

## Company Profile

- PPH Vitbis Ltd. is the largest in Poland manufacturer of glass Christmas ornaments produced using traditional methods;
- The company was founded in 1953 and since then, is the most recognized brand in its sector;
- The share capital is 195 800 PLN divided into 3,916 equal shares of 50 PLN each;
- The shareholders are present and former employees and other persons, a majority shareholder is Mr. Janusz Prus (2792 shares having a value of 139 600 PLN);
- Since the founding of the Company the CEO is Mr. Janusz Prus;
- 2009r. - Winner of Polish Promotion Emblem: „Teraz Polska”. The company has the permission to use the emblem in the future.



## Services provided by the Company

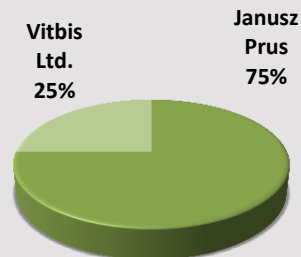
- Manufacture of glass Christmas ornaments;
- Conducting sales of own products in the country;
- Export of goods abroad and import and sales in the country;
- Carrying out scientific research in the field of production technology.

## Company strategy

- Increasing sales volume in the large retail chains;
- Opening representative offices abroad (USA, Germany, Russia);
- Creating a company in Germany (Goldberg Glass) – operating on the local market.
- Developing a number of production lines under several brand names;
- Developing online sale in two directions: shop for small businesses and shop with semi – finished decorating products;
- Participate in a visible way in important trade fairs in: Atlanta, New York, Moscow and Frankfurt;
- Developing and implementing a coherent marketing strategy for the Company;
- Developing a loyalty programme for wholesale customers of the Company.

## Company Data

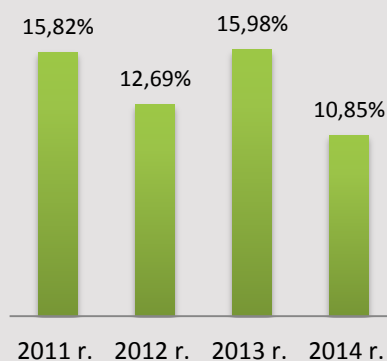
### Share structure of the Company



### Sales revenue (in thous. PLN)



### Projected revenue growth



**Competitive Advantages**

- A highly qualified team of people making the products;
- the Company's daily production capacity is approximately 150 000 of smooth baubles (without ornaments) and 50 000 of decorated;
- Due to the specific production technology, every product is unique and one of a kind. Ability to produce baubles with any logo and collector's baubles;
- The Company has the capacity to produce using traditional methods (the whole process conducted at the workshop) and to produce semi-finished products (production for any market segment);
- 60 years of activity on international markets has allowed to gain valuable experience;
- The company offers a wide palette of colors and forms for ornaments. There is also a possibility to implement models and forms ordered by the Customer;
- Each phase of the production process is based on the old traditional methods.

**Competition**



szklane bombki choinkowe

**Karmat**

*Gold Glass*

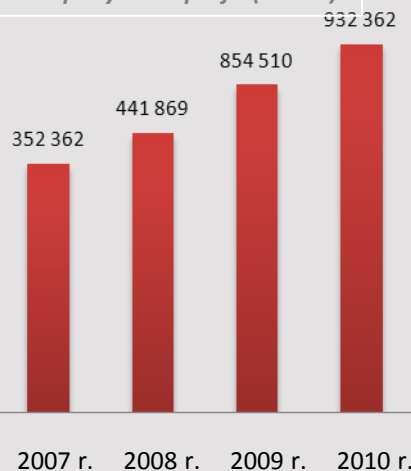


**Company Headquarters**

- PPH Vitbis Ltd.
- ul. Legnicka 31
- 59-500 Złotoryja



*Company's net profit (in PLN)*



*Projected net profit of the Company (in PLN)*

