



Press Release

Poggenpohl acquires retail outlets in London

Poggenpohl UK has acquired three of its largest and longest established studios in London. These showrooms are the cornerstone of Poggenpohl's UK presence and represent sales of some five million pounds, which puts them among the ten biggest Poggenpohl studios in the world.

- The top end of the UK kitchen market is London-centric, London is where trends begin. Our decision to purchase these studios recognises their strategic importance to our business. These studios also provide us with an opportunity to 'lead from the front' in terms of UK retail development. We can demonstrate rather than dictate new ideas to our current and future retail partners throughout the country, said Elmar Duffner, Business Unit Manager of Poggenpohl.

Since 2001, Poggenpohl has reduced its authorised UK outlets from around 60 to just 22. The policy is quality before quantity, a focus on excellence. Poggenpohl's 'Studioconcept' – a global blueprint for showroom layout, ambience and standards is being introduced throughout the UK Poggenpohl Design Centre network, bringing them in line with over 250 other Poggenpohl studios throughout the world. In 2003 Poggenpohl had a strong sales and results development, for one thing UK sales of Poggenpohl kitchens rose by close to 40%.

The three studios are: the Finchley Road landmark Norman Glenn Kitchens, Ultimate Kitchens (Pimlico) and Wigmore Kitchens (W1).

Nobias AB
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For further information please contact:

Elmar Duffner, Business Unit Manager Poggenpohl, Tel. +49 171 7 65 83 60
Katarina Sivander, Communications Manager Nobias, Tel. +46 8 440 16 07

See also Nobias website: www.nobias.se

Nobias is Europe's leading kitchen interiors company. The Group operates in a number of European markets under strong brand names. Nobias's own specialist kitchen stores and franchise stores are responsible for most of the Group's sales. Nobias is leading the consolidation of the European kitchen market and creating profitable growth by making efficiency improvements and acquisitions, taking an industrial approach. The Group had sales of SEK 9.3 billion in 2003 and has around 6 200 employees. Nobias is listed on the Attract40 segment of Stockholmsbörsen's O-list.

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