



rabalux[®]

illuminates your **home**



Introduction



Dear Partner,



The Rabalux Group, a prominent player in the residential lighting industry in Central and Eastern Europe, has grown over the past **32 years** from a small family business into a solidly based, international group of companies: presently, the group operates 9 wholly owned sales affiliates, along with a wholly owned procurement and quality management affiliate in the Far East, and we export our products to a further 20 countries.

Today an **independent management team** is responsible for the effective operation of the group, since the family which established the enterprise has entrusted a new, professional leadership to manage the organization. The shareholders continue to take part in the shaping of strategy, ensuring efficient cooperation with the group's board of directors.

Through our continuous development we have become an indispensable player in the residential lighting market. In close collaboration with our partners, we strive to provide the **highest level of service to meet consumer demands**. This is ensured by our well-trained sales representatives who are familiar with local specialties, our dedicated support team, our portfolio of over 2000 products that are updated annually to follow international interior design trends, and our stable logistics base, which allows us to ensure product supply reliably and consistently in the region. As a result of the joint work performed with our part-

ners, in 2018 **we are market leaders in several Central and Eastern European countries**, furthermore we are present on the market of numerous countries as an active player with a significant market share. Our goal is to increase our market share and turnover year by year in the countries where our affiliates operate, and to belong among companies that expand and thrive in Western Europe as well.

However, we understand we must work hard to achieve our goals: alongside reliable, certified products, we aim to stand out in both domestic and foreign markets with **added value and a comprehensive service package**. Our many years of experience and our dedicated professionals are a great asset in this respect. We deepen our market knowledge and product development projects by constantly monitoring consumer habits and interior design trends. Rabalux is both a manufacturing and wholesale company, that is why our range includes popular, affordable products as well as unique, exclusive items. We continuously expand our selection of energy-efficient and smart products every year.

Nevertheless, a successful business relationship is not just about the growing assortment or numbers and results making the parties satisfied. **We believe in the power of trust-based cooperation** and long-term relationship, we are also convinced that the common values we share will bring us together shortly.

