

Companion for the most beautiful target group in the world

The HABA FAMILYGROUP has been a companion and pioneer for children and families for many years. For over 80 years, the company has been developing and producing high-quality products for families as well as social, public and private institutions. The diverse portfolio includes games, books, driving devices, child-friendly media, practical everyday aids, equipment for children's rooms or teaching and learning materials, innovative furniture and room ideas for sustainable educational concepts as well as digital workshop offerings. At its headquarters in Bad Rodach, the globally active family-owned company unites well-known corporate brands under one roof, including HABA, JAKO-O and Wehrfritz, among others. The HABA FAMILYGROUP employs over 2,000 employees and generates annual sales of around EUR 360 million.

With the foundation of the production company „Anton Engel“ and the trading company „Wehrfritz & Co.“ in 1938, Eugen Habermaass laid the foundation for a successful company history. What began as a small business in the Upper Franconian town of Bad Rodach in the district of Coburg developed into a company that has been lighting up children's eyes with its products for decades. Today, the HABA FAMILYGROUP consists of three companies: HABA Sales GmbH & Co. KG, HABA Supply Chain GmbH & Co. KG and HABA International GmbH. The internationally active, third-generation family business is headed by Managing Director Tim Steffens and, under the motto „we are a companion and pioneer for families“, is dedicated exclusively to the most beautiful target group in the world with the brands HABA, Wehrfritz, project, JAKO-O and FIT-Z as well as the HABA Digital Workshop: Children and their families

Products provide children freedom for personal development

The traditional company sees itself as a pioneer and companion for the coming generations into a good future. The employees of the HABA FAMILYGROUP develop products that give children the freedom they need for their development. And that is where the expertise lies: Most of the employees are parents who do everything they can to ensure that children grow into healthy individuals. Many of the products are created in-house by the product development department. There, the employees put their experience, energy and heart and soul into the development process: They draw, design, tinker, create and optimize until the products are ready for production.

HABA: Playful development support from the very beginning

The HABA brand stands for learning through play which promotes children in an age-appropriate way. The product range includes a wide selection of well-known wooden, board and card games or puzzles as well as books or craft materials for chil-

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dren aged 0-8. HABA's target groups are all adults who want to give children something special and make their eyes light up, especially mothers and fathers as well as proud grandparents. HABA products are sold through stationary retailers and online at www.haba.de.

JAKO-O: Practical everyday aids and quality clothing

The JAKO-O brand is the practical aid in everyday family life and is known, among other things, for its children's clothing. Whether clothing, children's room equipment, lunch boxes, tidy bags, driving equipment, travel or kitchen equipment – the durable well thought-out products are specially tailored to the needs of families with children from 0 to 10 years. JAKO-O's target group is families, who can conveniently order from the JAKO-O online store at <https://www.jako-o.com/de>. And for the slightly older ones, the FIT-Z brand offers a cheeky and trendy continuation: Clothing starting from size 128.

The educational brands: Creating the conditions for knowledge transfer

The HABA FAMILYGROUP combines its activities in the education sector under the education brands. These include the brands Wehrfritz and the HABA Digital Workshop. The products and services of this business unit stand for knowledge and expertise transfer. For over 80 years, Wehrfritz has been designing varied learning landscapes and is, among other things, a complete supplier for nurseries, kindergartens and other social institutions. The range includes teaching and learning materials, innovative furniture and room ideas for sustainable educational concepts. The HABA Digital Workshop develops child-friendly workshop offerings to prepare the next generation for the increasingly digital world.

Well diversified product portfolio

Of the HABA FAMILYGROUP's sales of around EUR 360 million, approximately 33 percent is accounted for by furniture & equipment, around 25 percent by clothing and 22 percent by toys. Products from the creativity & learning sector account for around 8 percent of total sales, and exercise and sports for 7 percent. The end consumer target group accounts for 43 percent of total sales, followed by educational institutions with around 33 percent and specialist retailers with around 16 percent.

Sustainability: economic, ecological and social

As a family business, the HABA FAMILYGROUP is committed to sustainable corporate management based on three pillars: Ecology, Economy and Social. In the social area, the company family attaches particular importance to family friendliness. Of the approximately 2,000 employees, almost 50 percent work part-time, and the proportion of women is 54 percent. The company's motto is not quick success, but long-term and sustainable action. Every year, around 70 trainees start their professional future with the HABA FAMILYGROUP; the average length of service is over twelve years.



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Anyone who holds families and children as their most important target group must always consider the next generation. HABA FAMILYGROUP products are made to last. Parents like to pass on their HABA toys to their children with a dash of nostalgia. Protecting the environment for future generations is one of the company family's most important goals. In its sustainability report, the HABA FAMILYGROUP has summarized all its activities in this regard.