

# COMPANY PROFILE





# Our vision is to be the most value-adding global furniture partner

## YOUR SOLUTION PROVIDER

Every day we work hard to create and manufacture desirable. We are a dedicated partner with more than 40 years of experience – we make choosing furniture easy. We are your dependable solution provider with value-adding services.

## EXPECT MORE

We want to be your partner and provide you with value-adding services. You will experience a dependable solution provider with sustainable ambitions and a reliable supply chain. When you do business with us, you do business with people that are passionate about their job and furniture.



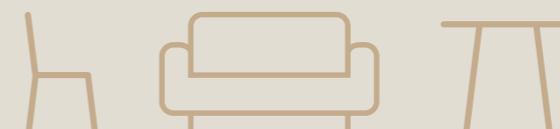
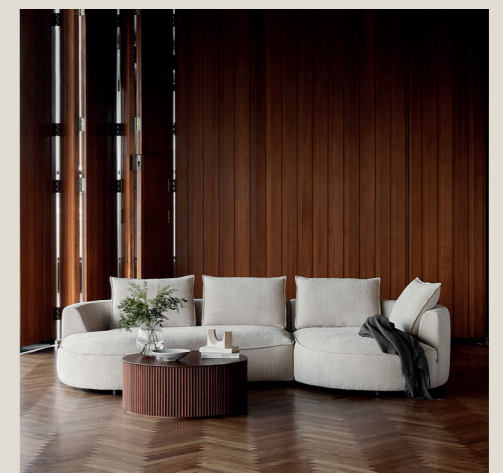
Sustainable ambitions  
Reliable supply chain  
Quality assurance  
Dependable solution provider  
Responsible procurement  
People with passion  
Digitalised interface

## OUR PRODUCTS

We offer a commercial, wide and comprehensive product range to fulfil the need of online and offline furniture retailers. We have three distinct b2b furniture brands – SITS, Flexlux and Actona.

But that's not all. In addition to our three brands, we specialise in crafting modern furniture for private furniture brands.

As part of our sustainable journey, we develop and produce products that are based on a sustainable mindset.



