



CORPORATE PRESENTATION

Date: 2025-03-12

To: Christophe LECARPENTIER

Hyundai Key Account Manager - Europe

Author: Marie-Jo ECHEVERRIA (CEO Forest Pioneer Group)

WHO ARE WE?



Since our first machine in 1998, our focus has been in **Forestry mechanisation and Tree Care.**

We have introduced in Europe a number of applications: felling, harvesting, forwarding, delimbing, mulching, grinding and chipping trees.



**FP
GROUP**
Marie Jo
Echeverria



Importer
Reseller

FP (26 )
1998
Emilio Bravo



Workshop
France

FPF (14 )
2018
Sebastien Beucher



Workshop
Spain

FPS (9 )
2019
Jon Legarreta



Operator's School

CASEFOR (40 )
2019
Jaime Lopez

66%

49%

75%



Marie Jo Echeverria
Group CEO/COO



Emilio Bravo
Strategy Sales Director



Sebastien Beucher
Tech. Director



Iñigo Urkia
Fi. Director



Aitziber Marin
Comm. Manager



Iratxe Zorraquino
Manuf. Relationship



Jean-Philippe Coulombier
Product Specialist



Mikel Ruiz
After-Sales

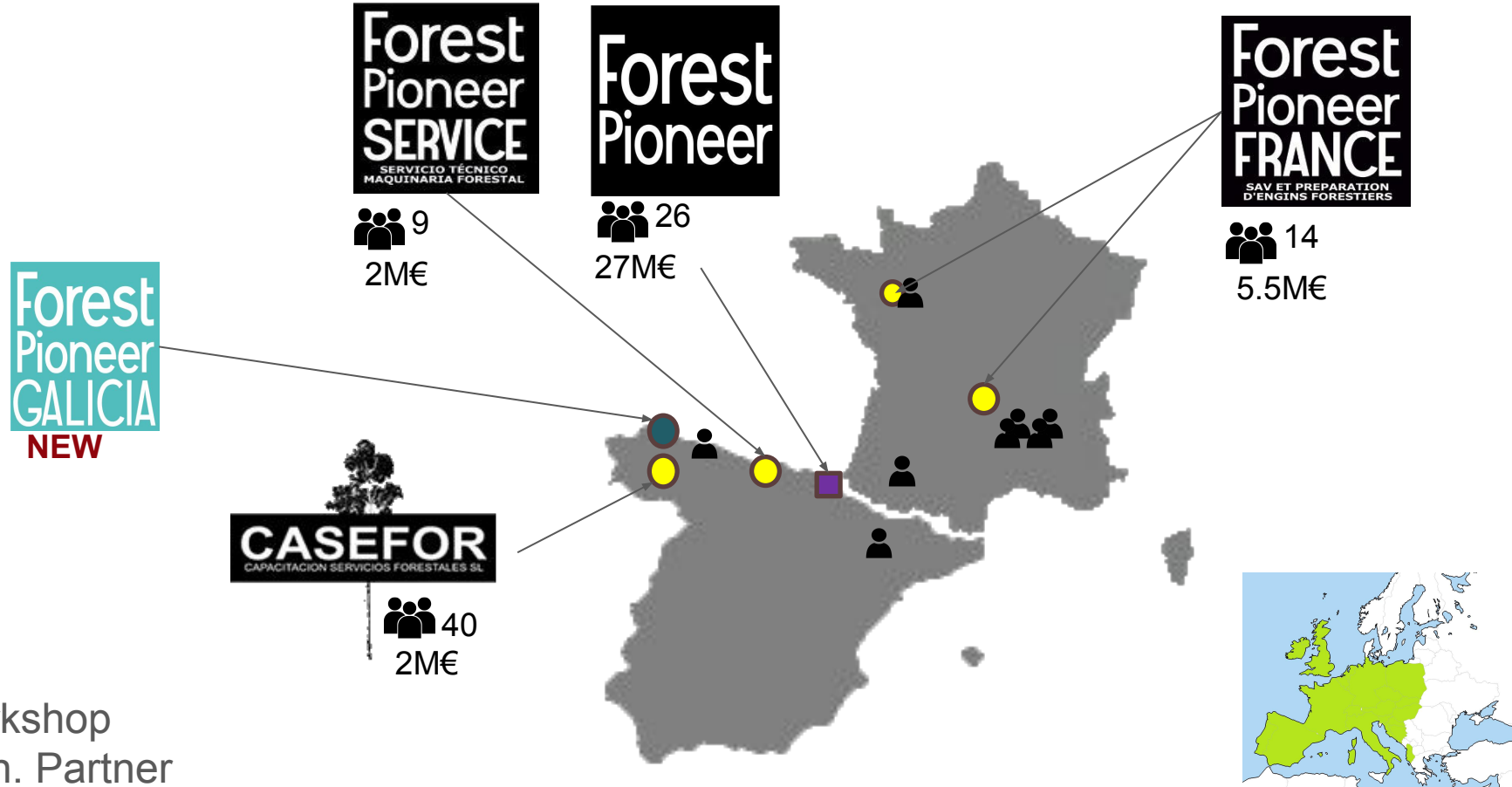


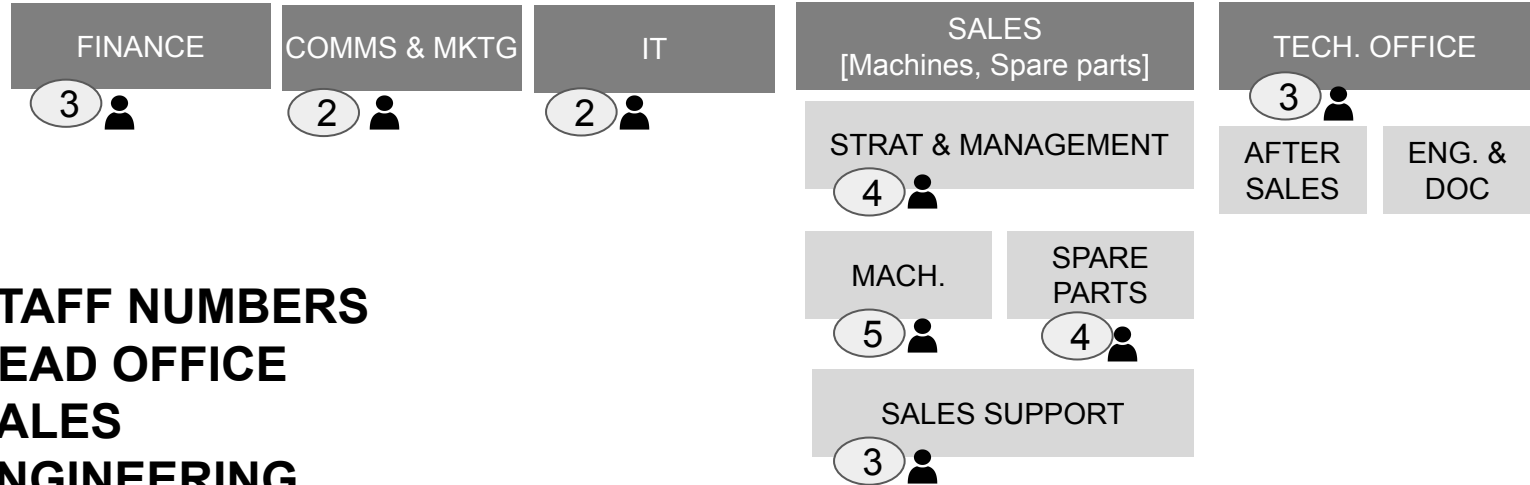
