

HAWORTH®

Introducing

GREATER CHINA & NORTH ASIA

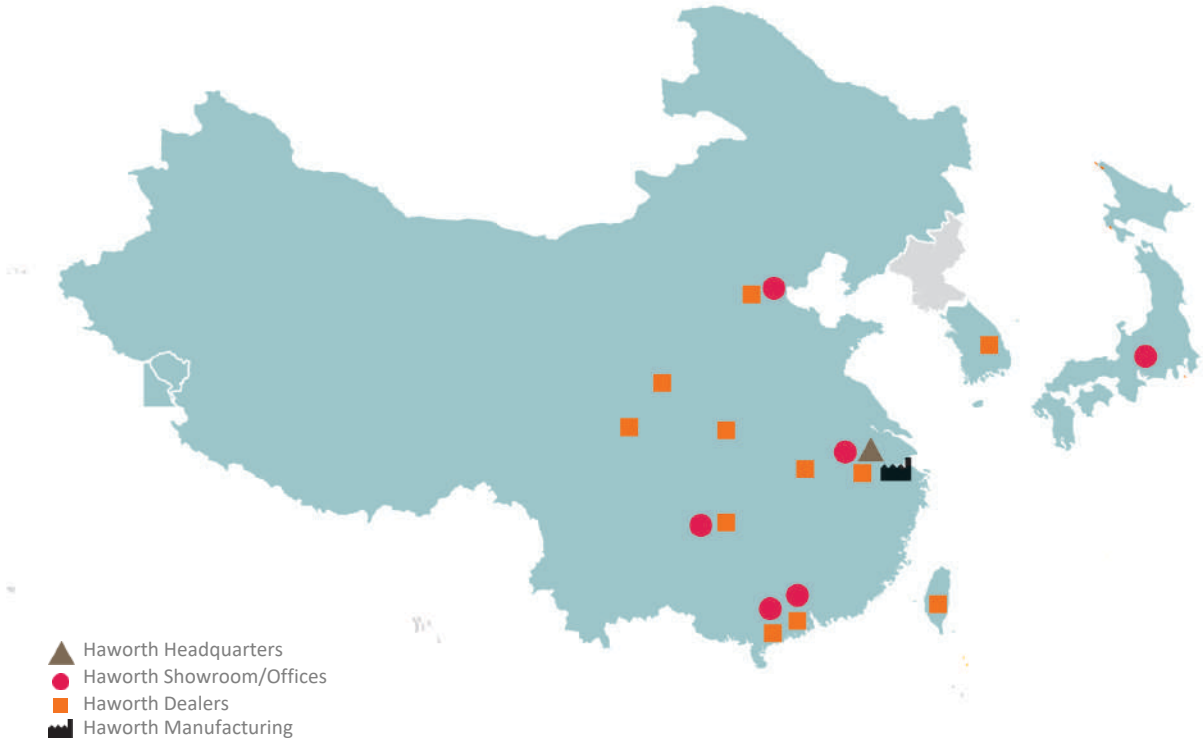
A comprehensive overview of what makes Haworth uniquely positioned as your preferred workplace partner

Haworth Greater China and North Asia

As a global thought leader, over 25 years ago Haworth saw the opportunity to expand into the China market. In 1997, we proudly invested in our China manufacturing capabilities – **the first of its kind in our industry** – allowing us to service a growing market in a rapidly developing economy. We now design and manufacture in China for Asia Pacific and beyond, navigating cultural complexities and meeting client requirements.



Since then, Haworth China has established its brand and presence as a **unique provider and local workplace partner**. With our long-standing experience and expertise, our team, products and services are well positioned to meet the market needs.



