

# **MASTERPLAST GROUP INTERNATIONAL**

2009

AUSTRIA | ALBANIA | BOSNIA AND HERZEGOVINA | BULGARIA | CHINA | CROATIA  
CZECH REPUBLIC | GERMANY HUNGARY | KOSOVO | MACEDONIA | MOLDOVA | MONTENEGRO  
UKRAINE | POLAND | ROMANIA | SERBIA | SLOVAKIA

# MASTERPLAST GROUP INTERNATIONAL



## OUR PHILOSOPHY

In the course of the company history, Masterplast Group gained reputation by producing and distributing high-quality building materials matched by professional additional services, logistics background and product support. As a well-known building material producer and brand distributor in Central and Eastern Europe, the core of our business philosophy is the development of our products and a continuous expansion. Masterplast inspires its partners to achieve further success with its products and services.

## MISSION

Masterplast Group International has been developing at an extremely dynamic pace. Year by year it has broadened its product range, extended the number of partners and suppliers and also strengthened its distribution capacity. Masterplast leaders and co-workers have grown up together with the challenges to become a truly international company. Our aim is to keep this dynamic development in everything we do.

## VALUES

### Customer-focused approach

Masterplast is dedicated to longterm and personal partner contacts in every market where the company is represented. Our aim is to serve our partners fast, precisely and politely to meet their requirements. We even try to exceed their expectations.

### Longterm personal partner contacts

Considering our business relations, our main values are reliability, fairness and flexibility.

### Continuous development

Regarding its products and services Masterplast is dedicated to a continuous development. To achieve this goal we constantly control the quality of our products.

### Team work

Masterplast provides excellent working conditions and the possibility of a continuous personal development for its employees. This special team spirit is the key to our success. We are committed to preserve or even strengthen our main values.

## OUR ACTIVITIES

As a result of a dynamic development and expansion Masterplast, founded in 1997 in Hungary, became one of the leading producer and distributor of construction industry products. Now the company group has over 700 employees in 18 countries. Its revenue exceeded 75 million EUR in 2006 and almost reached 100 million in 2007. Considering its business philosophy, Masterplast focuses on a continuous product development, a consumer-oriented way of thinking and a successful co-operation with its business partners.

## Products

Masterplast has over 1000 products with ISO qualification in six categories:



## Services

Masterplast provides complex service support for its products. Masterplast's business activities are supported by additional services such as professional logistics, constant quality control, professional building consultancy and customized sales system.

### Our warehouse capacity

We are continuously developing our storage capacities. This enables us to provide our clients with a wide range of products and a huge inventory on time.

### Sophisticated logistics

Masterplast has been developing its logistics and warehouses since the beginning. We are able to ship products from our headquarters 24 hours a day. We have a fleet of more than 200 trucks to transport our products to every destination in Hungary and Europe. One of the keys to our success is the flexibility and reliability we provide as far as professional logistics is concerned.





# Masterplast Production

## Customized high quality products

Being a leading building material wholesaler brought new challenges for the company. Masterplast had been involved in production since the beginning as a joint venture partner. One of our main partners is Asbo Roof Industries in Belgium. Our high quality bituminous corrugated sheets for roofings made in Belgium have earned success in the EU markets and even outside Europe. To improve product quality and gain greater control over the market, Masterplast decided to build its own production plants. The company launched its first plant in Kál, Hungary in 2004 to produce profiles and PE foams. In addition, Masterplast started the EPS production in its new plant in Subotica, Serbia in 2008.



### Profile production

We aim at meeting the requirements of our customers by continuously developing our profile production business line.

### Steel profile for dry building system

Our production plant - launched in 2004 - produces profiles for the dry building system (UW, CW profiles for plasterboard walls and for suspended ceilings CD, UD profiles).

### Aluminium and PVC corner with mesh

We produce aluminium and PVC corners with mesh for our Thermomaster insulation system.

### Plaster profiles

In 2006 we started the production of plaster profiles made of compound steel.

### Bituminous corrugated sheet

Masterplast Group founded a joint venture production with Asbo Roof industries in Belgium in 2007. These high quality sheets made in Belgium earned success in the European Union and all round the world.



