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Company presentation





FORMA IDEALE

About the company

Forma Ideale is a company specialized in the mass production of panel and upholstered furniture, recognizable on the market for its modern design, functional properties and quality.

The exceptional market position of the company is the result of sincere commitment to professional objectives and respect for market rules.



FORMA IDEALE

General information

Forma Ideale was founded in 1995 as a family business SZR EL-EN. Today it is the company which name is associated with excellent organization, vision and leadership, and which has established modern business standards for the furniture industry in SE Europe.

The company employs about 1,700 people, more than 560 of whom are employed in the production department.

Panel and upholstered furniture is manufactured in production facilities covering the total area of over 60,000 sqm in Kragujevac and Majdanpek.

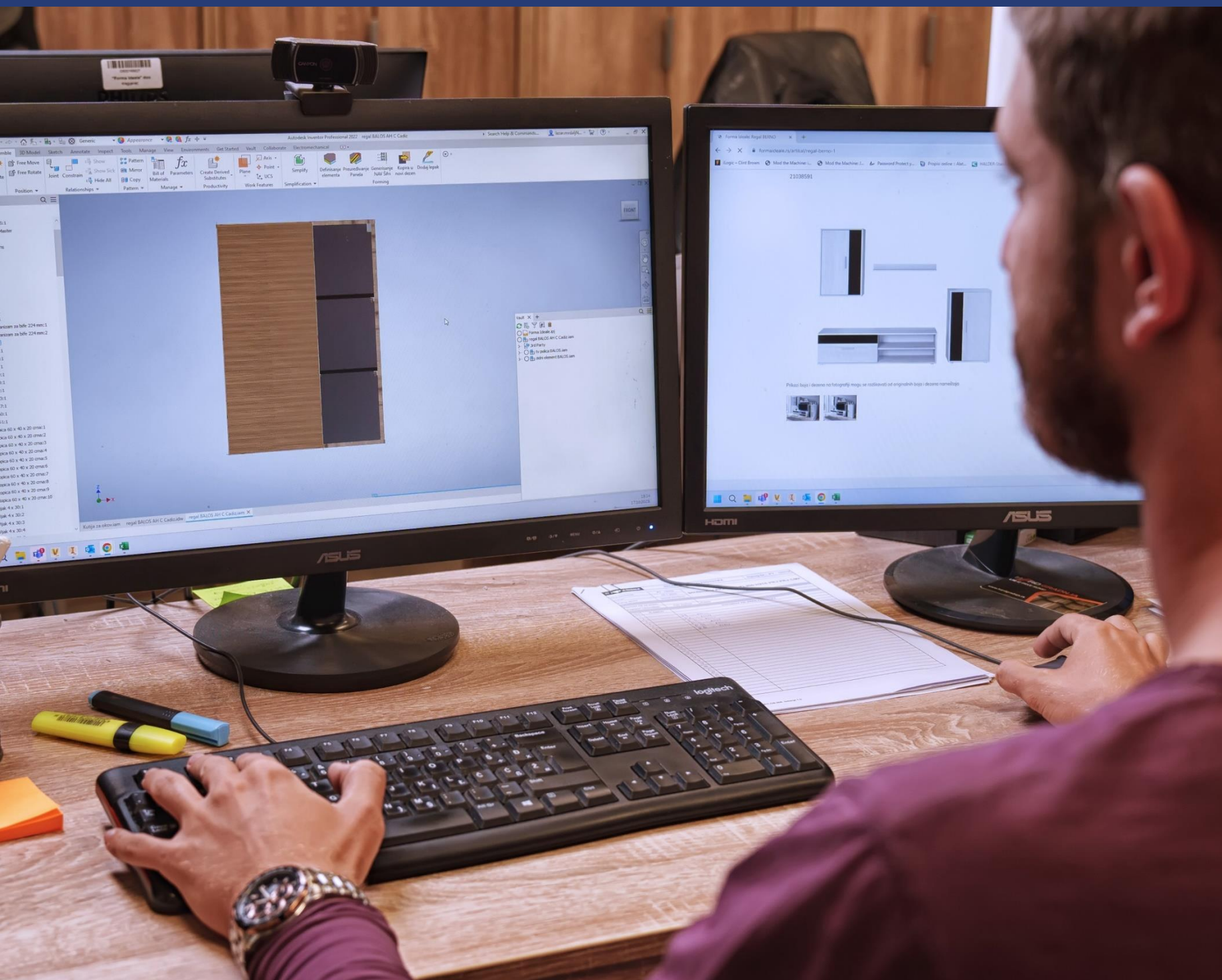


FORMA IDEALE

General information

Retail network includes over 40 showrooms with more than 70,000 square meters of exhibition area in 36 cities in Serbia, as well as an Online store that has been operating successfully for 12 years and that is the first Online store of this type in our area.

The wholesale network of Forma Ideale consists of several hundred customers in Serbia and abroad, while the product range includes approximately 1,000 items from the program of panel and upholstered furniture.



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Production of panel furniture

The production range consists of more than 1,000 items from the assortment of panel and upholstered furniture.

The total annual production capacity of Forma Ideale exceeds 2,200,000 packages of furniture per year.

The production process starts with the design of a product solution and a feasibility study. Design tools include the latest software, tailored to specific requirements of 3D design.

3 PRODUCTION FACILITIES IN KRAGUJEVAC AND MAJDANPEK



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Production of panel furniture

The primary part of the production covers close to 60,000 sqm. The production capacity of the company consists of 4 groups of machines, organized in accordance with the basic production process phases: cutting is performed on 7 machines, edging on 4 lines and 6 independent units, and the drilling process on 3 CNC machining centers with 4 flow drills.

Packaging is carried out on 2 lines with automated package closing and transport, including the facility for production of cardboard packaging.





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Production of panel furniture

A special part of the production process is the processing of MDF boards on the machining center and their foil-coating. Elements are processed following design solutions, with 3D applications on the fronts. Based on accompanying documents, the Design and Development Sector creates a prototype, performs necessary analyses and, after verifying the products from the zero series, the product is ready for serial production.



FORMA IDEALE **Quality control**

Quality Control Service is organized in accordance with the requirements of the process model of the current quality system. The Quality Control Service, within the scope of its activities, coordinates and controls the following activities:

- control of receipt of materials/input products,
- process control, consisting of three rings of control,
- final control, based on the mandatory assembly of a controlled item (product) for each production series, based on visual, dimensional and functional properties, and issuing of approval for packaging of the product — series.