# Flow of furniture goods

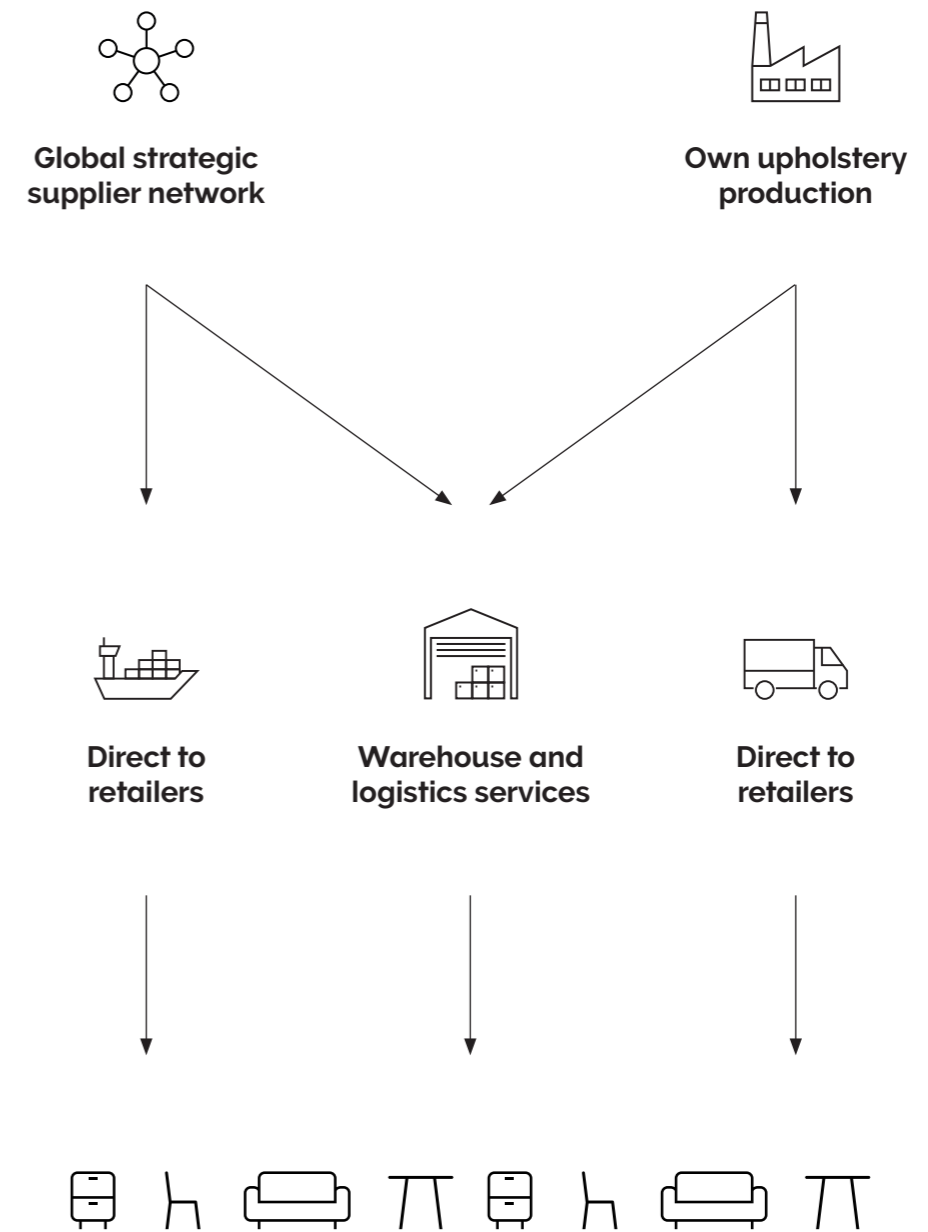
## DELIVERY

### A flexible partner

With warehouses in Denmark and Poland, we can offer fast delivery, whenever you need it.

**1** Full containers delivered directly from production to your warehouse

**2** Full flexibility from our warehouses. MOQ: 1 pcs per item





# Worldwide appearance

**1 Actona Group Headquarters Denmark**  
Showroom, European distribution centre and administration 55,000 m<sup>2</sup>

**2 Actona Grudziądz Poland**  
Distribution centre and Upholstery production 37,000 m<sup>2</sup>

**Actona Brodnica Poland**  
Administration, showroom and Upholstery production 33,000 m<sup>2</sup>

**3 Actona Alytus Lithuania**  
Upholstery production 13,000 m<sup>2</sup>

**Actona Kaunas Lithuania**  
Administration and Upholstery production 23,500 m<sup>2</sup>

**4 Actona Ukraine**  
Upholstery production 10,000 m<sup>2</sup>

**5 Actona Seating Limited China**  
Upholstery production 26,500 m<sup>2</sup>

**Actona Direct Limited China**  
Trading Company and showroom 8,000 m<sup>2</sup>

## GLOBAL PRESENCE

### **Established in Denmark Represented all over the world**

Actona Group is a global company based in Denmark. Our headquarters is located in Holstebro right next to our impressive showroom and European distribution centre.

Our yearly revenue is more than EUR 386 million, and our successful group of companies in Denmark, China, Lithuania, Poland and Ukraine have more than 3,000 dedicated employees. Every day we develop and manufacture furniture in close cooperation with our skilled partners around Asia and Eastern Europe. For more than 40 years we have been the preferred supplier for retailers all over the world.

### **We have three main areas of business:**

Direct shipping

Omnichannel warehousing

Upholstery production





## ACTONA SEATING LTD.

### **Chinese upholstery production**

The upholstery factory has Danish management and is located in China Longxi town, Huizhou City. Actona Seating Limited is specialises in the development and production of leather and fabric upholstery sofas, resting chairs, beds, sofa beds and chairs.