HAWORTH

1987

Haworth enters Asia Pacific market in Hong Kong



2001

Factory expands production to include storage



2004

Factory begins product development and design in Asia Pacific



2009

Factory achieves Zero Waste to Landfill



2013

Intuity Systems – 1st globally designed product platform from Asia Pacific



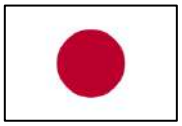
2014

Co_Cre8 service introduced to co-design bespoke solutions

2017-2018

Haworth opened its Chengdu and Shenzhen showrooms





1997

Haworth Furniture (Shanghai) Co. Ltd opens Wholly-Owned Foreign Enterprise factory in Shanghai & manufacturing begins with 1 panel system and 1 task chair. Haworth opened a business in Japan



2002

Asia Pacific Headquarters moves from Hong Kong to Shanghai



2008

Factory wins the award for 'Outstanding Enterprise in the Performance of Social Responsibility'

HAWORTH xFriends

2012

xFriends collaborative partnerships launch. Haworth Japan office moved from Shinagawa to Akasaka



2014

Beijing Showroom - 1st space to attain LEED v4 certification globally

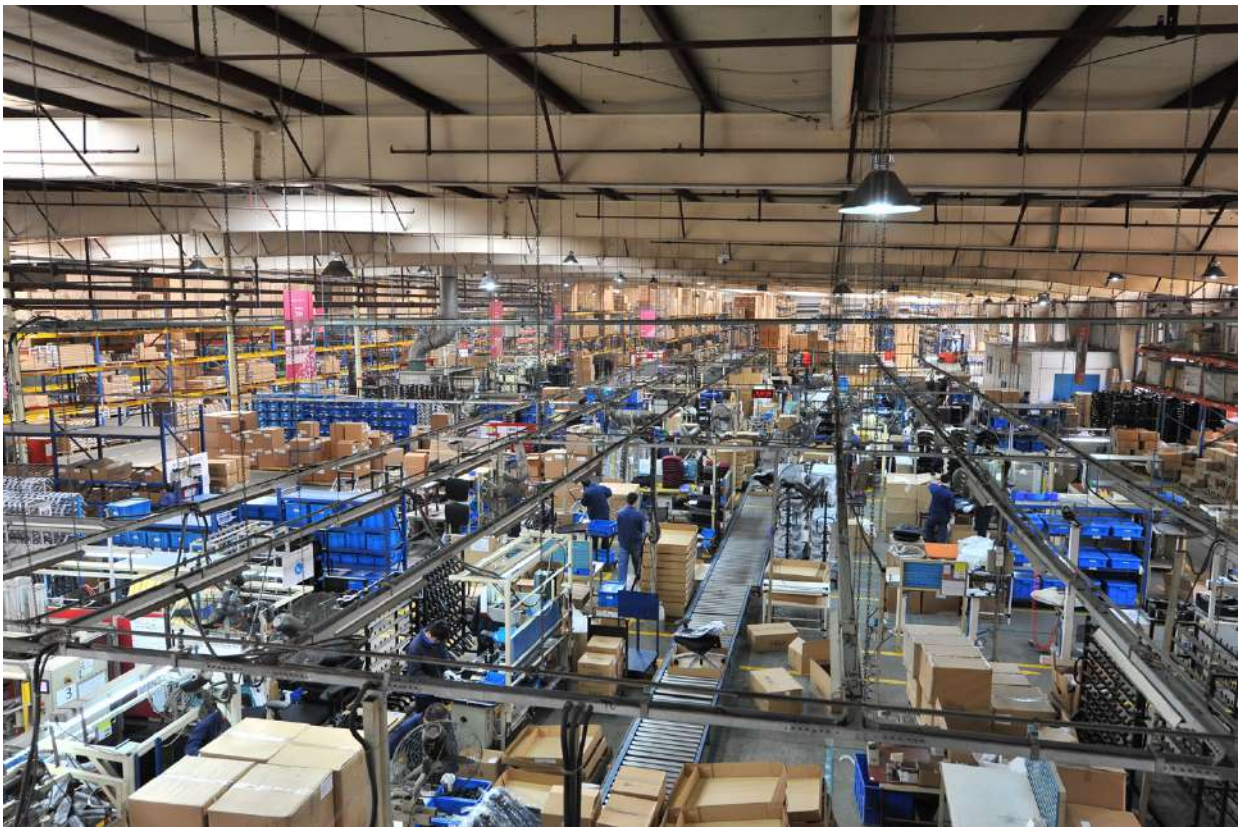


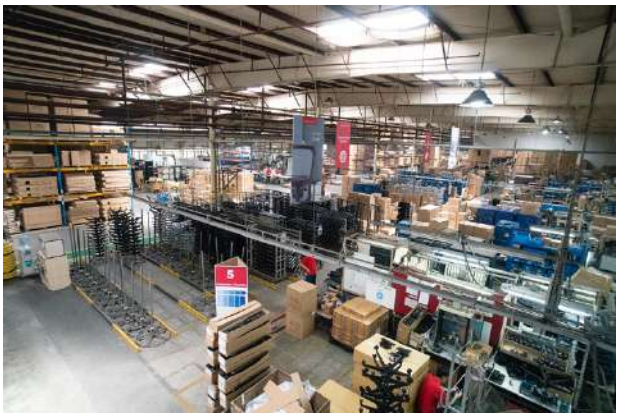
2016

Shanghai Showroom - 1st space to pilot the WELL Building certification in Asia. Haworth Japan showroom expanded.

2019

Expanding the Haworth Collection Partners





OUR FACTORY

With over 25 years of responsible manufacturing experience in China, Haworth is proud of our achievements in the region and continues to set a benchmark for **responsible, high quality manufacturing**.

We invested $US40 million to establish our manufacturing plant, Haworth Furniture (Shanghai) Co. Ltd., as a Wholly-Owned Foreign Enterprise (WOFE) in the Waigaoqiao Free Trade Zone on May 15, 1997. We began shipping products in October 1997 and by March 2001, Haworth China had a staff of 350 people. Today, we have 400 employees in China and the plant has made major advancements, manufacturing steel file cabinets and pedestals as well as work surfaces, tables, chairs and systems furniture products.

Our supply chain is both **mature and reliable** – from material sourcing to quality control, customisation to transportation.