Arnaud Carrere
Workshop FR



Aritz Barayazarra
Workshop SP

GEOGRAPHICAL PRESENCE





STAFF NUMBERS
HEAD OFFICE
SALES
ENGINEERING



STAFF NUMBERS

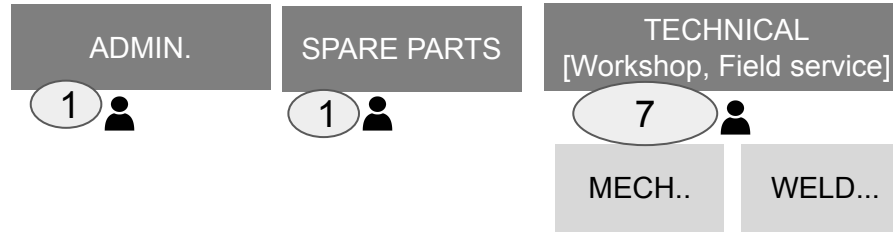
2x FRENCH WORKSHOPS (Center, North West)

Note - Sales activities are managed by Forest Pioneer.



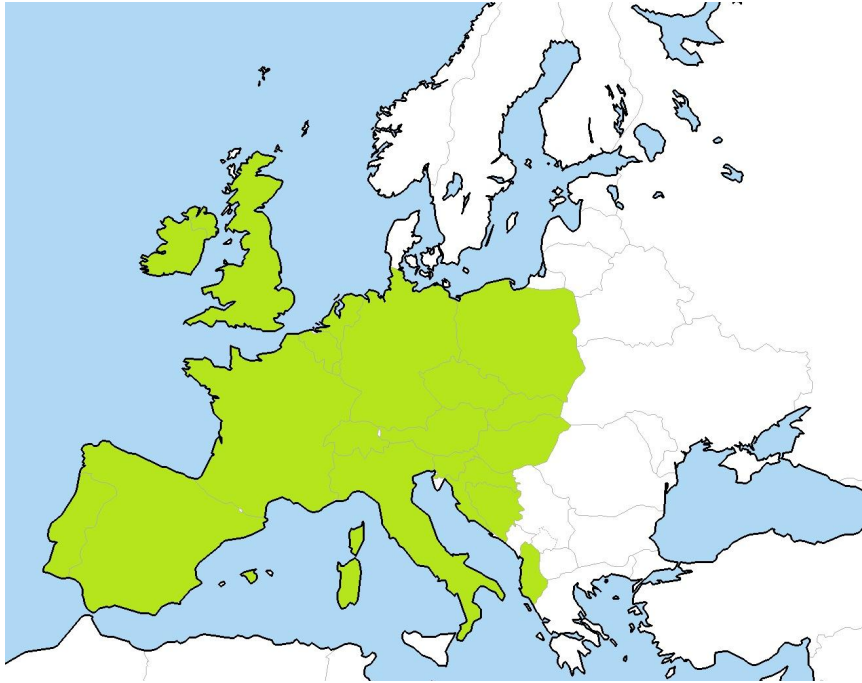
**FOREST
PIONEER**

FOREST PIONEER SERVICE (Spain, 9 people)



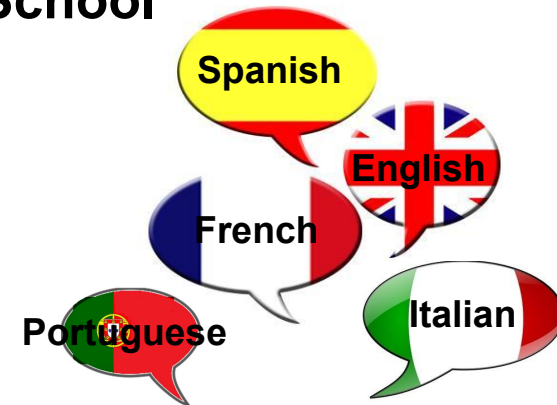
**STAFF NUMBERS
SPANISH WORKSHOP**

Note - Sales activities are managed by Forest Pioneer.