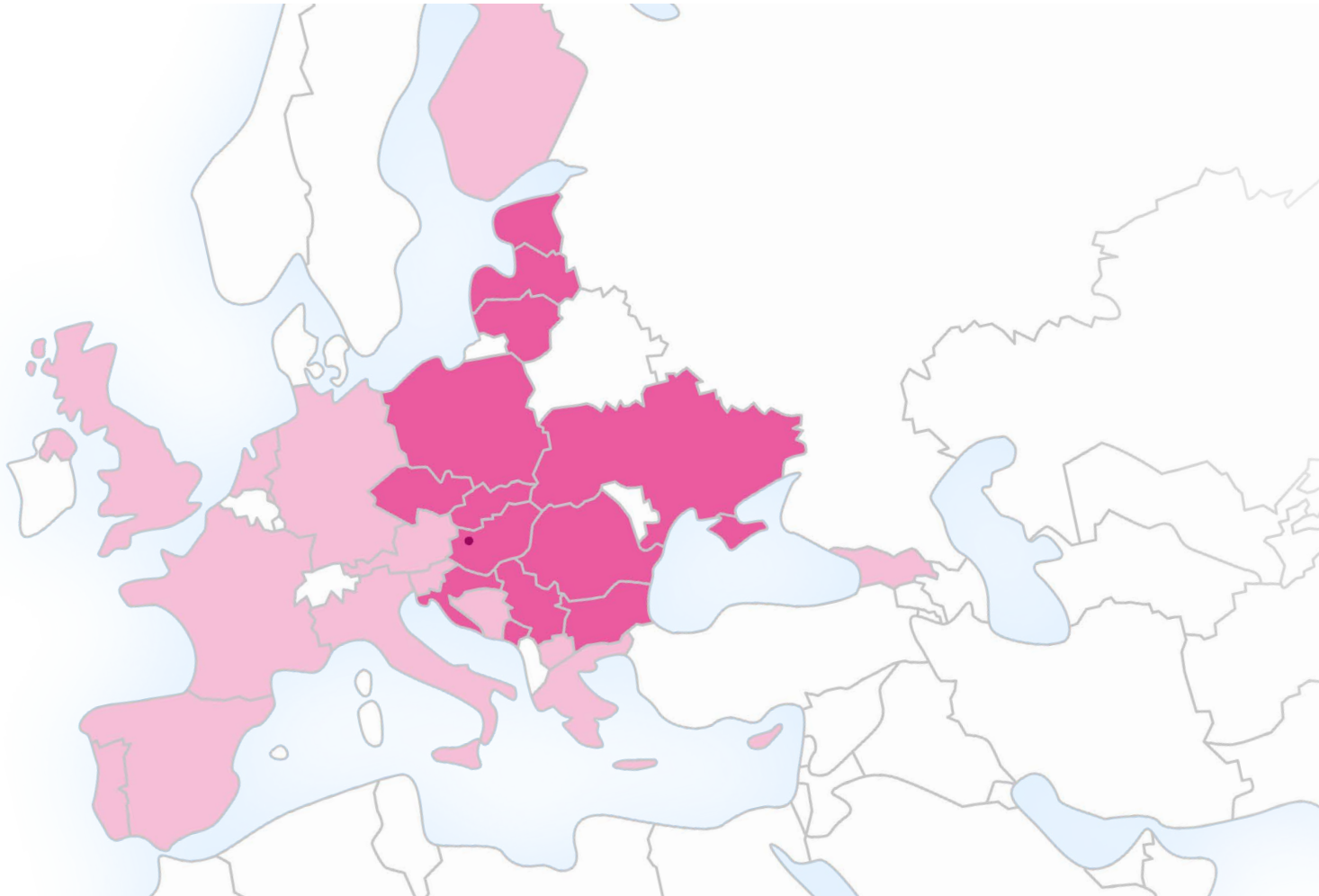
BAKSA KÁLMÁN
CEO

Our corporate values

Beyond the cultural and linguistic boundaries, we share important corporate values that bind us together and make us successful:



2 Rábalux in the world



● **9 SALES AFFILIATES**

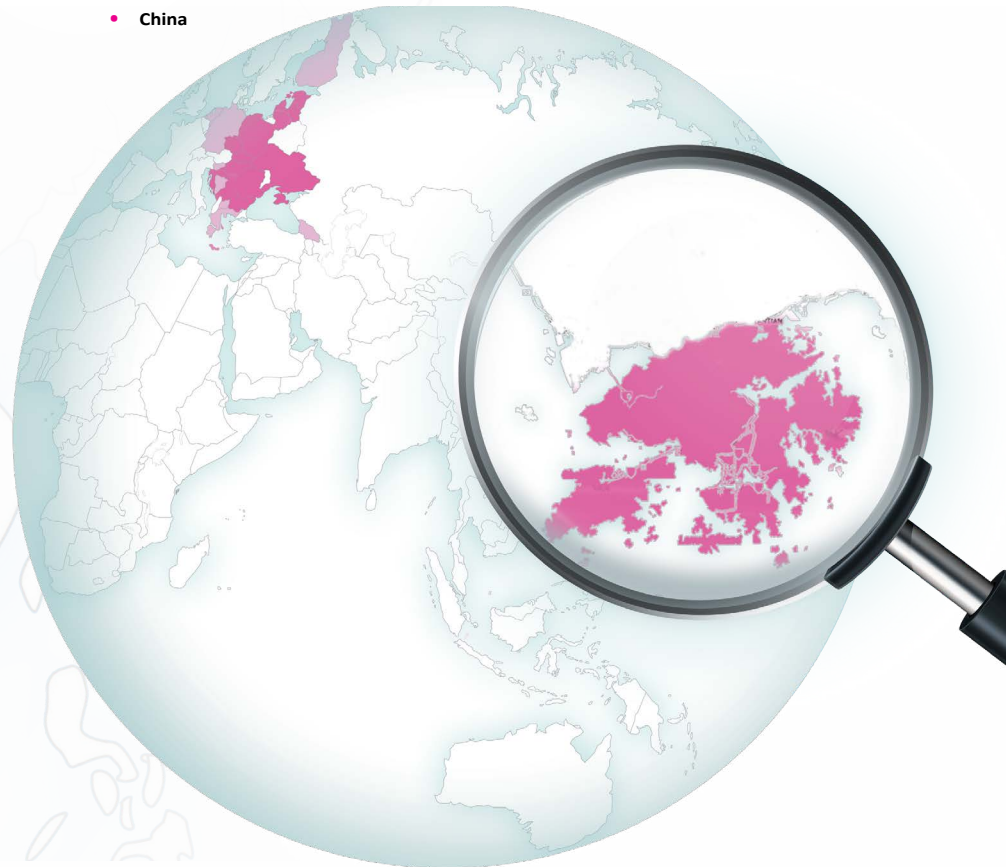
- Bulgaria
- Croatia
- Czech Republic
- Hungary
- Poland
- Romania
- Serbia
- Slovakia
- Ukraine

