

HunterDouglas 

Welcome to Hunter Douglas Scandinavia AB



Hunter Douglas Worldwide

Our history in short

- Hunter Douglas started in 1919 in Germany
- 1940 Hunter Douglas moved to USA
- In the 40's, Henry Sonnenberg and Joe Hunter pioneered a unique, continuous casting and integrated manufacturing process to produce light weighted aluminum strips
- With the introduction of the aluminium Venetian Blind Hunter Douglas quickly gained market leadership in the United States
- In 1971 Hunter Douglas moved its headquarters to Rotterdam, the Netherlands
- During the 80's Hunter Douglas expanded in to Europe, Australia, Latin Amerika and Asia.
- Today Hunter Douglas is the global market leader in sunprotection
- 2021 aquired by 3G Capital

HUNTER DOUGLAS, WORLDWIDE

North America
Latin America
Europe
Middle East / Africa
Asia
Australia



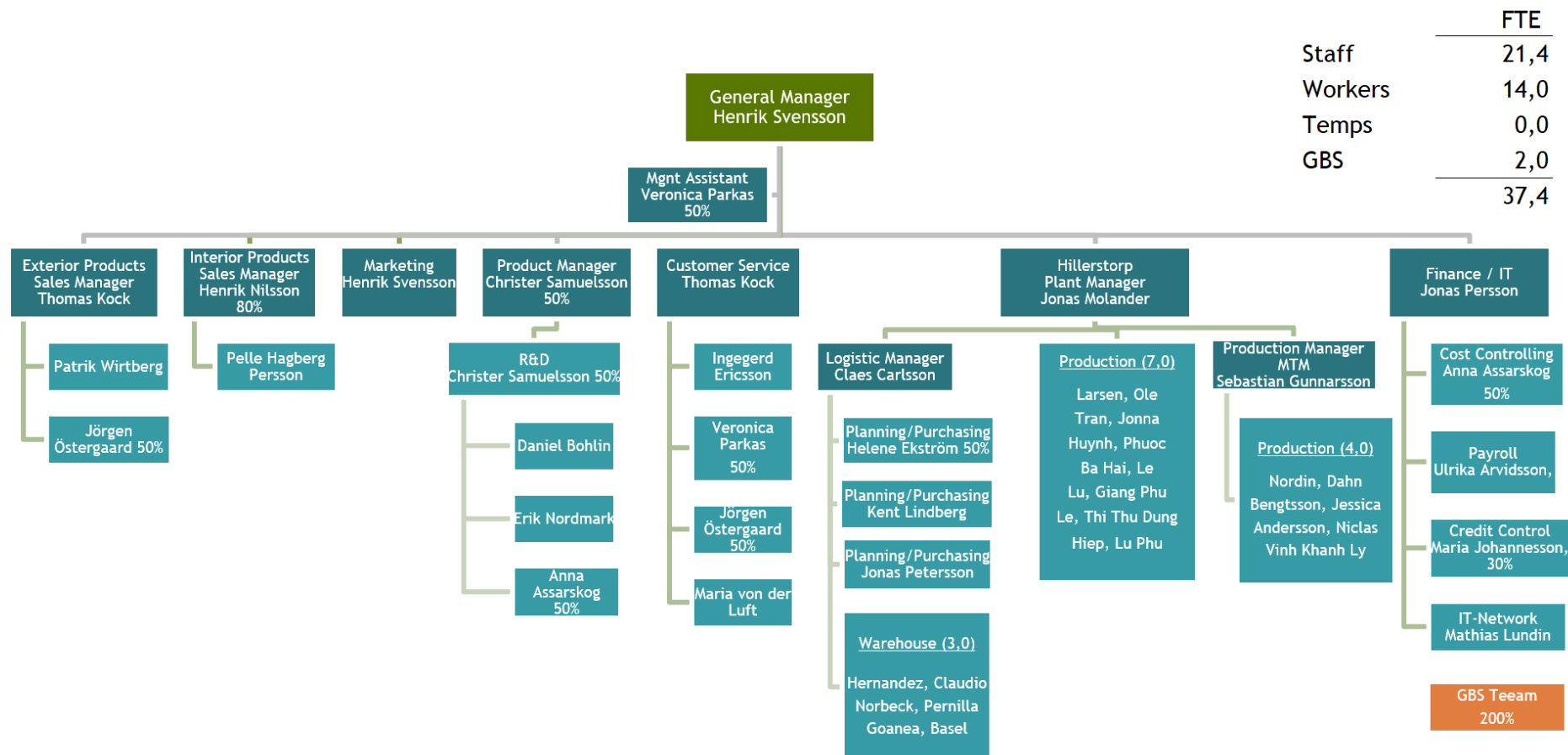
Hunter Douglas Worldwide

- USD 4,5 bln in sales
- Two main regions: North America and Europe
- 240 companies
- 40 manufacturing facilities
- 80 assembly plants
- Sales and marketing organizations in over 100 countries
- 22,000 employees

Hunter Douglas Scandinavia AB

- HDS is essentially a component supplier.
- Responsible for sales of systems and components for sun protection to independent fabricators in the Nordic region and in the Baltic states.