OUR COMMITMENT TO SUSTAINABILITY

With a worldwide focus on **social responsibility** and **environmental sustainability**, Haworth China believes sustainable work environments are the way of the future. By taking a holistic, thoughtful approach to products and sourcing, sharing knowledge and services, continuous community support and engagement, and greater accountability, we strive to protect and restore our environment while creating economic value.

Haworth was the first company in its industry to issue a global corporate sustainability report that sets forth both short and long-term environmental objectives and performance goals. The report follows **Global Reporting Initiative (GRI)** guidelines and all years are available at **Haworth.com.**





OUR CERTIFICATIONS

- BIFMA
- ISO 9001 & ISO 14001
- OHSAS 18001
- Zero Waste to Landfill
- Cleaner Production Certification
- BIFMA LEVEL & GREENGUARD certified products
- LEED Rated Green Buildings











OUR PRODUCTS

Haworth has a global commitment to **design and innovation**, leveraged by our use of award-winning global products and an ability to develop and innovate to suit local market needs via our regional design teams.

We have developed many iconic products and global standards for the Asia Pacific region out of our Shanghai headquarters and our India plant in Chennai, where we are able to leverage the location to develop more cost-effective solutions. Intuity, born out of client collaboration, is an example of how we are able to take a specific client need and transform it into a solution, so beloved, that it gets added to our global product portfolio.

Launch of FERN

Leadership: Fern continues Haworth's Legacy of innovative seating designs. Fern is the most comfortable chair in the market and is a revolutionary seating experience. It has innovative total back support and achieves a new level of all day comfort. Fern's Wave Suspension™ system encourages movement with the spine as the backbone of a sitter's movement. Ferns play a vital role in wellness in the workplace environment.