● **20 EXPORT MARKETS**

- Albania
- Austria
- Bosnia & Herzegovina
- Cyprus
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Italy
- Latvia
- Lithuania
- Montenegro
- North Macedonia
- Portugal
- Slovenia
- Spain
- Tahiti
- United Kingdom

● **1 PROCUREMENT AND QUALITY MANAGEMENT AFFILIATE**

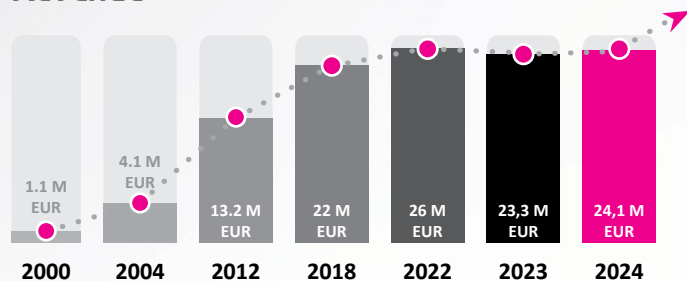
- China



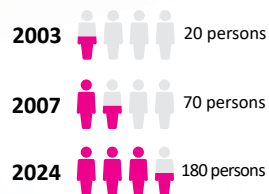
**WATCH OUR
CORPORATE VIDEO**

3 Rábalux in numbers

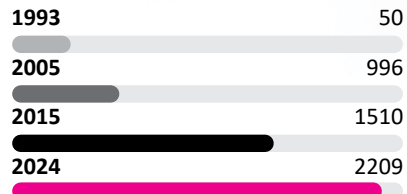
Revenue



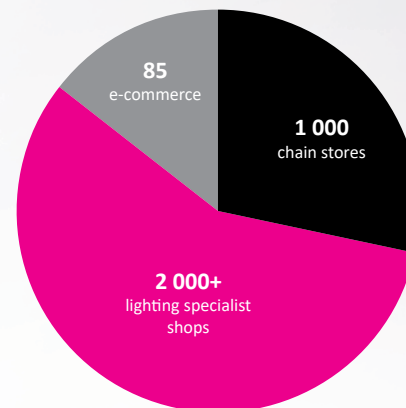
Headcount



No. of distributed products



Rábalux partners by store type



Key retail partners:

Auchan, Bauhaus, BlackRedWhite, Bricomarché, Dedeman, Depo, Epicentr, Emmezeta, Gradja, Hornbach, Leroy Merlin, Lesnina, Media Markt, Mentavill, Merkury Market, Möbelix, Mömax, Mr. Bricolage, OBI, Patio Color, Pevex, Praktiker, UniHobby, XXXLutz



Year of foundation:

1993



Ownership:

100% Hungarian

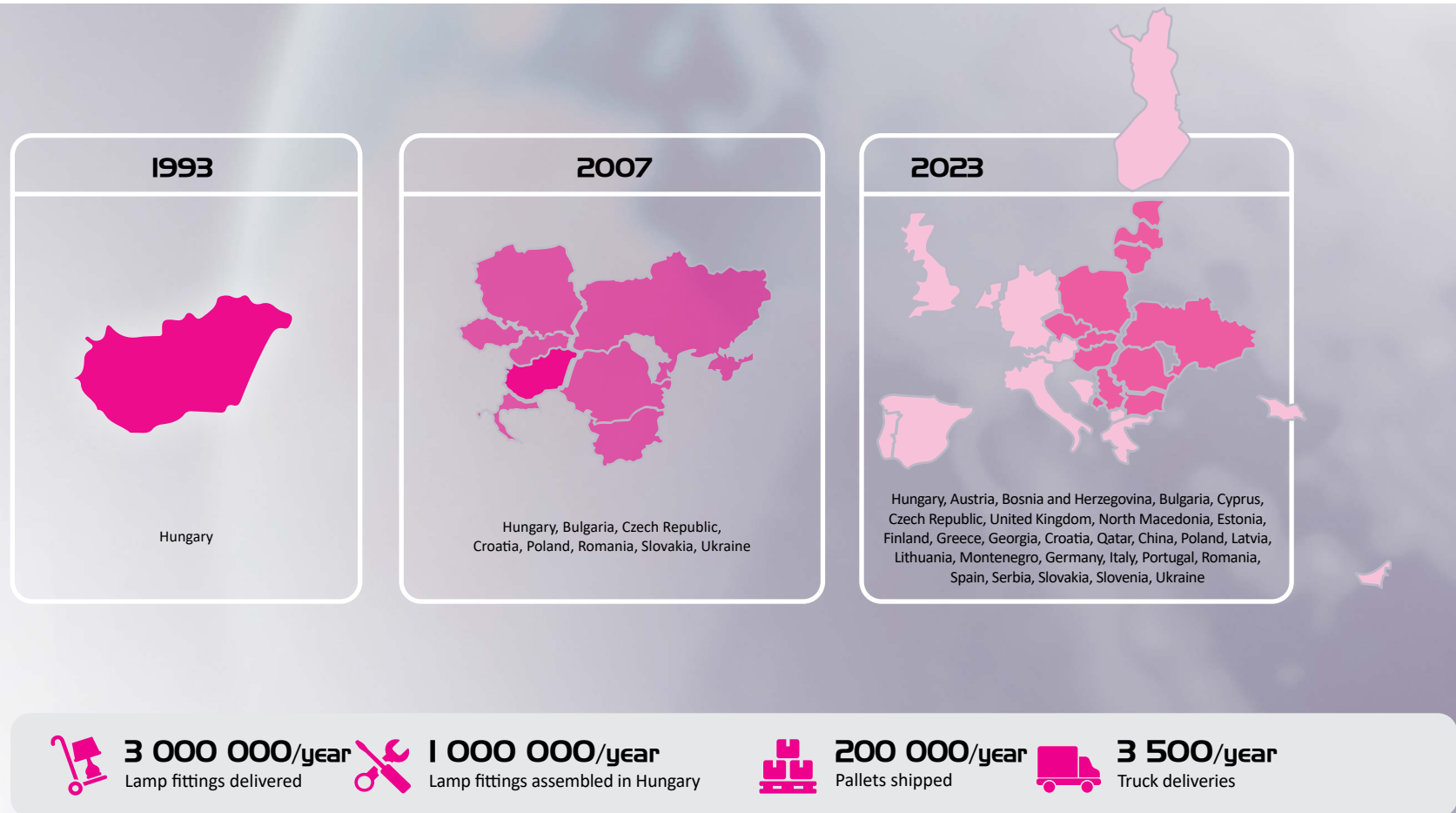


Warehouse capacity:

15 000 m² | 20 000 pallets

Market coverage of our products

rabalux®



4 Product portfolio



Our team's main ambition is **to create something new, unique and exciting**, both technologically and aesthetically, because our passion for lamps is unbroken. Our **annually renewing product range includes over 2000 items**, and in the process of designing it, we strive to maintain traditional products while placing special emphasis on aligning our portfolio with changing consumer needs and leading the market, **creating new trends and directions**. This concept is reflected in our print and online catalogues and showroom, which present the lighting fixtures designed by our team of designers as part of various styles of interiors, rather than as standalone elements. **Our aim is not just to sell, but to inspire and shape taste.**

SPECIALIST SHOPS

We build on their experience, as they are in direct contact with our customers, so we can fine-tune our product range. In our specialised store segment, we focus on selling our exclusive product lines and novelties, while demand for our energy-saving, functional and smart technology top-of-the-range products is growing year by year. In many cases, we also serve the interior design market through our specialist retail partners.

