

WE ARE THE FAMILY



FOR FAMILIES

WE ARE A BIG FAMILY

The HABA FAMILYGROUP is an internationally active family-owned company that is currently under third generation management. Since its foundation more than 80 years ago it has grown to be an extended family of many different brands brought together under one roof.

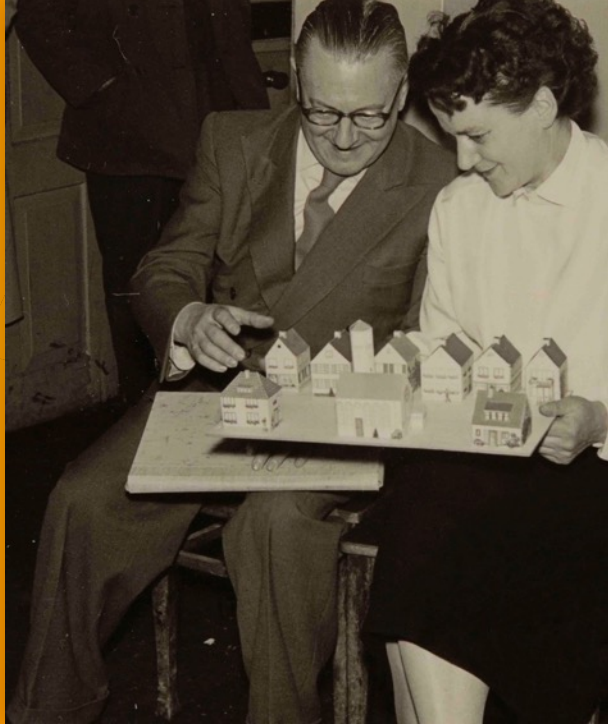
HABA

HABA Pro

JAKO-O

HABA
Digitalwerkstatt





Eugen and Luise Habermaass

Klaus Habermaass



Volker, Sabine and Heike Habermaass

In the family for three generations

History



What started modestly in 1938 in the private house of the Habermaass family in Bad Rodach ...

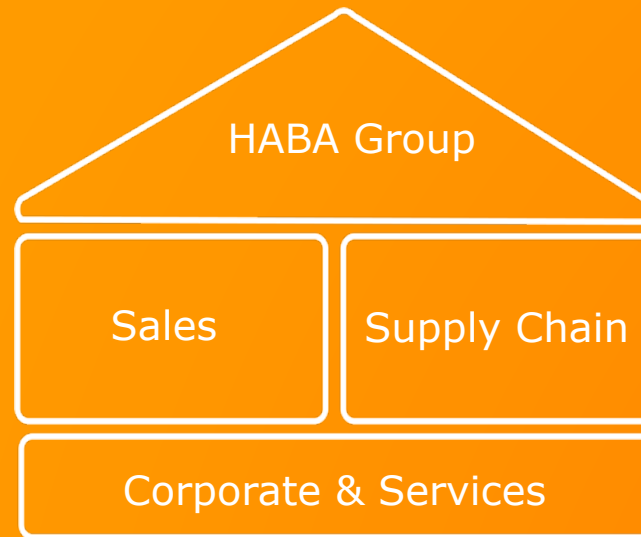


... has grown in all areas over the past eight decades – from the number of employees to the product range and premises. The former “Brauhaus” is now a modern and eco-friendly office building and company headquarters.

