

## About Nowy Styl (short text)

**Nowy Styl** is an European leader in comprehensive furniture solutions for office and public spaces. Thanks to our unique business model, we offer an excellent interior furnishing service based on in-depth analysis of clients' needs, efficiency, work organisation, ergonomics and acoustics. Our experience as well as technological and production facilities ensure that every offer is "tailor-made". We have our own international distribution network including local sales structure in 19 countries on all major European markets and the Middle East. We also have 33 showrooms e.g. in Warsaw, London, Paris, Düsseldorf, Munich, Prague, Bratislava and Dubai.

We provide furniture for new office buildings, conference centres, cinemas, stadiums, music, sports and multifunctional facilities. Our list of references includes multinational corporations such as Toyota, DS Smith, Honeywell, Deloitte and ABB, cultural institutions such as Polish National Radio Symphony Orchestra in Katowice and the Opera in Munich, as well as the stadiums in Poland, France and Qatar.

The Nowy Styl portfolio includes the following brands: Nowy Styl, SOHOS by Nowy Styl, Kusch+Co by Nowy Styl, Sitag by Nowy Styl, Forum by Nowy Styl and Stylis Hotel Solutions. In 2019 the company started rebranding, whose aim was to strengthen the globally recognised brand – Nowy Styl.

Nowy Styl manufactures products in factories equipped with the latest technologies in Poland, Germany, France, Switzerland, Russia, Ukraine and Turkey. Nowy Styl products win prestigious awards, including: Red Dot Design Award, German Design Award, Iconic Awards, iF Design Award.

### **Nowy Styl:**

- we are a leading manufacturer of furniture for offices and public spaces in Europe
- we have 6 product brands in our portfolio: Nowy Styl, Kusch+Co by Nowy Styl, SOHOS by Nowy Styl and Forum by Nowy Styl, Sitag by Nowy Styl and Stylis Hotel Solutions
- we realize 90% of sales on foreign markets
- we deliver our products to over 100 countries
- we have local offices in 19 countries
- we have showrooms in 33 cities in 16 countries
- our factories are located in 7 countries: Poland, Germany, France, Switzerland, Ukraine, Russia and Turkey
- we have almost 30 years of experience

## About Nowy Styl (long text)

We are a **European leader in comprehensive furniture solutions** for offices and public spaces. For almost 30 years, we have been helping companies around the world to arrange office space based on the analysis of specific needs: work organisation and desired effectiveness as well as ergonomic and acoustic aspects. Thanks to our experience as well as technological backup and production facilities, our products and services are **tailored to our clients' expectations**.

It is the flexible approach to a client, innovation and the exceptional organisational culture that make us one of the biggest and the most dynamically developing furniture companies in Europe with sales revenue of more than 460 million EUR a year (in 2019). We employ ca. 7000 people and we have our **branches in 19 countries**: Poland, Germany, the Netherlands, France, Switzerland, Austria, Belgium, United Kingdom, Czech Republic, Slovakia, Russia, Ukraine, Turkey, Kazakhstan, Hungary, Spain, Denmark, Romania and in The United Arab Emirates.

We equip new office buildings, conference centres, cinemas, stadiums, music halls and multifunctional facilities, as well as hotels. So far we have completed numerous projects for multinational corporations (such as Toyota, DS Smith, Honeywell, Deloitte or ABB) and cultural institutions (e.g. the NOSPR hall in Katowice or the Opera House in Munich). In addition, Forum by Nowy Styl chairs will fill 6 out of 7 arenas built for the 2022 FIFA World Cup in Qatar. The chairs are manufactured by our Qatar partner - Coastal Qatar.

In 2019 we commenced the rebranding process, aimed at strengthening the **dominant and globally recognised brand – Nowy Styl**. Apart from this leading brand, our company owns several other global (Kusch+Co by Nowy Styl and Forum by Nowy Styl) or locally recognised brands (Sitag by Nowy Styl in Switzerland and Stylis Hotel Solutions in the Middle East). Another addition to our portfolio is SOHOS by Nowy Styl, with portfolio of good quality solid and ergonomic office chairs at affordable prices.

