brothers **Mauro and Roberto Mollo** continues to grow thanks to passion, industrial strategies and continuous investments: in 2022, the company had a turnover of over 104 million euros, generated exclusively by rental activities, confirming itself as the first company in Italy in this industry.

Furthermore, confirming its leadership position also at an international level, in 2022 Mollo Noleggio was ranked as the 46<sup>th</sup> company in Europe by turnover in the rental field ("Top Rental Companies in the World", IRN Survey 2022).

**The positive trend - recorded +30% compared to the previous year** - is also continuing in 2023, as demonstrated by the data of the beginning of the year.

**The engine of growth are people**, as Mauro Mollo underlined.

The company has **450 employees, of which 86 new hires in 2022.**

*"There are currently 48 rental centers, distributed throughout seven Italian regions (Piedmont, Liguria, Lombardy, Veneto, Emilia Romagna, Tuscany, Umbria): they offer various kind of services, from construction cranes to the core business represented by rental without operator, passing through the rental of mobile toilets up to rental with an operator, an activity developed with enthusiasm in recent years that in 2022 saw over 2,500 interventions carried out with our specialized personnel",* said Mauro Mollo.

Numbers that are going to grow, also because of the **new openings scheduled for 2023** in Northern and Central Italy.

The company is dedicating important investments precisely to people, as demonstrated by the **2022 welfare plan of over 830 thousand euros** which includes bill bonuses, fuel bonuses, loans for employee, reimbursement of medical expenses and educational expenses for children, scholarships for students most deserving, car seats for all new mothers and fathers.

Attention is also directed to increasing well-being in the workplace, for this reason a **restyling project for the rental centers** is underway, to make them even more welcoming, equipping them with relaxation and networking areas, modern furnishings and optimized acoustics: **the company has already invested more than 700,000 euros for this project.**

There is also a strong focus on training, both for employees and customers: in 2022 the **Mollo Academy** center has trained **over 5,000 customers** on the safe use of work equipment, with an offer of over 100 types of courses. *"From 2013 to today - underlines Mauro Mollo - there have been more than 36,000 trained operators and licenses issued in Italy!"*

The data relating to rental is significant: in 2022 Mollo rented **82,000 equipments**, serving about **20,000 companies**.

Every day over **6,000 pieces** of equipment supplied by Mollo Noleggio work on civil construction sites, infrastructures, major works, logistics, agriculture, industry and exhibitions.

The rental fleet currently has over **11,000 units**, with an **average age of 4 years**.

**Continuing to invest in vehicles and technologies is one of the main objectives for the two-year period 2023-2024: Mollo Noleggio will invest a total of over € 70 million in new vehicles.** The choices will be oriented above all to vehicles with **electric and hybrid technologies**. After all, attention to the environment is not new for the Mollo Group, that in 2017 launched the **Blue & Green® project**, now a registered trademark, with the aim of reducing consumption, emissions and vehicle noise.

The company will continue to increase and renew its fleet of vehicles, selecting them among the most reliable and innovative manufacturers.

Investments in 2023 will not only concern the vehicle fleet and centres. Mollo Noleggio will also continue to invest in other areas: in **technologies and software**, to make processes even faster; in **communication** with the creation of the new website, more dynamic and user friendly; in **customer services**, enhancing the "24/7 Do It Yourself Rental" service which allows customers to collect and return different types of vehicles 24 hours a day, 7 days a week. *"Started in 2022, it will be at disposal in all our rental centers in 2023/2024"*, confirms Mauro Mollo.

Also in the field of digitization and innovation there is the **"QR Code" project**: started in 2022, it will be increased in 2023 and will allow the customer to access all the information on the vehicles, to consult technical and legal documents, videos on their operation and other commercial info via smartphone.

In the marketing field, Mollo has reconfirmed **various partnerships**, including those with **Giro d'Italia**, the most important annual *bicycle race* in Italy, and with important **football clubs**. Furthermore, participation in important trade fairs has been confirmed.

The Convention, cheered up with the comic interlude by **Giovanni Cacioppo**, ended with two important moments.

The first was the **traditional award ceremony for seniority** to thanks employees in the company for 10-15-20-30 years and retirees: a recognition of the strength of the team and a hymn to team spirit and teamwork.

The second moment was the **awarding of the children of employees** who, at the end of their studies, **obtained their diploma with excellent grades**.

After the event, the Convention participants had the opportunity to celebrate with a social and dynamic party with the **DJ set by Mario "Get Far" Fargetta**.

The Mollo 2023 Convention was a very engaging and significant moment in terms of participation and content, which marked **another positive year for Mollo Noleggio and showed all the right premises for an equally successful 2023**.

March 2023

## Who is Mollo Noleggio

Mollo Noleggio was born in the 70s in Alba (Cuneo) as a material and construction equipment wholesale warehouse. Over the years the company has developed its business becoming today one of the most important rental companies in the Italian market with more than 300 employees working at the 35 centers managed directly and located in Piemonte, Liguria, Lombardia, Veneto, Emilia Romagna and Toscana. The company features one of the largest fleets available in Italy consisting of more than 8,000 units including aerial platforms, lifting trucks, construction cranes, trucks, earth-moving machinery, machines and construction vehicle, mobile chemical baths, monoblocks and containers.

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