

Bell Equipment at a glance

Bell Equipment is a South African company that operates on a global scale, but has retained the family ethos instilled by Irvine Bell when he founded the company in 1954 as a small engineering and agricultural repair service in northern KwaZulu-Natal.

Strong family values of integrity, honesty, accountability and respect have seen Bell become an integral part of the communities in which it operates. The group takes its responsibilities as a corporate citizen seriously, purchasing from local suppliers wherever possible and investing in meaningful outreach initiatives with a focus on education, training and development both internally and externally.

WHAT WE DO



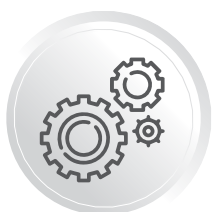
DESIGN



EXPORT



SUPPORT



MANUFACTURE



DISTRIBUTE

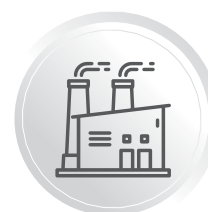
INDUSTRIES WE SERVE



**MINING
AND QUARRYING**



FORESTRY



INDUSTRY



CONSTRUCTION



AGRICULTURE



Our value creation process

Throughout the group Bell creates value by focusing on five key areas that guide every aspect of the business, including our relationships with our stakeholders, underpinning our philosophy that if we help our customers succeed, so will we.



CUSTOMER

Growing customer trust and support by understanding their business, co-developing world class products that deliver performance in rugged environments and demonstrating dedication to maximising their uptime.



QUALITY

Through a culture of continuous improvement and the effective use of our employees' and suppliers' talents, we consistently strive to meet and exceed the customer promise.



TEAM

Every individual is focused on actively contributing to the success of the Bell group by sharing in our common goal, harnessing individual strengths and undertaking every interaction with mutual respect, honesty and integrity.

Bell is focused and committed to environmental, social and governance (ESG) considerations to unlock higher value creation for stakeholders in its efforts to excel as a model corporate citizen that plays a positive role and makes a meaningful impact in society.

Employees

Our employees are our most valuable asset and we attract talented team players through the social credibility earned during our decades in business. Our employees are motivated to perform and build relationships with colleagues and our other stakeholders to create and retain value for mutual benefit.

Value creation and retention:

- Providing meaningful employment and opportunities for people to develop their skills and advance in their careers.
- Focusing on diversity and inclusion in the workplace.
- Open, fair and honest policies to reward employees for what they do and the value they add to the business.

Customers

Our customers are the valued dealers and end users of our products. By purchasing our equipment and aftermarket solutions they facilitate the group's growth strategy and support our job creation and business sustainability goals.

Value creation and retention:

- Listening to and delivering on customers' equipment needs.
- Supporting customers throughout the lifetime of their equipment with meaningful aftersales solutions.
- Understanding a customer's business so that we are a trusted adviser that supports them in achieving success in their business.

Suppliers & strategic OEM partners

Relationships are at the core of our business. Building lasting relationships with our suppliers and strategic OEM partners has enabled Bell to grow its product range and geographical reach in line with our growth strategy and sustainability goals.

Value creation and retention:

- Partnerships with our strategic OEM partners have enabled us to offer our South African customers valuable and diverse equipment solutions to support them in achieving success in their businesses.
- Supporting and developing local suppliers has created jobs and promoted economic growth and sustainability.



EFFICIENCY

Focusing efforts and resources on doing the right things at the right time by critically assessing the return that any investments will have on our other key areas and our long term sustainability.



SAFETY

Our people are our most valuable asset and we actively build a culture of looking out for each other and fully understanding risks.

Local communities

As a part of the communities in which we operate we conscientiously manage our environmental impact in terms of both our operations and the carbon footprint of our machines, and take an active role in the growth and advancement of the communities in which we operate.

Value creation and retention:

- Wherever possible we support local suppliers to drive economic growth, job creation and sustainability.
- We seek to increase value creation through environmental management initiatives geared at lowering energy consumption, reducing water consumption and recycling waste.

Governments

We have a comprehensive internal system of policies and procedures to ensure sound governance, compliance with the legal requirements of the various countries in which we operate, and payment of relevant taxes to support the economy.

Value creation and retention:

- By openly engaging with governments and adhering to legislation we aim to be a model corporate citizen that actively contributes to creating a fair and ethical society.

Shareholders, investors, financiers and insurers

Shareholders, investors and financiers provide the necessary financial capital to sustain and grow the business while insurers mitigate operational risks.

Value creation and retention:

- Through a focus on sales, efficiency improvement, working capital management and cost-containment initiatives we strive to increase return on investment to create and retain value for our shareholders, investors and financiers.