FORMA IDEALE **Logistics**

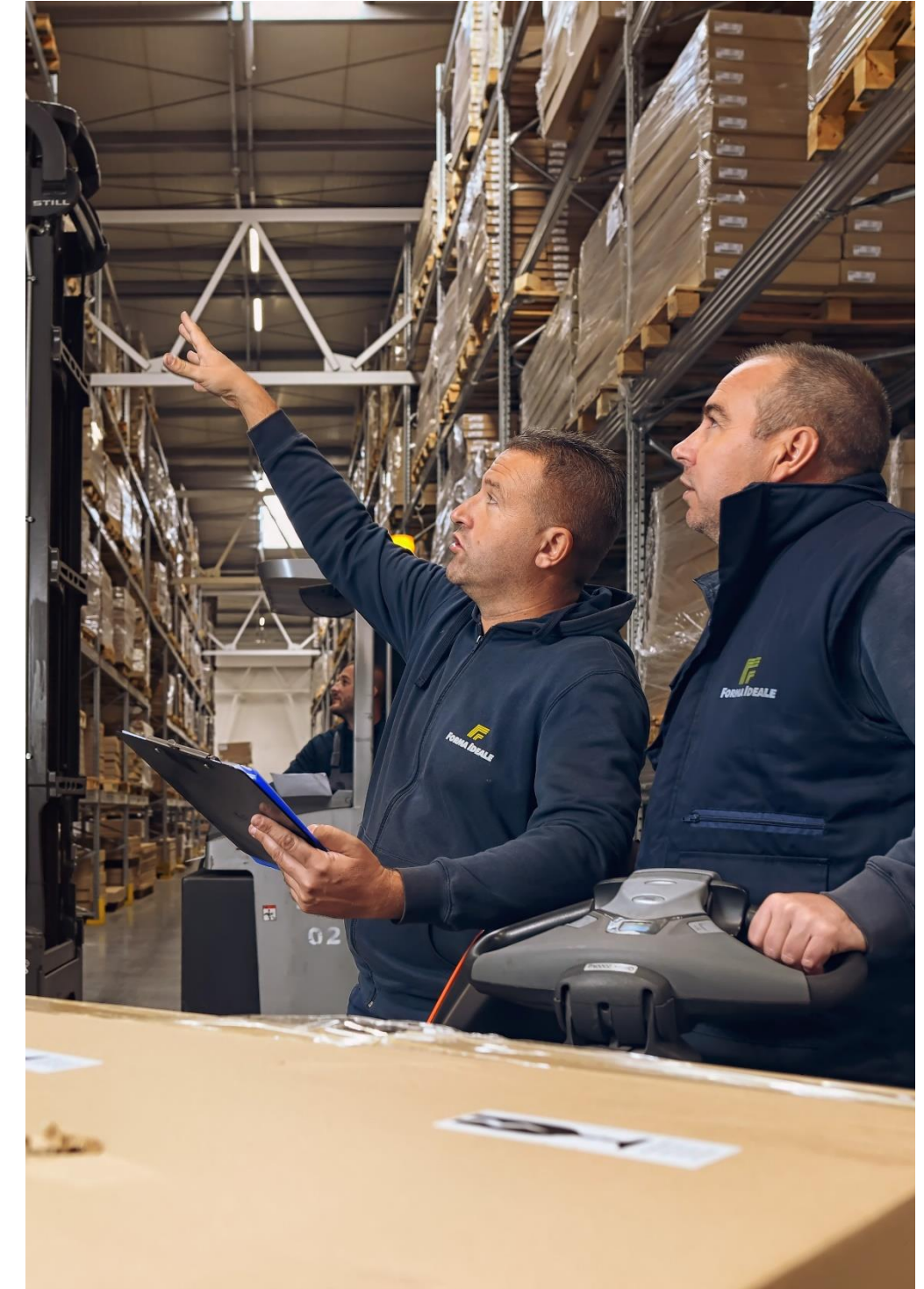
At the end of 2019, a new warehouse-distribution center of Forma Ideale was opened in Kragujevac.

The total area exceeds 16,000 sqm, and the facility also has three shipping ramps with a capacity of 220 collets, or cca 20 trucks.



FORMA IDEALE **Logistics**

Accurately labelled, bar-coded packages are then packed on Euro-pallets and transported into a warehouse. Warehousing and storages of goods are performed at a locations in the Distribution Centres, in the immediate vicinity of the plant, with the existing storage capacities of more than 50,000 sqm with near 40,000 pallet positions.



Wholesale — meeting customer needs

Successful market orientation and stimulating customer rebate policy has enabled the Company to achieve the leading position in the region. Furthermore, construction of the Kronospan chipboard plant located only 22 km away from the Forma Ideale production facility, has opened up better prospects for export expansion to the EU markets. The entire process from order to delivery from stock to destination in line with customer's wishes, is realized in optimal time. Several hundred outlets on 4 continents make up the Forma Ideale wholesale network. Forma Ideale's export strategy is realized through a worldwide network in 4 continents: Europe, Asia, Africa and Latin America.