The products produced at the factory are exported to overseas markets such as Europe, USA, Middle East, South Africa, Japan, South Korea, Indonesia etc. as well as being sold to China's domestic market.





## ACTONA UKRAINE

### Ukrainian upholstery production

Actona Ukraine is a subsidiary of Actona Group that was established in 2005 north west of the city L'viv and has less than 60 km to the Polish EU border and less than 1,500 km to most capitals in Europe.



## ACTONA POLAND

### Polish upholstery production

In Poland, Actona Group has two upholstery production units. One is located in Grudziadz and the other in Brodnica where there also is a showroom and administration.

Actona Poland specialises in the production of sofas, sofa beds and armchairs. They are recognised for their strong craftsmanship, superior quality and customer-centric approach.



# ACTONA LITHUANIA

## Lithuanian upholstery production

In Lithuania, Actona Group has two upholstery production units. One is located in Kaunas and the other in Alytus. They are specialised in private label production for modern furniture brands. With a combination of excellent craftsmanship and beautiful designs, they create timeless luxury chairs and sofas in fabric and leather.





## COMPLIANCE

### We make it simple

If your passion is selecting the right products for your business – let us take care of everything around it. We have superior set ups for quality control and back office service. Our top due diligence systems focus on rules & regulations and health & safety.

At Actona Group, quality is more than just a word. We strongly believe in creating value for money for all our customers.

Our highly skilled quality assurance team makes sure that the construction and packaging comply with our high standard of quality.

Before any new product is approved, we will make sure that it complies with the legal requirements in your market and is safe for use.

Our quality control inspectors will check the products before shipments and make sure that the physical appearance lives up to the quality requirements.





**A part  
of the  
solution**

## BUILDING A SUSTAINABLE FUTURE AND SECURING THE LEGACY

We want to be part of the solution, and for the first time, we have both sustainable targets as well as financial targets in our 2025/2026 strategy.

We produce, sell and distribute a significant amount of furniture every year and the decisions we make have an impact on our planet and our fellow human beings.

Together with skilled employees, dedicated and forward-looking partners we will take ambitious steps towards a more sustainable business.



# OUR SUSTAINABLE AMBITIONS

We have three sustainable ambitions for 2025/2026 and under each, we have three 2022/23 targets. It provides 12 concrete areas that we will focus on in this strategy period.

Our targets and ambitions are aligned with the UN's Sustainable Development Goals.

Follow our sustainable journey



## Circular Products

**CO<sub>2</sub> data on all materials**

- Life Cycle Assessment
- Sustainable design & manufacturing
- Design for Disassembly