Haworth has leveraged its experience as leader in task-seating to combine the latest in comfort and technology. Haworth also has new affordable task-chair in the workplace called **Aloha**. As collaborative work styles are finding growing support across the globe, our offices have seen a shift towards open plan spaces. Designed by Haworth in Asia Pacific, **SHIFT**™ – is a solution that supports focus at both individual and team level; providing a place for both performance and productivity. **SHIFT**™, with its flexible configuration possibilities, allows people to **SHIFT**™ quickly from different work modes.

For more information please visit haworth.com/ap

HAWORTH COLLECTION

The **Haworth Collection** is an exploration of inspiring design and refined craftsmanship. This premium and luxury portfolio of collaborative furniture celebrates the design heritage of Haworth-owned design solutions including Haworth in-house design team, external designers for Haworth, Poltrona Frau, Cappellini, GAN and Cassina Contract and Janus et Cie.

The Haworth Collection is a carefully curated, evolving selection of furniture, lighting and accessories. The Haworth Collection includes a number of heritage brands offering a diverse range of iconic designs, functionality and aesthetic options. Together the Haworth Collection offers products across a variety of spaces and environments - from commercial office to lobbies, airports, hotels, cafés and outdoor spaces.













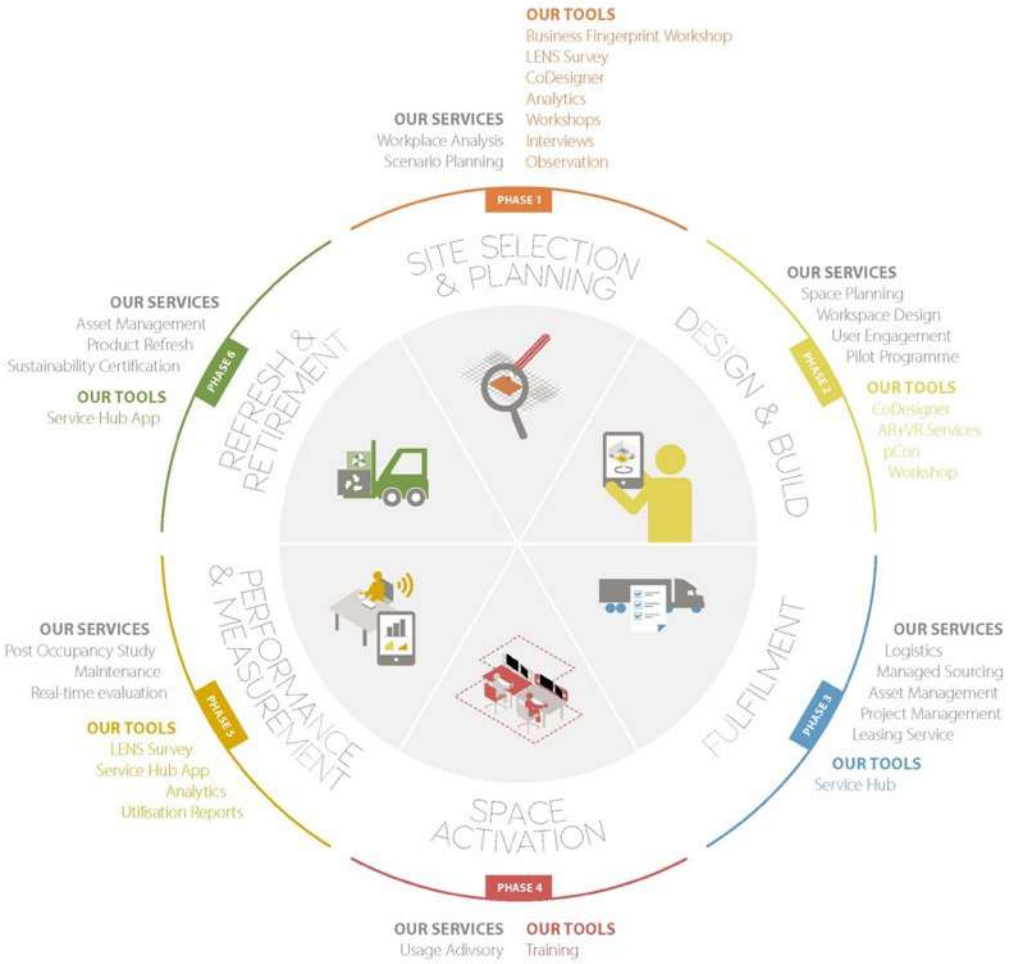
NEW HAWORTH COLLECTION PARTNERS

Haworth is delighted to welcome **BuzziSpace**, **Brunner** and **Framery** to the Haworth Collection in Asia-Pacific to create inspiring spaces. **Buzzispace:** creates furniture, acoustic and lighting solutions that accommodate the demands of the changing workplace. In a relentless pursuit of bettering the world through design. Buzzispace provide the key building blocks needed to create well-balanced spaces to make professionals feel at home wherever they are. **Brunner:** Your journey through a seating landscape of chairs starts with Brunner. It can go high if you choose – thanks to clever stacking. And no matter how long the business trip, there will be no shifting of chairs. Brunner Spoils you for choice. **Framery:** Framery is a pioneer and leading company in manufacturing and developing soundproof private spaces and pods that enable and reinforce happiness in workplaces. Framery was founded in 2010, and its products solve noise and privacy issues in dozens of the world's leading brands' offices.

For more information please visit haworth.com/ap

IDEATION SERVICES

Haworth's Ideation Services program has been developed to provide support to our customers by enabling a workspace to be effective, sustainable and evolving. To overcome this new globalised ever-changing reality, we challenged ourselves to come up with a way to "future-proof" our clients work environments; ensuring that what they invest in today will be adaptable and relevant for tomorrow. We call this Organic Spaces; a process where spaces can be defined, measured and redefined real time so that organisations can adapt their real estate to continually realign with core business objectives. Haworth helps create great spaces by leveraging knowledge and analytics for a seamless client experience. Understanding unique organisational culture and making data-based decisions improves the performance of the workspace.