Forma Ideale furniture is distributed in approximately 80 markets, at over 100 points of sale:

Greece	Georgia	Germany	Mayotte	Trinidad
Albania	Mongolia	Israel	Hong Kong	Barbados
Montenegro	Malta	Italy	Netherlands	Grenada
Republic of North Macedonia	Gabon	Mauritius	Russia	St. Vincent
Bosnia and Hercegovina	Saudi Arabia	Mexico	United Kingdom	St. Lucia
Croatia	UAE	Poland	Cameroon	Dominica
Slovenia	Senegal	Portugal	Kenya	Dominican Republic
Bulgaria	Ivory Coast	Reunion	Liberia	Antigua
Romania	Ghana	Mali	Martinique	Federation of Saint
Hungary	Benin	Mauritania	French Guiana	Kitts and Nevis
Czech Republic	Burkina Faso	Niger	Guadalupe	Anguilla
Slovakia	Tanzania	Zambia	Republic of Suriname	St. Martin
Estonia	Democratic Republic of Congo	Capo Verde	Republic of Guyana	Jamaica
France	Austria	Togo	Curacao	Belize
Switzerland	Belgium	Republic of Congo	Aruba	Haiti
Spain	Cyprus	Chad	Boner	Timor

Wholesale — meeting customer needs





FORMA IDEALE **Retail network**

Retail network includes over 40 showrooms with more than 70,000 sqm of exhibition area in 36 cities and the first online shop in Serbia.

When it comes to the level of quality of furniture display, modern methods and aesthetic guidelines place Forma Ideale furniture showrooms at the very top of exhibition and sales spaces in the markets of Serbia and the region.



