

Announcement

Changsha, 10th Jan, 2024

Dear Colleagues,

Our objective is to attain a prominent position among the top three entities in the global MEWP industry by the year 2025, boasting a sales revenue of US\$1.5 billion. Notably, 50% of this revenue is anticipated to be derived from the overseas market. In alignment with this vision, Sinoboom is resolute in its commitment to nurturing a robust and proficient international team.

With great pleasure, we would like to announce that Mr. Kryukov Aleksandr Nikolaevich has been appointed as Business Development Director of Sinoboom Russia with effect from 9th Jan, 2024. He is in charge of regional strategies, KA development, brand building, service and parts support system construction, and reports to Andy Liu.



Mr. Kryukov Aleksandr Nikolaevich comes from Russia, and is fluent in English, Turkish and Ukrainian. He has solid professional experience working in the MEWP industry for over 20 years, once worked as Business Development & Sales Director in Oshkosh Corporation for over 8 years, and as Strategic Development Director in Arslift. He is proficient in sales strategy planning, operation management and customer support.

He is based in Moscow and can be reached at kryukov.aleksandr@sinoboom.com. Please join us in welcoming Mr. Kryukov Aleksandr Nikolaevich to Sinoboom and wish him great success with the company.

Hunan Sinoboom Intelligent Equipment CO., LTD

By: Dawei He

Position: Overseas Sales & Marketing Director