Global sales responsibility of awnings.
- Headquartered in Alingsås, Sweden.
- Central warehouse and production in Hillerstorp (awnings), central warehouse in the Netherlands and in Germany (interior components).
- Complete offering of components, collections & sales support for customers and project market.
- HDS market leader in the Nordic market.
- Approx. 40 employees (excl. people at HDE).

Hunter Douglas Scandinavia



HDS has two major distribution channels:

Netherlands & Germany, Direct:

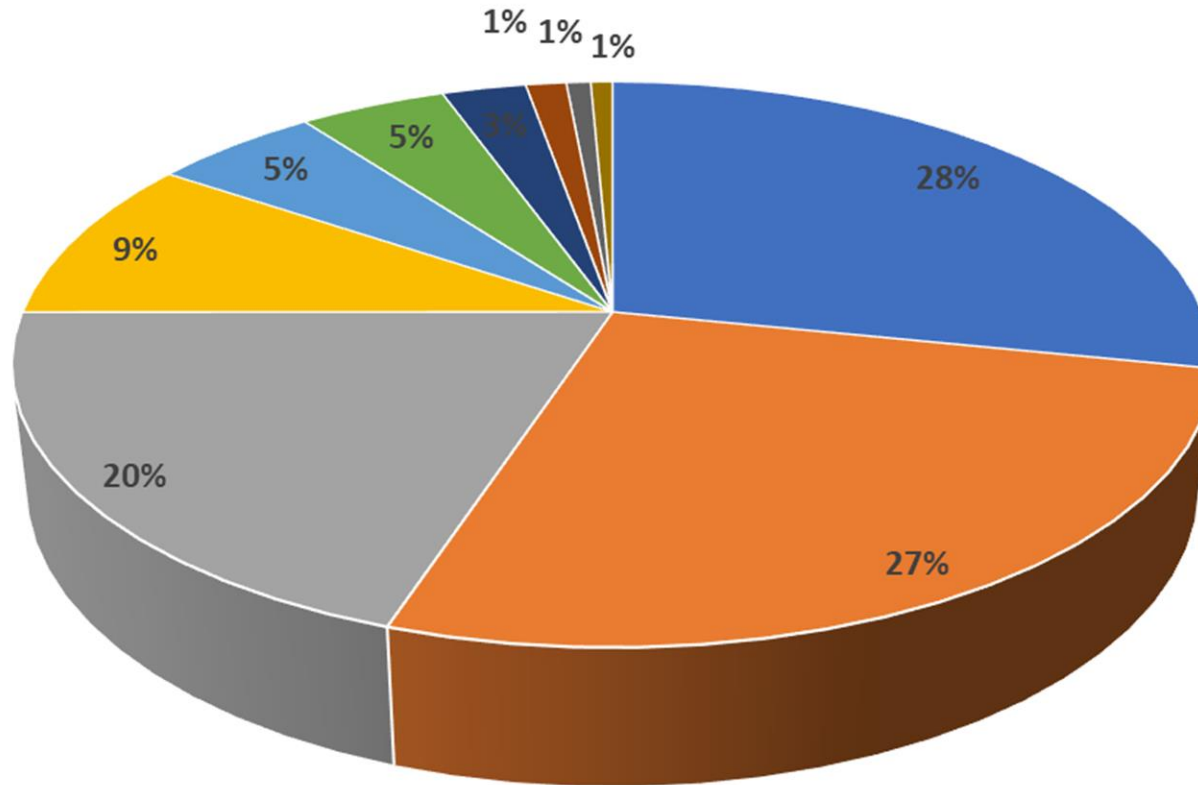
- Products are delivered from our central warehouse in Oudenbosch, Netherlands and Benthin direct to customers.
- The product offering consists of Interior products; Duette®, Pleated, Rollers, Verticals, Venetians and Exterior Venetian blinds.
- Aimed at a limited number of larger fabricators (10 A-customers and 10-15 B-customers).
- The customer's preference is normally to develop a unique collection under their own brand. We actively support them in this process.
- We have local resources in sales and to some extent in marketing, customer service and G&A.
- Central resources (Netherlands) are available in R&D, manufacturing, warehousing, Expert Centers, marketing, customer service and G&A.
- Represents approximately 40% of total sales.

