

Project HABA 2030 - for our children of tomorrow

HABA FAMILYGROUP strengthens core area

Bad Rodach, August 08, 2023 - As part of the company transformation "HABA 2030 - for our children of tomorrow", the HABA FAMILYGROUP is reorganising its business divisions. To tackle the challenges of the future, the family-owned company will focus on two core segments: HABA and HABA Pro.

In order to master the significant challenges of the coming years, the HABA FAMILYGROUP is not only realigning itself in terms of personnel, but also in terms of priorities and structure. In the future, the family business will focus on the two segments HABA and HABA Pro. The JAKO-O Division will be discontinued. "With this focus on HABA and HABA Pro, we are not only releasing new forces to strengthen ourselves, realign ourselves and be able to successfully attack the market again, but are also reflecting on the origins of our company - more sustainably than ever," says Dr. Mario Wilhelm, Managing Director of the HABA FAMILYGROUP.

HABA FAMILYGROUP is currently undergoing the most extensive restructuring in its over 85-year history. In addition to Sabine Habermaass as representative of the owner family, Dr. Mario Wilhelm and Stefanie Frieß have joined the management board. In the regular shareholders' meeting, the company leadership decided to realign its business divisions in order to effectively address the current challenges and ensure future viability: "Therefore, we cannot avoid breaking up the previous structure of the HABA FAMILYGROUP with the three independent business divisions HABA, HABA Pro and JAKO-O", emphasises Stefanie Frieß, responsible for Sales and Marketing in the management of the HABA FAMILYGROUP. Regrettably, our JAKO-O division will no longer have a future due to prolonged economic challenges. We extend our heartfelt gratitude to all who supported us throughout this journey. In this respect, the HABA FAMILYGROUP will put all efforts into refining and expanding its core businesses HABA and HABA Pro."

The brand image of the HABA FAMILYGROUP in the world of children and parents is unrivalled. Hardly any other company is as committed to promoting the development of children up to the age of eight as the traditional company from Bad Rodach. This brand core is to be strengthened within the framework of the reorientation. In the HABA Pro division, the market leadership in the equipment of day-care facilities for children is to be further expanded. This will be achieved by strengthening sales, improving customer care, a modular product range concept and customer platform, and expanding the increasingly important online business. In the future, the two corporate arms HABA and HABA Pro will place even greater emphasis on sustainably produced toys and furniture with the highest quality standards.

About the HABA FAMILYGROUP

For over 85 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing



and furniture. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.

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