## Sustainable Production

**Cut CO<sub>2</sub> from our own operations**

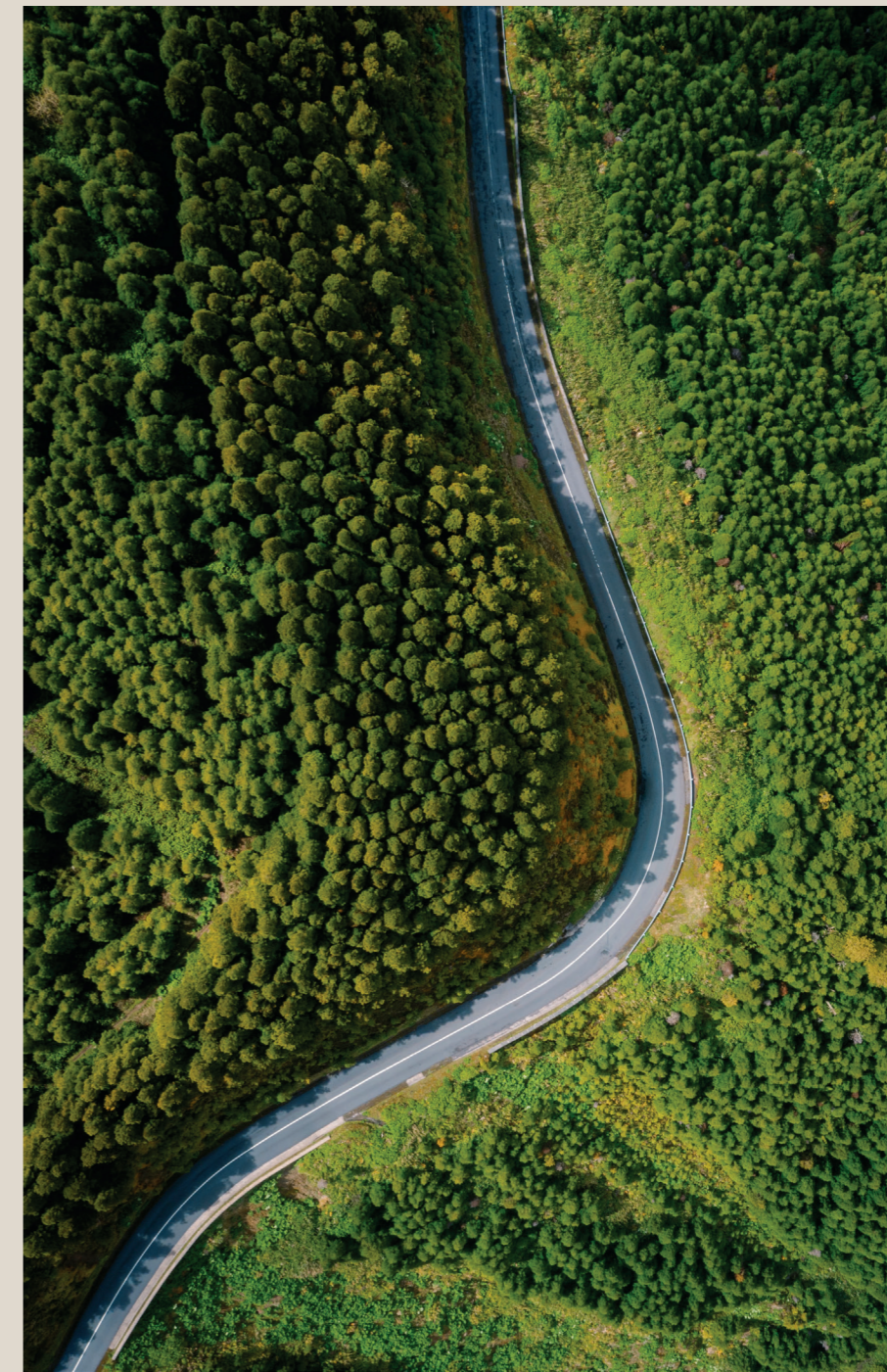
- Carbon footprint across the supply chain
- Recycling
- Load optimisation



## Responsible Procurement

**100% sustainable certified wood**

- Responsible packaging
- Sustainable supplier management system
- Responsible fabrics



# Where will we meet next?

## BE OUR GUEST

We believe in being close to our customers. We want to create relations and present our great products at fairs and showrooms.

### Showroom

Showroom in Denmark  
Showroom in poland  
Showroom in China

### Exhibitions

Maison&Objet 5-9 September 2024 – Sits, Flexlux  
Furniture China 10-13 September 2024 – Flexlux and Actona  
M.O.W. Furniture Fair 22-26 September 2024 – Sits, Flexlux and Actona  
Tvis In House fair 21 October – 8 November 2024 – Sits, Flexlux and Actona  
IMM Cologne 12-16 January 2025 – Sits, Flexlux and Actona  
Maison&Objet 16-20 January 2025 – Sits, Flexlux  
NEC Birmingham 19-22 January 2025 – Sits, Flexlux and Actona  
Poznan Poland 25-28 February 2025 – Sits, Flexlux and Actona  
China In House fair 16-22 Marts 2025 – Flexlux and Actona  
Partnertage, DE 1-3 April 2025 – Sits, Flexlux  
Salone del Mobile Milano 8-13 April 2025 – Sits, Flexlux