### PE foam production

This business unit was launched in 2005. We produce PE foam (mainly used as underlay for laminate floorings) made from PE resin with extrusion technology in standard and custom sizes. Besides traditional foam, we produce foam sheet with a metalized, heat reflective layer, and many others. In 2006 our foam plant received ISO 9001 and ISO 14001 certificates.

# EPS Production

Masterplast launched its EPS plant in Subotica, Serbia in 2008. The new plant has an annual production capacity of 500.000 m<sup>3</sup>. As a result of a 5 Million EUR greenfield investment the company began production in its new 6500 m<sup>2</sup> plant using a cost-efficient and modern production chain. Thanks to the modern technology, the plant uses 95% less water to produce EPS and has a much lower emission of greenhouse gases. EPS waste can be reused up to 100% which also contributes to a sustainable production.

The increasing demand due to higher energy costs and stricter environmental regulations made the investment necessary. A big part of the products of the new plant will come to the booming Serbian market. The rest will be exported to Croatia, Romania and Slovenia. When deciding on the new location Masterplast's management considered also the available storage, administration and logistic capacities. Despite the increasing competition on the market of façade insulation systems we believe that our new high-quality equipments can reduce production costs and will help gain extra market share in the region. The demand for these products is expected to be fuelled also by the stricter regulations on energy efficiency.





## Professional sales system, unique technical support

### Professional sales system

Our sales system consists of different divisions related to certain geographical areas. Personal partner relationship is the key of our business strategy therefore our salesmen frequently visit our partners to ensure a dynamic development of our partnerships. Several times a year Masterplast organizes technical conferences for our colleagues and partners. For the best technical use of Masterplast products we educate our contractors. Additionally, Masterplast supports the professional higher education to help the contractors and engineers of the future. By forming our products into complete systems, we provide value-added services to our partners. Our aim is to develop our product lines into high-quality brands.

### Unique technical support

Through Masterplast history, our principle was to help our partners became more successful by using Masterplast products. To ensure this, we provide our partners with strong technical support. In every country where Masterplast is present we employ engineer consultants who give direct support for Masterplast representatives, distributors and customers. According to the needs of our clients, we offer on site consultancy for contractors.

### Quality control

Masterplast Group pays attention to the reliability of its products. We set up a raw-material quality control department to proof the incoming goods. Our engineers use modern instruments and lab tools to control the quality of our products continuously. Our goal is to ensure that our costumers receive quality-controlled products with a manufacturer's guarantee. Masterplast develops its quality control lab continuously. We can test our products by pulling, pushing and ripping and also for mass, size accuracy and consistency. Additionally, we examine the shelter and coating thickness and curing time. Masterplast is aiming at a further development of its test lab, to be able to test the whole product range.

## A responsible company in the 21<sup>st</sup> century



### Professional events

Masterplast trains its colleagues continuously to be able to provide its partners and customers with professional services. The company organizes events for professionals involved in the construction sector. Masterplast appears at all important building fairs which enables us to maintain and strengthen our partner relations and build new ones.

### Corporate Social Responsibility

Masterplast is dedicated to corporate social responsibility. Since its foundation, the company uses the principles of responsible management in every level of its business activities. The key of Masterplast's successful CSR policy is to help the future generation and support the young professionals. Numerous projects have been undertaken inside and outside the company. Together with our employees we collect and transfer valuable donations for children for Christmas. We temper environmental pollution by using selective waste management and a fleet of trucks with low-emission. Masterplast is an important supporter of the Children Care Department of Saint George Hospital in Székesfehérvár. Through Masterplast's own foundation we help the recovering of children by giving medical equipment to the hospital. Masterplast also supports the Moha Foundation which helps autistic children. Supporting contemporary artists is another key issue as far as corporate social responsibility is concerned.

### Our Vision

Masterplast is an important market player all across the CEE region. Masterplast aims at becoming a real multinational company group with transparent operations and a responsible management. Simultaneously the company focuses on strengthening its main activities and the production and distribution of building materials. Therefore Masterplast continuously increases its production capacity and strengthens longterm stable supplier contacts. Creating environment-friendly products is a key issue of Masterplast product policy. The company ensures that its products and services are competitive, of high quality, available in every segment of the building material market and provide added value. The company makes efforts in every area of its activities for sustainable growth. With active corporate responsibility Masterplast appears as exemplary for the other players of the building material industry.



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