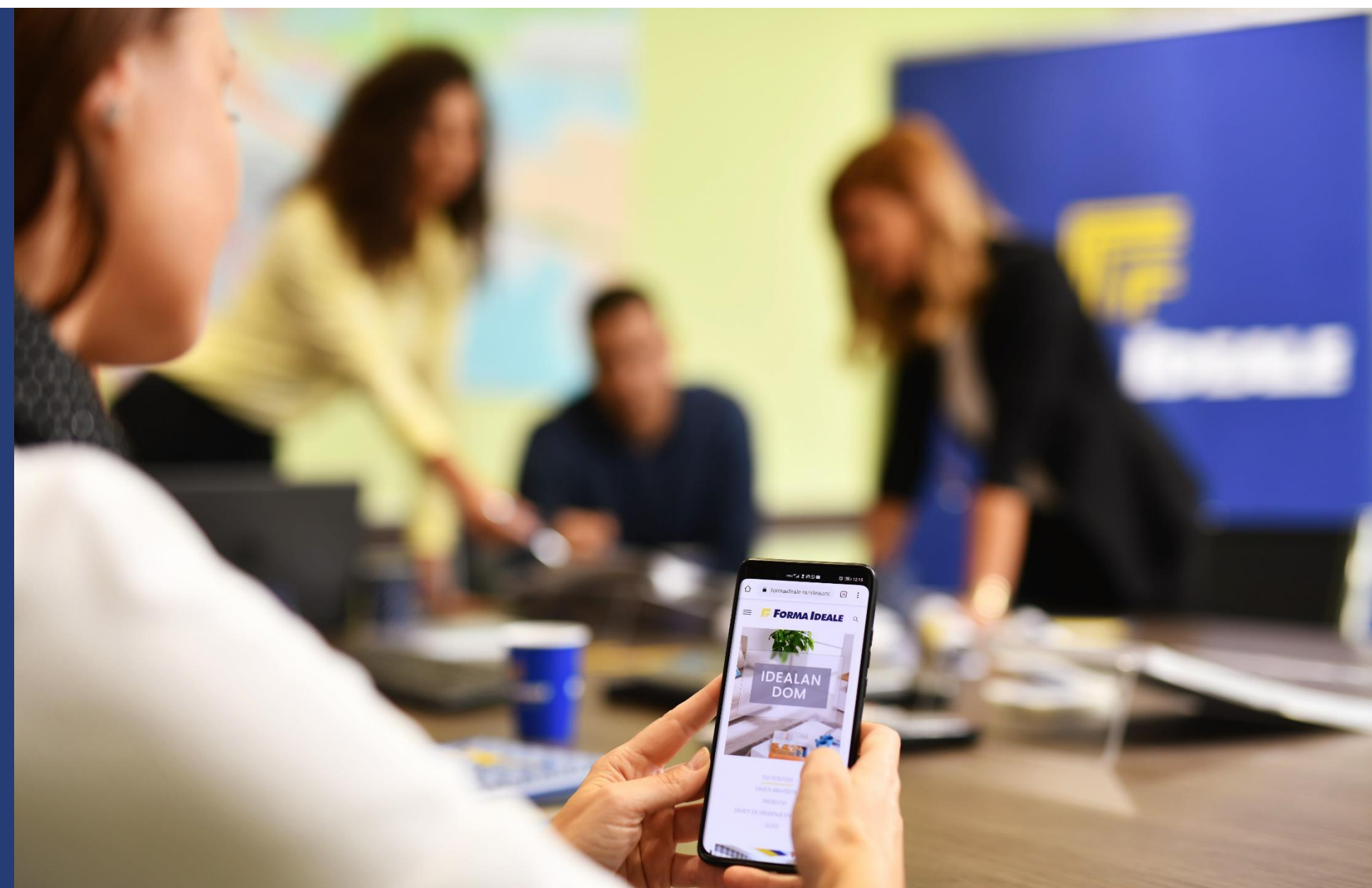


FORMA IDEALE **Marketing strategy**

For continuous customer satisfaction with our product offering, annual plans for new product development and existing product modifications are devised, based on gathered information and the Company's business strategy. This information serves as a foundation for planning advertising campaigns, direct marketing activities, loyalty programs and all other ATL and BTL activities.

The Company complies with CSR principles, with full implementation of safety and protection and work in all segments of the work process.

Awareness about the significance of energy efficient and environmentally friendly operations has resulted in full implementation of these principles in the Company's development strategy.





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Production of upholstered furniture

Upholstered furniture is manufactured in the production facility Sofa Style (Termal Inženjering until July 2022) plant in Majdanpek. This segment of Forma Ideale's portfolio has gradually assumed a relevant position in the local and regional markets. The production was launched in September 2007, with a total of about 30 employees in one shift and only 3 products: one bed, one corner set and one tabouret (Una, Luna and Taby).

Through constant improvements, portfolio development, growing demand in the local and foreign markets, expansion of production and storage facilities, Sofa Style is a modern producer of upholstered furniture today, with almost 200 employees in two shifts.

The production and storage process is executed in the area covering 8,150 sqm.



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Production of upholstered furniture

The portfolio includes about 40 different finished upholstered products (corner sets, beds — two- and three-seater sofas and double beds).

