



rabalux®

illuminates your **life**

OI

Introduction

CEO, RABALUX GROUP
Kálmán Baksa

"Success is the reward of performance."



Dear Partner,

Over the past 25 years Rabalux Group, the market leader of the Hungarian lighting industry, has grown from a small family business into a significant international group of companies with a stable foundation.

Today an independent management team is responsible for the effective operation of the group since the family which established the enterprise has entrusted a new, professional leadership to manage the organization. The shareholders continue to take part in the shaping of strategy, ensuring efficient cooperation with the group's board of directors.

Our company - thinking together with its retail partners and supporting each other - places emphasis on serving customer needs on the highest level. As a result of the joint work performed with our partners, in 2018 we are market leaders in several Central and Eastern European countries, furthermore we are present on the market of numerous countries as an active player with a significant market share.

Our goal is to increase our market share and turnover year by year in the countries where we have subsidiaries and to become one of the companies which are successful and able to expand

in Western Europe as well. We are fully aware that in order to achieve the set goals, we must constantly make efforts to stand out on both the domestic and foreign markets not only with reliable quality and certified products but also with added values and an integrated service package. We also have the advantage of having several years of experience and a dedicated professional team working for us. We improve our market knowledge and product development projects through monitoring consumer habits and interior design trends continuously. Due to the compound work, today we deal with a steadily expanding product portfolio of more than 2000 articles. Rabalux is both a manufacturing and a wholesale company, in our assortment you will find affordable, popular products and exclusive pieces alike.

Nevertheless, a successful business relationship is not just about the growing assortment or numbers and results making the parties satisfied. We believe in the power of trust-based cooperation and long-term relationship, we are also convinced that the common values we share will bring us together shortly.

KÁLMÁN BAKSA
CEO

Our corporate values

Beyond the cultural and linguistic boundaries, we share important corporate values that bind us together and make us successful:



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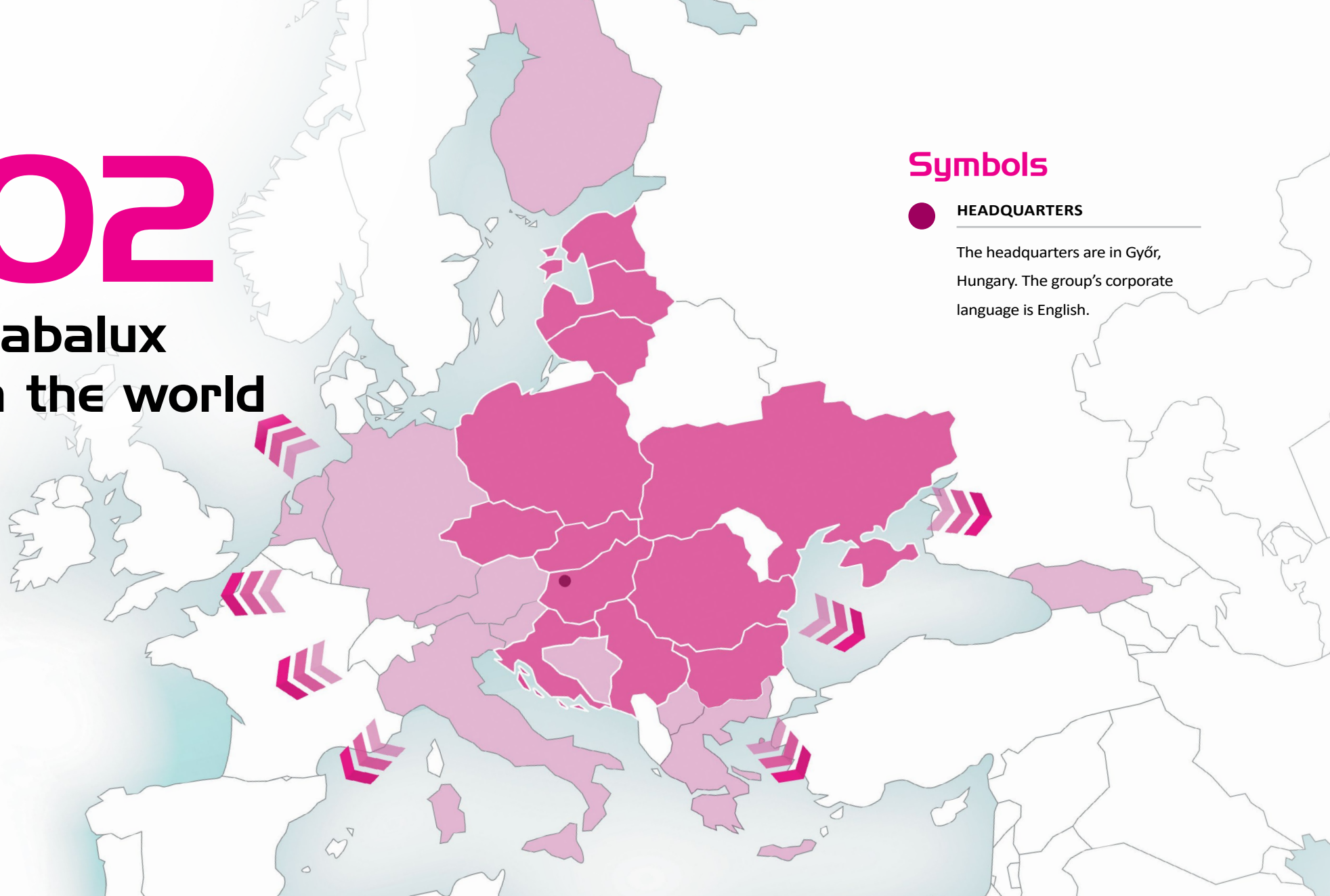
Rabalux in the world