MARKENÜBERSICHT



Together under one roof



Active shareholders: Heike, Sabine and Volker Habermaass

Managing Directors: Tim Steffens

US IN NUMBERS*

SALES

Total: EUR 356.3 million

Furniture & fittings: 31.2%

Clothing: 28.0%

Toys: 22.3%

Creativity & learning: 8.2%

Movement & sport: 8.2%

Other: 2.2%

DISTRIBUTION OF SALES BY CUSTOMER

Consumers: 44.1%

Educational institutions: 33.4%

Retailers: 15.3%

Business customers: 7.2%

*2020 financial year

US IN NUMBERS*

EMPLOYEES

Total: 2,030

Women: 54.8%

Commercial: 48.8% Administrative: 51.2%

72 apprentices/combined studies

Time with the company: ø 12.3 years

Age: ø 43.0 years

Part time staff: 38.7%

*2020 financial year

** 0% diverse



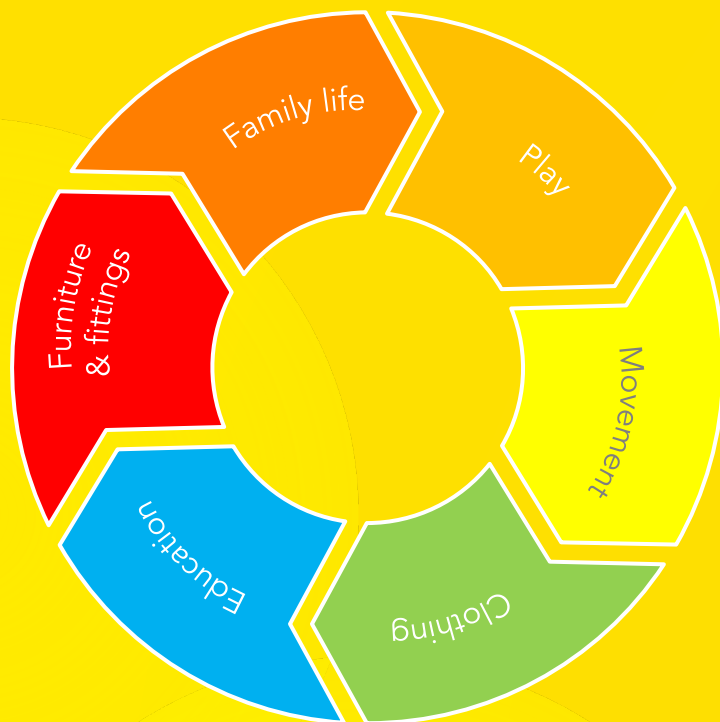
International

Our roots are in Bad Rodach, Upper Franconia. The company headquarters are and will remain here, but our branches reach around the world. Our subsidiaries can be found on many continents – from Europe to Asia and America.

WE WORK FOR THE BEST

TARGET GROUP IN THE WORLD

Since then we have been driven by a passion for value and design,
a desire to create joy and added social value and, most importantly,
our passion for children and their families.



WE

ARE ALWAYS THERE!

**We are enablers and companions
for families.**

We develop, produce and sell high-quality products for the areas of family life, play, movement, clothing, education, furniture and fittings for families as well as social, public and private facilities.

The HABA logo is rendered in a bold, red, stylized font. The letters are thick and have a slightly irregular, hand-drawn appearance. The background of the slide features large, overlapping circles in various shades of yellow and orange.The JAKO.O logo features the word 'JAKO' in a multi-colored font (blue, green, yellow, orange) followed by a period and a purple circle. The background of the slide features large, overlapping circles in various shades of yellow and orange.

Our brands for everyday family life

We focus on families with children. We want to enrich everyday family life with our products and accompany families through the exciting time between pregnancy and the almost teenage years.



HABA

HABA has made it their mission to bring joy to children. At the same time, children also develop abilities such as social, fine motor, and communication skills – always playfully and with plenty of space for fun as well as trial and error.

This allows HABA to be there for children and families right from the start and for a lifetime.





JAKO-O

JAKO-O accompanies families with children aged 0-12 through everyday life with a great deal of love and passion. We offer products that do not limit children but instead help them to simply be children.

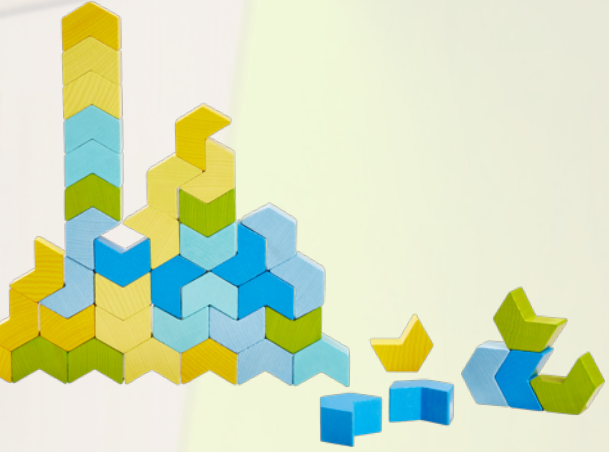


The logo for HABA Pro, featuring the word "HABA" in a stylized red font and "Pro" in a grey sans-serif font.