FOREST PIONEER is

- **Importer**
- **Manufacturer**
- **Reseller**
- **Designer for customisation**
- **Workshop**
- **Operator's School**





WHAT WE OFFER TO FOREST MARKET





Winchies



Harvesting heads

AFMFOREST



Mulchers



HSP/HULTDINS/CRANAB
Saw Grapples



Feller Bunchers
QUADCO



Saw Grapples



Shear Fellers
WESTTECH



AFMFOREST
QUADCO

TimberPro

 **neuson**
FOREST

K **Vegetation**
KERSTIAN **Management**

GUERRA

 **ASTEC**


VOSCH
EXCEEDING ATTACHMENTS



FOREST PIONEER

WORKING WITH HIGH PROFILE BUSINESSES

25 YEARS
IN BUSINESS

80+ Employees
Avg age 42

1.300+

MACHINES
SOLD

100+

Machine models
on catalog

WORKING WITH PREMIUM BRANDS

Importers of

AFMFOREST
QUADCO

TimberPro

neuson
FOREST

K Vegetation
Management

GUERRA

ASTEC

VOSCH
EXCEEDING ATTACHMENTS

Forestry
customisation of

HYUNDAI
CATERPILLAR®

CASE
JCB

VOLVO
DOOSAN

HIDROMEK®

HITACHI
KOMATSU
LIEBHERR



USA

TimberPro



Vegetation
Management



ASTEC™



CANADA

QUADCO



EUROPE



**neuson
FOREST**



KAISER

CAMOX

GUERRA

LOGSET



WESTTECH
Forsttechnik | Fertigungstechnik

AFMFOREST



Forest ISO standards



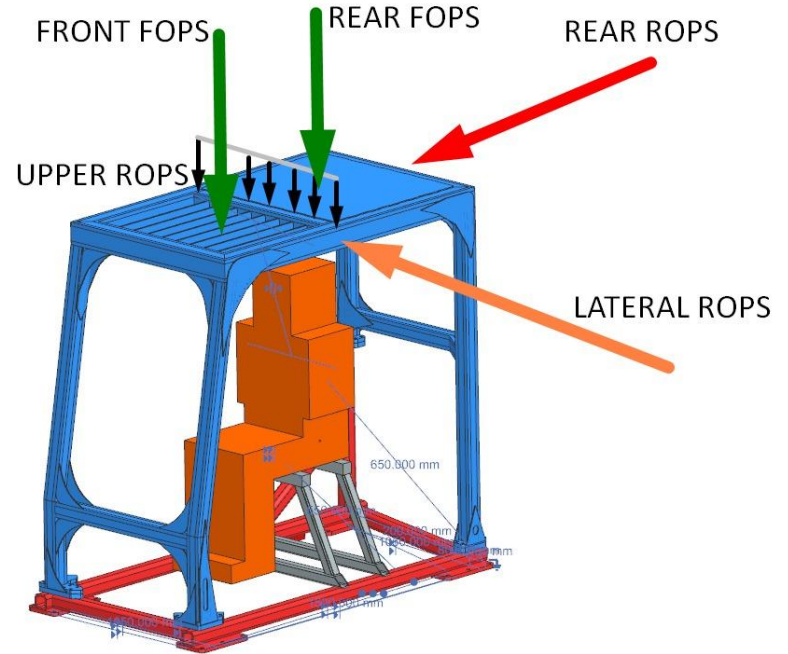
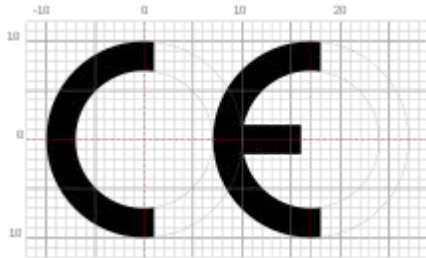
Tailored

Power Pack



OPS - ROPS - FOPS

Integrated engineering





Training and support



Working with schools



Spare parts, forestry accessories and consumables



Over 2.5M€ in stock of spare parts, with 24/7 availability through e-shop

AFTER SALES SERVICE IN EUROPE (Example: France)



