

Zumtobel Group introduces a new structure and legal form for the Central and Eastern European region (CEE)

Information for our business partners and customers.

We are pleased to inform you of details of our new structure in the CEE region (Central and Eastern Europe). The new arrangement is the result of the merger of **Zumtobel** and **Thorn** in line with the vision of CEO, Mr. Schumacher, to further strengthen customer relationships and lay the groundwork for an even more complex and customer-oriented service.

At his inaugural press conference, the new executive director of Zumtobel Group, Mr. Ulrich Schumacher, set a clear objective: "to organize Zumtobel Group so that the whole is more than just the sum of its parts."

This new organization is spearheaded by **Ing. Rudolf Staricky, Managing Director**, with responsibility for CEE countries (Poland, the Czech Republic, Slovakia, Croatia, Serbia, Romania, Bulgaria, Macedonia and Bosnia and Herzegovina). In accordance with the stated goal to strengthen support for all customers, Rudolf Staricky has put together a team of experienced professionals with the aim of providing services to all our customers in the CEE region. Mr. **Ing. Petr Motýl, Country Manager of Lighting Brands for the Czech and Slovak Republics**, has been working for Zumtobel Group since 2013 and is responsible for sales across brands and all sales channels.

Under the new structure, we will of course continue to develop our two strong brands with a clear definition of their position in the market. Both their portfolios and services will be mutually developed and in a coordinated manner so that they do not overlap. At the same time, our goal is to prepare for you, our partners and customers, an even more comprehensive service than ever before.

As far as our approach to the market is concerned, we have re-organized sales activities into four sales channels:

- **Specifications**, i.e. activities associated with architects, designers, etc. Both Zumtobel and Thorn have a strong and clear position in the market. We will coordinate a sales team to prepare lighting solutions that meet your usage and price requests. Our mutual understanding of how to approach the market enables us to offer you absolutely the best lighting solutions.
- **Outdoor Public Lighting**, i.e. solutions for roads, traffic, infrastructure, sports, cities and the public sector. This area is intended mainly for the Thorn brand. By merging the brands, we will achieve a greater assortment and a close connection between interior and exterior.
- **End Users**, i.e. sale of products and solutions of both brands to end users, such as solutions for retail and leisure sectors, industrial lighting and healthcare.
- **Trade**, is intended for distribution business such as wholesale and other areas, where we will be mainly strengthening the Thorn brand.

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Moreover, we would like to inform you that we will **consolidate our legal structure** and will rename our legal personality. Zumtobel and Thorn will carry out their activities in the Czech and Slovak Republics through the **ZG Lighting s.r.o.** company, with **Ing.Rudolf Staricky** as Managing Director and Ing. Petr Motýl as Operations Manager. We will inform you soon about the specific date of the change.

In the following period, Zumbotel Lighting s.r.o. and THORN Lighting CS s.r.o. will continue to carry out business with their current partners and customers as in the past. Do not hesitate to contact your existing sales representatives by phone at +420 266782200 (reception), by fax at +420 266782201, or by e-mail at our new common address: **praha@zumtobelgroup.com** for Slovakia **slovensko@zumtobelgroup.com**

We believe that this new structure will be of additional benefit to you, our customers. At the same time, we would like to take this opportunity to thank you for your confidence in our brands and services.

We look forward to another great working partnership and wish you a bright future with the Thorn and Zumtobel brands.

Kind regards,

Ing. Rudolf Staricky
Managing Director
ZG Lighting CEE GmbH

Ing. Petr Motýl
Country manager CZ/SK
Zumtobel Lighting s.r.o., Thorn Lighting CS s.r.o.

Common contacts:

You can contact support and search for employees within Zumtobel Lighting s.r.o. and Thorn Lighting CS s.r.o. at the following addresses:

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