Our brands for education and development

We are experts when it comes to children and what they need for their fundamental development. That's why for more than 80 years, we have dedicated all our passion to developing concepts and products that create varied learning environments and promote important future-oriented skills.

We are convinced that successful learning results when space, furnishings and pedagogy come together to form a symbiosis."



HABA Pro

Under HABA Pro, we combine our knowledge and expertise in the childcare and school sector from the well-known brands Wehrfritz, project and HABA education, so that we can optimally support and promote development of children from toddlers to school age.





In the HABA Digitalwerkstatt (Digital Workshop), children from 6 to 12 years of age can discover the digital world playfully, and acquire important skills for dealing with the new technologies.



Where can we be found?



Everywhere where families and children are!

WE INVEST OUR PASSION

Many months go by between the first idea and a marketable product that will make customers happy, and we work on it together ...





Requested by the customer, made for the customer:

What do our customers need? First of all we identify the requirements and desires, then ensure that the right high-quality products are available at the right price.





Creativity at work:

We create and develop many products ourselves! Our Product Development and Design Departments are full of creative minds. They dedicate all their experience, energy and passion into the development process, drawing, designing, crafting, testing and optimizing until the products are ready for production.





Made to last:

Made in Germany. Whether toys or furniture – our production locations in Bad Rodach (Bavaria) and Eisleben (Saxony-Anhalt) create exceptional products from wooden boards and steel.





Tested and safe:

Fashion, toys, furniture ... We aim to make sure that our products are not only sensible, durable and unique, but also high quality and safe. All of our products are well tested both by our internal quality assurance and also by specially commissioned testing laboratories. This means that our customers can be sure that everything is safe to be enjoyed for a long time.





Perfectly presented:

High-quality products need proper customer communication, which is ensured by our Marketing Department. These colleagues are responsible for cross-media design and implementation of campaigns and advertising measures. We don't just want our customers to purchase our products, we want them to become fans of our brand!





The variety is important:

Our customers are as varied as our brands, which means that our distribution channels are just as diverse. Whether consumer, retailer, educational institution or business customer, our sales team is familiar with each of our target groups and looks after them individually.





Always available:

A call to the customer service center puts our customers in touch with experts that know a lot more about our products than just the order number. We are available for any questions!





On its way:

We have our own Logistics Department in Bad Rodach, which processes customer orders. They prepare and package around 4 million packages every year to be shipped all over Europe.



WE THINK IN GENERATIONS

To us, the value of the HABA FAMILYGROUP is not based on quick success but rather long-term and sustainable actions that remain true to our principles. We focus on sustainable corporate governance. This includes reconciling the requirements of people, the environment and operational performance. Our understanding of sustainability rests on the columns of ecology, economy and social aspects.



ECOLOGY

We produce in harmony with nature.

Active environmental protection and sustainable production have for years formed a solid foundation for our corporate activities. Short distances, modern production technology and innovative materials are a matter of course for us.



ECONOMY

We grow sustainably.

The focus of our economic processes is on long-term, sustainable and profitable growth. We achieve this by building long-term relationships, both with our customers and our suppliers. In the best cases this leads to partnerships that are characterized by deep mutual trust and respect.



SOCIAL ASPECTS

We focus on people.

We are enablers and companions – not only for our customers but also for our employees. We empathize with each individual and encourage their development. That's why we have sustainable human resource policies, which support balancing work and family life.

WE

CONTINUE TO GROW

We aim to offer children the inspiration, play worlds and learning opportunities that they need for their development. Even 80 years after the company was founded, this mission hasn't changed. To achieve it, we will be growing together more closely as a joint corporate group in which brands and employees can continue to evolve and develop, and in which the expectations of our customers are served as well as possible.




Working as a team

Target vision 2023

- We will be a market leader in play and learning experiences for children, with a sensible mix of analog and digital.
- We stand for premium products that can be handed down.
- We have expanded our core market from Germany/Austria to Europe.



A baby is crawling on a white sofa. The baby is wearing a white t-shirt and blue and white striped overalls. The baby's right leg is raised and bent. A blue denim pillow is on the sofa to the left of the baby. A green cushion is on the sofa to the right of the baby. The sofa is on a wooden floor.

"Children and their families
are our world and our passion.
We are who we are because of them.
And we do what we do for them."

Habermaass family

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