WORKSHOP



VAN



WORKSHOP &
VAN

ForestPioneer

www.forestpioneer.com

**SPECIALIZED
WORKSHOP IN
FOREST PIONEER
TRADEMARKS**

New Machines in stock



4,3 M€ Net
(purchasing price)

Spare parts in stock



3,1 M€ Net
(purchasing price)



7.700 followers (FPSL, FPF)

3 forest magazines



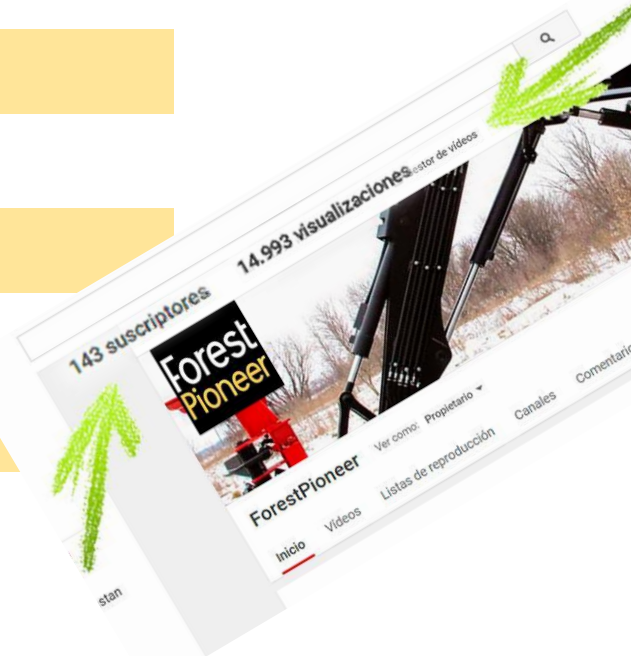
1.110 subscribers



2.384 followers



4.500 followers (FPSL, FPS)





4-6 demos /year
2-3 large shows /year as exhibitor
4-5 shows /year as visitor



**SHOW CASES OF WORK DONE IN
DIFFERENT EXCAVATOR
TRADEMARKS**





















**WHY PARTNERING
WITH HYUNDAI TODAY
IS CRUCIAL FOR
FOREST PIONEER**

**WE HAVE DECIDED TO SELL THE SAFEST AND MOST EFFICIENT
“FORESTRY” EXCAVATOR.**

**WE WANT TO WORK WITH ONLY ONE BRAND OF EXCAVATOR
BASE: HYUNDAI.**

THE NEW BRAND FOR FORESTRY EXCAVATOR WILL BE:

**FPM**

**FOREST PIONEER
MACHINERY**



- ❑ 25 years history in preparing excavators for forestry applications (over 300 units, all trademarks), and selling premium forestry products.
- ❑ Large customer database and strong sales/technical support - *Well known worldwide in Excavator modifications.*
- ❑ Technical capabilities to adapt the machines, and do the after sales (maintenance, repair, parts).
- ❑ We can offer a wide range of forestry implements - *All applications are covered.*
- ❑ Reliable partners.
- ❑ Investment of 5 million euros in this project.

Forest Pioneer has a track record of selling forestry machines and equipment, and reputation for being highly knowledgeable and technically prepared. New facilities in Spain (2025) and France (2026) that will support the project.



FOREST PIONEER



FPM TR MODELS

FPM-20250224

Exploitation forestière | Abattage et/ou débardage BE

PELLES FORESTIÈRES FPM TR

EFFICACITÉ MAXIMALE AVEC UN POIDS MINIMAL



Les pelles forestières FPM TR, une gamme qui combine plus de deux décennies d'expérience avec des solutions conçues pour maximiser les performances sur le terrain. Ces machines robustes et technologiquement avancées sont prêtes à relever les défis les plus extrêmes des travaux forestiers.

