

### **About Nowy Styl Group**

Nowy Styl Group is a European leader in comprehensive furniture solutions for office and public spaces. Thanks to its unique business model, the Group offers an excellent interior furnishing service based on the in-depth analysis of customers' needs, efficiency, work organisation, ergonomics and acoustics. Nowy Styl Group's experience and technological and production facilities ensure that every offer is „tailor-made.”

It is Nowy Styl Group's flexible approach to customers, innovation and exceptional organisational culture that make the company one of the biggest and the most dynamically developing furniture companies in Europe. Its annual revenue amounts to over €316m.

The company has its own international distribution network comprising local sales structures around the world (in the most important European markets and in the Middle East). By employing local managers and employees, the company is successful in adjusting its offer to customers' needs and providing them with a professional service.

Every day the company equips new office buildings, conference centres, cinemas, stadiums, music halls, sports and multifunctional facilities. To meet the tastes and needs of clients all over the world, the Group's portfolio consists of the following product brands: Nowy Styl, BN Office Solution, Grammer Office, Rohde&Grahl, Sitag and Forum Seating. The range of office solutions offered by Nowy Styl Group is presented in 28 showrooms located in Warsaw, London, Paris, Düsseldorf, Berlin, Prague, Bratislava, Moscow and other locations. Nowy Styl Group manufactures its products in modern production plants located in Poland, Germany, Switzerland and beyond.

### **Grupa Nowy Styl to:**

- Expert in office space arrangement
- One of the most dynamically developing furniture companies in Europe
- Modern production plants in Poland, Germany and Switzerland
- AWARDED products (e.g. Red Dot, ICONIC Award „Best of the Best”)
- Six product brands
- Highly ergonomic and innovative product solutions
- Care for products, people and the environment
- Internationally renowned designers
- In-house Workplace Research and Consulting Department

### **Nowy Styl Group's philosophy**

For us, an office is much more than just furniture. It is a place where people realise their business processes. A comprehensive project of a well designed office takes into account these three aspects and combines them in an optimal way, adjusted to a particular organisation. This allows for increasing people's productivity and a company's business efficiency. More information on the Group's philosophy at: [www.NowyStylGroup.com/mys](http://www.NowyStylGroup.com/mys)

**We KNOW HOW to  
#MakeYourSpace**



**PEOPLE**



**PROCESS**



**PLACE**

### Business expansion model

Nowy Styl Group combines two important aspects: the model of long-lasting investment in its own portfolio development with the process of buying shares by taking over perfectly functioning brands. It allows the Group to increase the sales more noticeably and adjust to local trends in a more flexible way. **In 2011 Nowy Styl Group took over its first German company** and included into the portfolio one of its brands – **Grammer Office** – a well-known manufacturer of ergonomically advanced office chairs equipped with patented mechanisms. **Next, in 2013 Nowy Styl Group acquired another German company – Rohde & Grahl** that hold a lot of shares in the German and Dutch markets. The last acquisition enabled Nowy Styl Group to **strengthen its position in the German market that is now the biggest, single market of the Group and to become highly recognisable in the demanding Netherlands market**. In June 2014 the company purchased 50% of shares of the Turkish production & distribution company (TCC - The Chair Company) which has a well-established position in the enormous and dynamically developing **Turkish market**. Through acquisition **in August 2015**, the Group complemented its portfolio with the new company **SITAG AG** which has a stable position in the Swiss market.

Nowy Styl Group continues developing and takes special care of maintaining good relationships with all of its stakeholders. While creating the strategy concerning the company's further development in foreign markets, it always adjusts to local trends and employs a local staff. **The success achieved by Nowy Styl Group makes the company responsible for both the social and business environment. It follows the “think globally, act locally” rule. The Group knows that its dynamic development would not have been possible without the countless talents and great potential of its employees and business partners.** The company is aware of the fact that it is in the local community's interest to create strong regional economy. That is why, the company **is fully committed to implementing the strategy of integrating economic and community development at the local level**. Taking care of the natural environment is yet another priority that Nowy Styl Group considers crucial. Therefore, the company gains new certificates, modernises the production process and successively minimises its negative environmental impact. The sustainable development is something the Group wants to follow. The company monitors all of its business activities and reports them according to the most important international guidelines (GRI4). It publishes a biennial Sustainable Development Report within which the company reports its achievements as well as presents its promises to be fulfilled by the time the next report is issued.



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