HDS has two major distribution channels:

Local Business

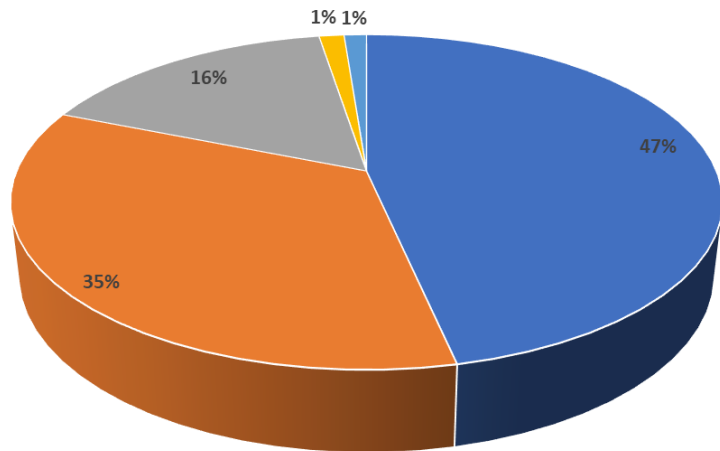
- Components are delivered from our local warehouse in Hillerstorp.
- 10% of the local business is MTM (finished awnings).
- The product offering primarily consists of proprietary systems and components for Awnings and Zip/Screens.
- Aimed at 30 A-customers, 35 B-customers + 200 C-customers.
- All resources are local; R&D, manufacturing/assembly, warehousing, product support, marketing, sales, customer service and G&A.
- Represents approximately 60% of total sales.

Sales per product category HDS - Total



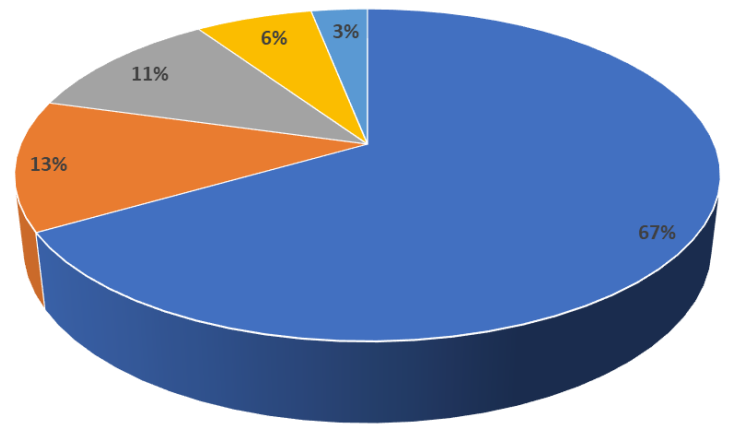
- Duette Blinds
- Folding Arms:
- ZIP/Screen
- Drop Arms:
- Venetian Blinds
- Roller Blinds
- Vertical Venetians
- Pleated Blinds
- Free-Standing Awnings:
- External Venetians:

Sales per product category HDS 2023 - Exterior



■ Folding Arms: ■ ZIP/Screen ■ Drop Arms: ■ Free-Standing Awnings: ■ External Venetians:

Sales per product category HDS 2023 - Interior



■ Duette ■ Venetian Blinds ■ Roller Blinds ■ Vertical Venetians ■ Pleated



Folding arm awnings



Drop arm awnings



ZIP/Screen



Free-standing Awnings



Exterior Venetians



Duette® Blinds



Pleated Blinds



Roller Blinds



Vertical Blinds



Venetian Blinds