Une technologie qui dépasse les attentes

Les systèmes hydrauliques à haute efficacité garantissent un fonctionnement continu et fiable, même dans les environnements les plus difficiles. Chaque cabine est construite pour respecter les normes forestières les plus strictes, assurant sécurité et confort à l'opérateur.

Conception polyvalente, productivité assurée

Avec 5 modèles au choix, chacun optimisé pour des applications spécifiques, les FPM TR représentent une avancée en matière de productivité, d'efficacité et de durabilité.

Pourquoi choisir un FPM ?

Sécurité renforcée
Hydraulique haute performance
Légereté et maniabilité
Conception ergonomique
Maintenance simplifiée
Puissance de 130 à 190 CV

Commercial Tél. 06 29 95 25 84 Bureau Tél. 05 55 93 02 22 | www.forestpioneer.fr

DEMANDEZ
UN DEVIS SANS
ENGAGEMENT

CARACTÉRISTIQUES	TR130SR	TR160	TR190N	TR190	TR190SR
CONFIGURATION					
Une structure renforcée ROPS/ROPS	✓	✓	✓	✓	✓
Cabine avant et latérale en Polyuréthane (certification GPS)	✓	✓	✓	✓	✓
Sorte de secours frontale	✓	✓	✓	✓	✓
Balle à outils sur la structure supérieure et au pied de la vitre frontale	✓	✓	✓	✓	✓
Protection latérale des flexibles de Racla et de l'arbre	✓	✓	✓	✓	✓
Protection HD du pied tournant contre les écorches	✓	✓	✓	✓	✓
Renforcement des capots de moteur de transmission	✓	✓	✓	✓	✓
Protection des clipeaux de levage de pied de Racla	✓	✓	✓	✓	✓
Renfort polyuréthane des pignons	✓	✓	✓	✓	✓
Renfort polyuréthane	✓	✓	✓	✓	✓
Châssis avec amortisseurs torsion	✓	✓	✓	✓	✓
Protections latérales des roues	✓	✓	✓	✓	✓
Lames de coupe renforcées	✓	✓	✓	✓	✓
Tête pivotante	✓	✓	✓	✓	✓
Tête 90°	✓	✓	✓	✓	✓
Tête 180°	✓	✓	✓	✓	✓
Tête 270°	✓	✓	✓	✓	✓
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Châssis large 270°	✓	✓	✓	✓	✓
Châssis large 360°	✓	✓	✓	✓	✓
Châssis large 180°	✓	✓	✓	✓	✓
Châssis large 270°	✓	✓	✓	✓	✓
Châssis large 360°	✓	✓	✓	✓	✓
Châssis large 180°	✓	✓	✓	✓	✓



Customer

- Forest Pioneer will buy from Hyundai.
 - Focus on 5 models: 145, 160, 210, 220 and 235.
- Forest Pioneer will adapt the excavator and convert it into a forestry excavator, and rebrand them as FPM TR.
 - FPM TR will be sold as a Forestry Excavator (not as a construction excavator). It is a different application.
- Forest Pioneer will take care about the after sales services using his own network.
- Sales objectives: 12 units/year.
- Sales Area: worldwide (mainly 90% France-Spain).

Any potential client interested in solely standard excavator will be forwarded to Hyundai Europe.

What we need

- Frame agreement - Terms of key partner agreement.
- Pricing
 - Of Machines - *We would like to be considered in the importer level price list.*
 - Of Spare parts.
- Warranty conditions.
- A training program for technical staff.
- Special tools to service the machines.
- List of Hyundai Europe contacts for each “area” (sales, after sales, spare parts, accounting, deliveries, logistic).

A word cloud featuring the phrase "Thank You" in numerous languages. The words are arranged in a cross-like shape, with "THANK YOU" being the largest and most prominent. Other languages include Spanish (GRACIAS, ARIGATO), Arabic (SHUKRIA, BISMILLAH), Hindi (DANKSCHEEN), Chinese (THANKS), and many others. The words are in different sizes and orientations, creating a dynamic and colorful composition.