

About Nowy Styl

We are a **European leader in comprehensive furniture solutions** for offices and public spaces. We deliver a comprehensive interior arrangement service 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**.

Understanding our clients' needs, innovativeness and organisational culture that embraces change made Nowy Styl one of the largest and dynamically growing companies in this sector in Europe, with sales revenue of more than 460 million EUR a year (in 2019). At the moment we employ ca. 7000 people and we have our **branches in 16 countries**: Poland, Germany, the Netherlands, France, Switzerland, Austria, Belgium, United Kingdom, Czech Republic, Slovakia, Russia, Ukraine, Turkey, Kazakhstan, Hungary and in The United Arab Emirates. In order to reach out to our clients and tailor our products and services to their needs and then offer professional maintenance and aftermarket support, we hire local managers and employees, who are familiar with the market they operate on.

This is how we deliver our equipment to 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 DS Smith, Honeywell, Deloitte or ABB), cultural institutions (e.g. the NOSPR hall in Katowice or the Opera House in Munich), we also had our share in the construction of many stadiums in Poland and in France, where the 2012 and 2016 UEFA European Championships were played. Our portfolio also includes 6 out of 7 arenas built for the 2022 FIFA World Cup in 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 Seating 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, designed for the commodity market. We are therefore departing from the term "Group", referring to the umbrella brand.

We present our furniture solutions and knowledge related to modern office design in the **Office Inspiration Centre** (oic.nowystylgroup.com) in Krakow, where we meet with our clients to offer training and inspiration. Additionally, we have **33 showrooms** 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 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,

Ebermannsdorf, 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 furniture companies and we received many awards for our business strategy. Among the most important distinctions we can enumerate:

- **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 chief 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 carbon footprint. 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 (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