Symbols



HEADQUARTERS

The headquarters are in Győr,
Hungary. The group's corporate
language is English.



SALES AFFILIATES

- Hungary
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Latvia
- Lithuania
- Poland
- Romania
- Serbia
- Slovakia
- Ukraine

PLANS FOR THE FUTURE

Our future networking and development target areas.



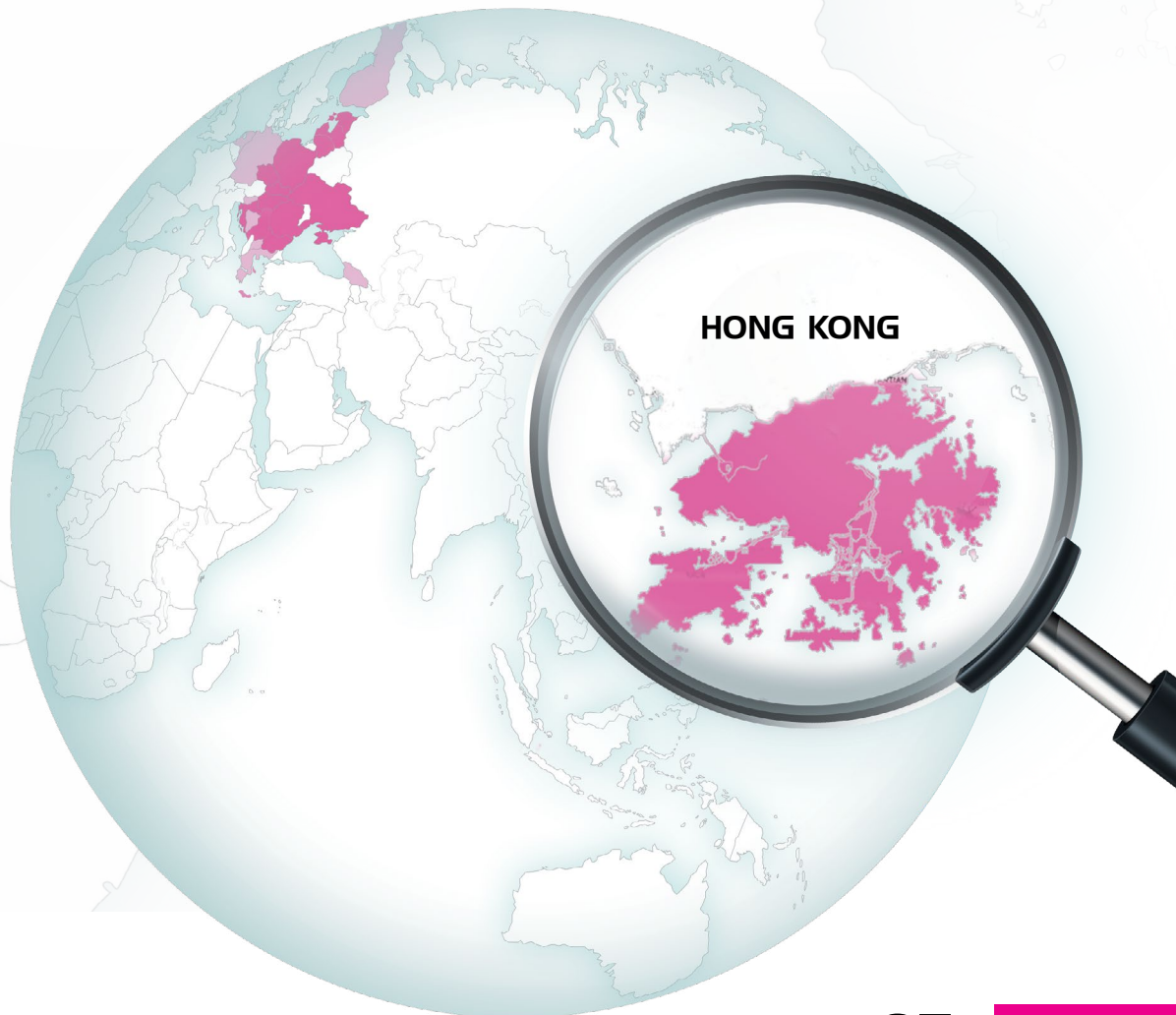
**WATCH OUR
CORPORATE VIDEO**

CURRENT EXPORT MARKETS

- Austria
- Bosnia-Herzegovina
- Finland
- Georgia
- Germany
- Greece
- Italy
- Macedonia
- Montenegro
- Netherlands
- Slovenia

AFFILIATES OUTSIDE THE BORDERS OF EUROPE

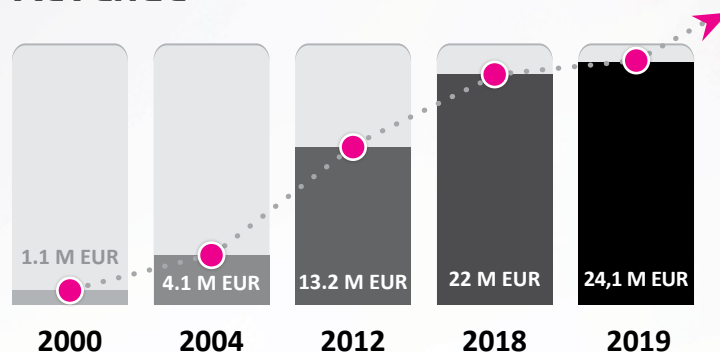