As all products are manufactured in several different patterns, nearly 100 different pieces are produced in Sofa Style.

Production is organised in three large-scale production phases:

1. Tailoring and sewing
2. Carpentry shop
3. Upholstery shop

The ISO standards were introduced in 2016, as well as the FSC CoC standard, resulting in competitiveness in the demanding market and constant improvement of product quality for Sofa Style's portfolio.

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New production hall

The development of the Forma Ideale company in 2021 marked the beginning of the construction of new production facility on a total area of 57,000 sqm. The works are being carried out in two phases, the first of which is the construction of a production hall, which planned area is 39,000 sqm, while the second phase is the construction of a warehouse, on an area of about 18,000 sqm.

The works on the first phase were finalized in December 2022.



FORMA IDEALE
New production hall



The construction of new production facility opens a new era of our company's business, because it will increase the production and storage capacity, as well as planned innovations in business, and affect the possibility of growth in total business in Serbia and around the world.

Forma Ideale offers a simple concept of functional, comfortable and high-quality furniture with a sophisticated design in line with global trends in interior decoration.

A wide product range, exceptional price-quality ratio, regular stocks and optimal delivery deadlines are the advantages of the Company.



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Forma Ideale's advantages against competition are based on:

- 
- 01** Modern product design and functionality
 - 02** Best PRICE/QUALITY ratio
 - 03** Good distribution coverage
 - 04** Flexible production, in line with and fitting in global trends

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Thank you!