We present our furniture solutions and knowledge related to modern office design in the **Office Inspiration Centre** in Krakow, where we meet with our clients to offer training and inspiration. We have **33 showrooms** e.g. in London, Paris, Düsseldorf, Munich, Warsaw, Prague, Bratislava and Dubai.

We manufacture our products in more than a dozen production plants whose total area is almost 220 thousand square metres. All of them use state-of-the-art technology. Our production plants are located in Poland (4 plants in Jasło and 1 in Rzepedź; the one launched in 2014 is the fully automated Office Furniture Plant) as well as in Germany (Voigtei/Steyerberg, Hallenberg), France (Noyon, Bressuire), Switzerland (Sennwald), Russia (Shebekino), Ukraine (Kharkiv) and in Turkey (Bursa). We also have our own R&D Centre in Jasło, where we test and develop innovative production technologies and state-of-the art product solutions.

We collaborate with designers from all over the world, and our products are regularly recognised and receive numerous **prestigious awards for design**. The key awards include:

- German Design Award (2020 – Play&Work Soft Seating, CS5040; 2019 – Xilium, LinkUP, 8600 Lupino; 2018 - Play&Work),
- Iconic Awards (2020 – Xilium, Play&Work Soft Seating; 2017 – Levitate, Tapa),
- Red Dot Design Award (2016 – Play&Work, SitagTeam),
- iF Design Award (2016 – CX3200).

We have earned a reputation for being one of the most dynamically growing Polish companies in the furniture industry and we received many awards for our business strategy. Among the most important distinctions we can enumerate:

- 2019 - Stena Circular Economy Award – Leader of Circular Economy
- 2019 – the BrandMe CEO award and the 21st Century Leaders title awarded by the “Forbes” magazine to Adam and Jerzy Krzanowski
- 2019 – 1st position in the Polish Ambassador ranking held by the “Wprost” weekly
- 2017 – 2017 Sustainable Growth Leader award granted by Executive Club
- 2016 – 2016 Leaders of Tomorrow - title granted to Adam and Jerzy Krzanowski in the competition held by the ICAN Institute and Harvard Business Review Polska
- 2015 – 2015 Visionaries title in the competition held by “Dziennik Gazety Prawnej”
- 2014 – EY 2014 Entrepreneur of the Year - title granted to Adam Krzanowski

## Nowy Styl expanding abroad

We have employed a flexible combination of long-term investment in our own brands with obtaining a share in foreign markets by purchasing locally recognised companies and brands. This is how we can increase the sales and adjust to the local conditions.

In 2011 we took over Sato Office, a German manufacturer of ergonomic chairs and the owner of the Grammer Office brand, while in 2013 we took over another German company - a manufacturer of office furniture, chairs and sofas – Rohde & Grahl.

In 2014 we completed the purchase of 50% of shares in a Turkish production and distribution company TCC – The Chair Company.

In 2015 we added another company to our portfolio – SITAG AG from Switzerland.

In 2018 we became a majority shareholder (60%) of Stylis Dubai, a company founded together with our partner from the Middle East.

In January 2019 another German company joined our group: Kusch+Co. This family company operating since the late 1930s is a premium brand, offering top quality furniture solutions for airports, offices, sea terminals, hospitals and nursing homes.

In June 2019 we made an investment on the French market and took over Majencia – the local leader in the segment of office furniture and office space design.

*Our growth follows our main principle – think globally, act locally.*

We realise that our dynamic growth would not be possible without the talent and potential of our employees and business partners. We know that building a strong regional economy is the best we can do for the local community. That’s why we have come up with a strategy for integrating economic and social growth on the local level.

One of our top priorities is natural environment and sustainability. That’s why we keep modernising our production process, in order to minimise our environmental impact. Our efforts in this respect have been noticed and we already received several certificates. Every 2 years we release the *Sustainability Report* in line with international guidelines for reporting on sustainable development issues (GRI

Standards), where we present our accomplishments and set new goals. Our activities related to ethics, human and employee rights and sustainable purchasing are subject to third-party review held by EcoVadis.

You can find out more about us on our website:

[www.NowyStyl.com](http://www.NowyStyl.com)