A procurement, quality management and manufacturing affiliate company is operated in Hong Kong.



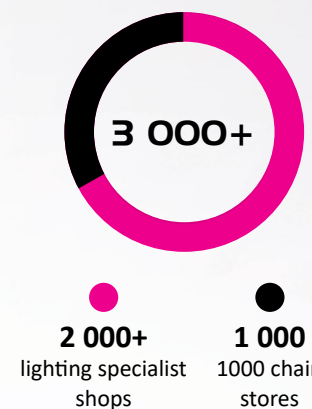
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Rabalux in numbers

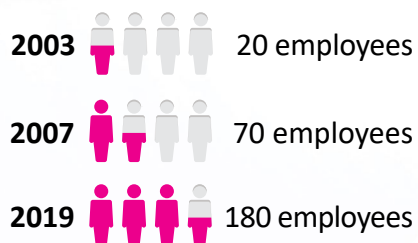
Revenue



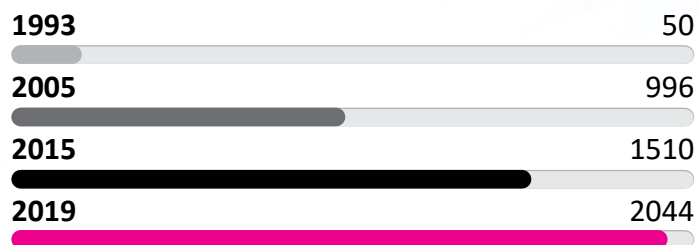
Rabalux partners by store type



Personnel



No. of distributed products



Our most important retail partners:

Auchan, Bauhaus, BricoDepot, Bricomarché, Dedeman, Depo, Epicentr, Gradja, Hornbach, Leroy Merlin, Lesnina, Media Markt, Merkury Market, Mömax, Mr. Bricolage, OBI, Office Depot, Patio Color, Praktiker, UniHobby



Year of foundation:

1993



Ownership:

100% Hungarian



Capacity of warehouse:

10 000 m² | 13 400 pallets

Market coverage of our products



3 000 000/year
light fittings delivered



1 000 000/year
light fittings assembled in Hungary



200 000/year
pallets shipped



3 500/year
truck deliveries

04

Our regional managers

INTERNATIONAL COMMERCIAL AND MARKETING DIRECTOR Ferenc Bóvíz

“Our products and the brand “Rabalux” are present in 23 European countries. The products can be found in thousands of shops from multinational chains through local specialist shops to international and local webstores. International trends and local demands are in our focus and built into our portfolio. Based on the needs of customers and commercial partners’ requests we use relevant online and offline marketing tools which build the brand Rabalux and efficiently support our sales activities. We serve our partners precisely and quickly, furthermore, we keep our promises. We react to emerging requests in a flexible way and provide products with great value for money and rapid turnover within the framework of a smooth cooperation. We are interested in our partners’ success.”



**DIRECTOR OF PRODUCT DEVELOPMENT,
PROCUREMENT AND QUALITY MANAGEMENT**

Ádám Zalka

“In our team of passionate colleagues, designers always look for and develop products in accordance with the latest interior design trends so that we can present a diverse portfolio. In the course of the mass production of these products, our quality management colleagues based in Hong Kong and Hungary guarantee – through a two-level control system – that all our products comply with EU regulations and standards. All of these are done in an international environment, taking personal responsibility. And cheerfully.”



REGIONAL FINANCIAL MANAGER Barbara Amrein

“With a double-digit revenue growth year by year and annual revenue exceeding €22 million, Rabalux is a reliable corporate group with stable financial foundation. We put great emphasis on meeting partner demands, and our efficiency is supported with SAP system operating in the finance area, too. Maximum compliance with legal regulations and rules, the consistent development of the professional knowledge of colleagues and central controlling are also firm pillars for us. It is our belief that our work does not end with sales, which is why we assist our partners’ work with an integrated financial service package.”



INTERNATIONAL HR MANAGER

Noémi Giczi-Kocsis

"Without a strategic mindset and focused HR activity it is simply impossible to be successful in the long term. Behind the attained achievements there is consistent work and planned development of the organisation. We place great emphasis on selecting, retaining and developing our employees. We can proudly state that all departments are managed by experienced leaders - in many cases with experience gained at multinational enterprises - who support and inspire their team. We build a company culture on a daily basis where we arrive quick to act in the morning, we solve tasks while inspiring each other and we are happy to clink glasses for a successful project after work."

LOGISTICS MANAGER

Anett Horváth

"Day by day we work with great responsibility so that product delivery - as the very last phase of the order process - would be completed with absolute customer satisfaction. We are committed to supply orders to our partners with short delivery time while protecting the products against damage. We consider it important to get full traceability of processes which is supported by our uniform and closed corporate governance system. We make a lot of efforts to continuously develop our system and to always choose the most modern solutions. We don't just settle for „good enough”, therefore we analyse our efficiency by means of various performance indicators on a regular basis."