CHAIN STORES

We support our multinational retail partners with reliable, professional logistics services, with an expert team, and dedicated regional representatives to assist in selecting the best products, forming the appropriate product range, and providing flexible services to meet their needs. We aim for long-term, genuine partnership and cooperation.

E-COMMERCE

We provide our e-commerce partners with a range of valuable services tailored to their sales channels. We ensure up-to-date information about product availability with daily updated stock data. We offer comprehensive support for our products, which can be easily and automatically integrated into their own systems. We support sales with detailed product photos, interior images, videos, technical drawings, and other content. Our search-optimized product descriptions help achieve exceptional traffic and customer experience on online platforms.



LAMPS DESIGNED BY RÁBALUX

Our product range is increasingly shaped by **products designed by our in-house design team**. With the recent surge in demand for unique, **exclusive lighting products** that are no longer just lighting fixtures but an integral part of the interior style, our experts have been paying special attention to design in addition to technological innovation. The lamp is no longer just a simple lamp, but also a **piece of interior design**, integrated into a thoughtful concept. Every year, our portfolio therefore includes an increasing number of unique lamps of our own design.



SHOWROOM

In 2022 we built our **brand new, 1200 m² conference centre and showroom** where our partners can discover the annually renewed **Rábalux range of over 2000 products**. Our lamp showroom is an **inspiring place** where you can see and experience a wide range of unique designs and functions of our different lamps. The room **represents different styles and types** be it smart products, multifunctional products with built-in LEDs, products of our own design or modern, rustic, Scandinavian, classic lamps, and various light sources.

LOOK INSIDE OUR
SHOWROOM!



5 Why Rabalux?

rabalux®

- 32 years experience in the residential lighting industry
- A wide product range with more than 2000 items
- 15% renewal rate (300+ new products annually)
- Trend tracking, own designed products
- Stable product supply, high service level
- Financial stability
- Flexibility, collaborative thinking with our partners
- Strong marketing support: 4 catalogues per year, product videos, 3D technical drawings, promotions, interior images
- Emphasis on quality control



Contact

HEADQUARTER

Hungary

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www.rabalux.com

AFFILIATES

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www.rabalux.hu

Bulgaria

РАБАЛУКС ЕООД / RABALUX EOOD
www.rabalux.bg

Czech Republic

RABALUX CZ Světidla s.r.o.
www.rabalux.cz

Croatia, Bosnia Herzegovina, Montenegro

RABALUX RASVJETA d.o.o.
www.rabalux.hr

Poland

Rabalux Sp. z o.o.
www.rabalux.pl

Romania

SC RABALUX SRL
www.rabalux.ro

Serbia, Northern Macedonia

Rabalux SRB d.o.o.
www.rabalux.rs

Slovakia

RABALUX SK. Svietidlá, s.r.o.
www.rabalux.sk

Ukraine

ТОВ РабаЛукс,
www.rabalux.ua

OFFICIAL RESELLERS

United Kingdom

Lighting Direct
www.lighting-direct.co.uk

Finland

Focus Interiors Oy
www.focusinteriors.fi

Greece

ANASTASIADI SA
www.anastasiadi.gr

Greece

S.MELISSOURGOS CO OE
melissourgos.com.gr

Germany

Sinnocon GmbH
www.sinnocon.de

Italy

Fra.Co.Distribuzione Srl
www.fracodistribuzione.it

Portugal

STORM LIGHT, LDA
www.storm-light.pt

Spain

Buyled Led Lighting S.L
www.buyled.es

Slovenia

Lagea d.o.o.
www.lagea.si

Albania

FAAM Light sh.p.k.
www.faamlight.al

Estonia

Lambipesa OÜ
www.lambipesa.ee

Lithuania, Latvia

UAB LEDOK
www.ledok.lt

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