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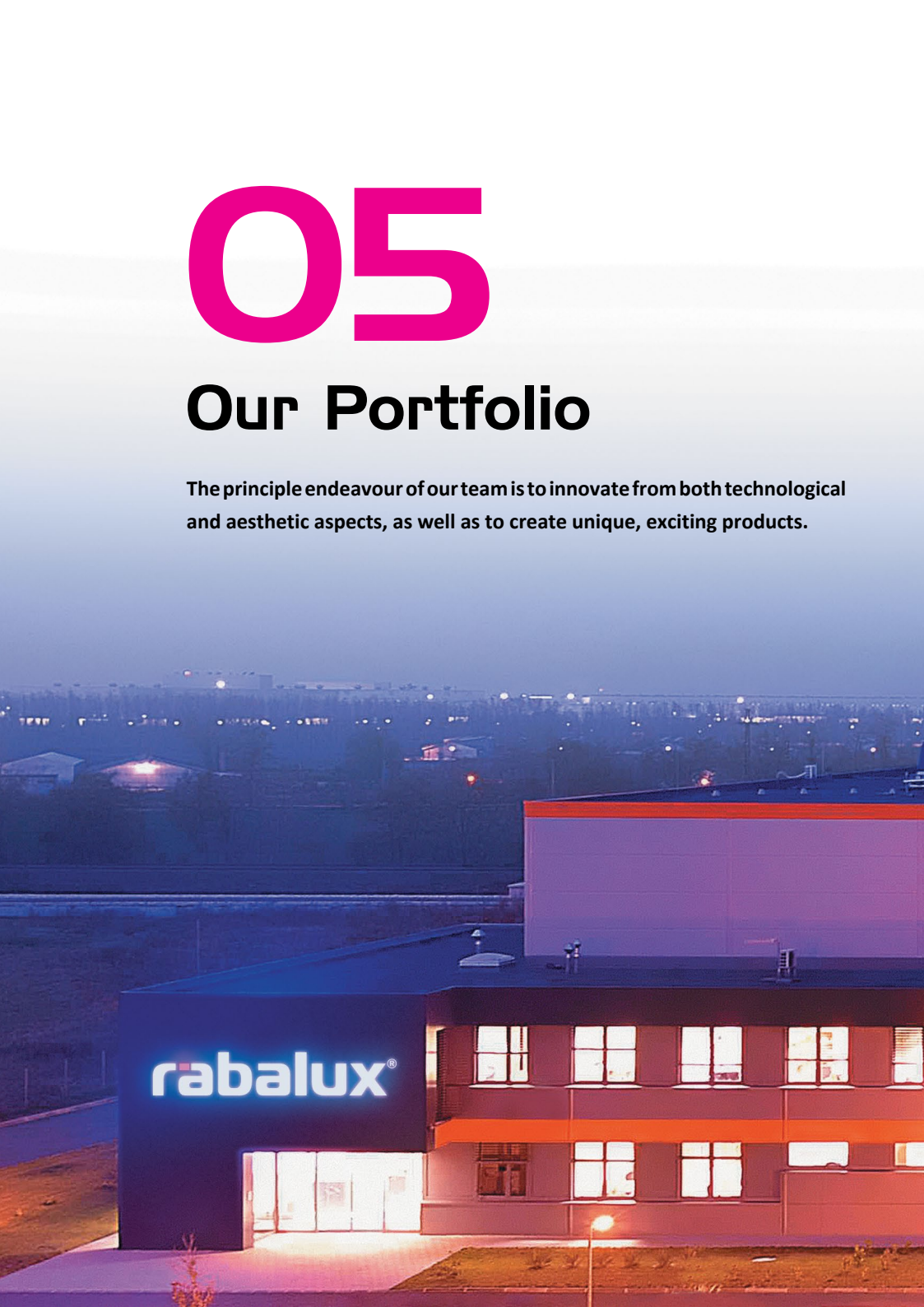
Our Portfolio

The principle endeavour of our team is to innovate from both technological and aesthetic aspects, as well as to create unique, exciting products.



One of the main directions of our product development – alongside retaining a traditional product assortment and adjusting to changing consumer preferences – is dictating trends. Our print and online catalogues as well as our showrooms reflect this concept; luminaires, developed by our designer team, are presented as integral parts of interiors with different styles, and not separately. In short, our aim is not only selling goods, but also inspiring customers.

rabalux®



SPECIALIST SHOP CHANNEL

Our specialist store partners are of key importance for us. We are not only interested in their turnover data, but we also count on their experience, since they are the people who are in direct contact with consumers. We are able to fine tune our product range with their collaboration. In the specialist shop segment a great emphasis is given to our exclusive product range and the sale of new designs.

Furthermore, there is increasing demand for our functional, unique smart products.



CHAIN STORES

Our national and multinational chain store partners satisfy the demand of that price-sensitive consumer base whose product choice depends on the best price-value proposition and reliable quality. This significant customer segment looks for tried and tested, traditional products with a competitive price, and they represent a stable consumer base for us.



DESIGNED BY
rabalux® for you

DESIGNED BY RABALUX FOR YOU

In the formation of our product assortment, great emphasis is given to products created by our in-house designer team. Recently we have experienced a huge increase in demand for unique and exclusive luminaries, which do not only provide illumination but also form an integral part of style and design. Our experts not only work on technological innovations but they devote considerable time and energy to the design process as well. A lamp is no longer simply a lamp but an element of interior design, which is part of an overall concept.



PRIVATE LABEL

As part of a cooperation which is beneficial in the long term for our partners we also undertake production of luminaires and light sources bearing their own brand name and specifically defined products. This way we provide the opportunity for our partners to obtain products bearing their own brand name without having to widen their range of suppliers and maintain their own expert apparatus. As part of our service package - even while keeping the brand name Rabalux and granting exclusive distribution rights - we also offer EXW or DDP delivery options and individually tailored payment methods.

Contact Information

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