ANALYTICS

Real estate costs represent the second largest corporate expense. This drives the need to continuously space utilization and maintain competitiveness. A typical workplace sit vacant 50-60% of the time. Reducing vacancy can potentially result in up to 40% savings. Big data's potential just keeps growing. Taking full advantage means companies must incorporate analytics into their strategic vision and use it to make better, faster decisions.

Haworth Analytics is an agile and intelligent service combining qualitative and quantitative data collection and analysis on workplace utilization. The analysis and reports provide Corporate Real Estate teams, architects, designers and workplace strategists with critical data to make informed decisions for current and future changes of the working environment.



WELLNESS

With top down leadership where wellness strategy is embraced by all, the benefits of a fully integrated wellness strategy will have a significant impact not only on lower absenteeism but in increased engagement and satisfaction with the workplace, hence increased effectiveness, teamwork and productivity.



Meeting today's human and environmental needs (e.g., water, health, and energy) without compromising the needs of future generations. The WELL framework guides projects toward a people centered solution. The idea is to that all 7 are equally important. The new Shanghai showroom is a pilot project for the Well Building Standard, a performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness. Haworth is excited to announce the opening of its new Shanghai Organic Space in Shanghai's central business district. It is one of the first WELL-certified facilities to be built in Asia Pacific.









DESIGN AND INNOVATION OUT OF SHANGHAI

Haworth has a global commitment to **design and innovation**, leveraged by our use of award-winning global products and an ability to develop and innovate to suit local market needs via our regional design teams.

Haworth's comprehensive design and development team is based at our Shanghai HQ and factory. It has developed many iconic products and global standards for the Asia Pacific region, including our Intuity platform. The team leverages its location to investigate new manufacturing techniques and opportunities to develop more innovative and cost effective workspace solutions.

Innovation is about discovering breakthrough ideas. At Haworth, it goes hand-in-hand with product development and design as we create new solutions for our customers.

Haworth's **Co_Cre8** team works with you to co-design product solutions that meet your unique workspace needs.

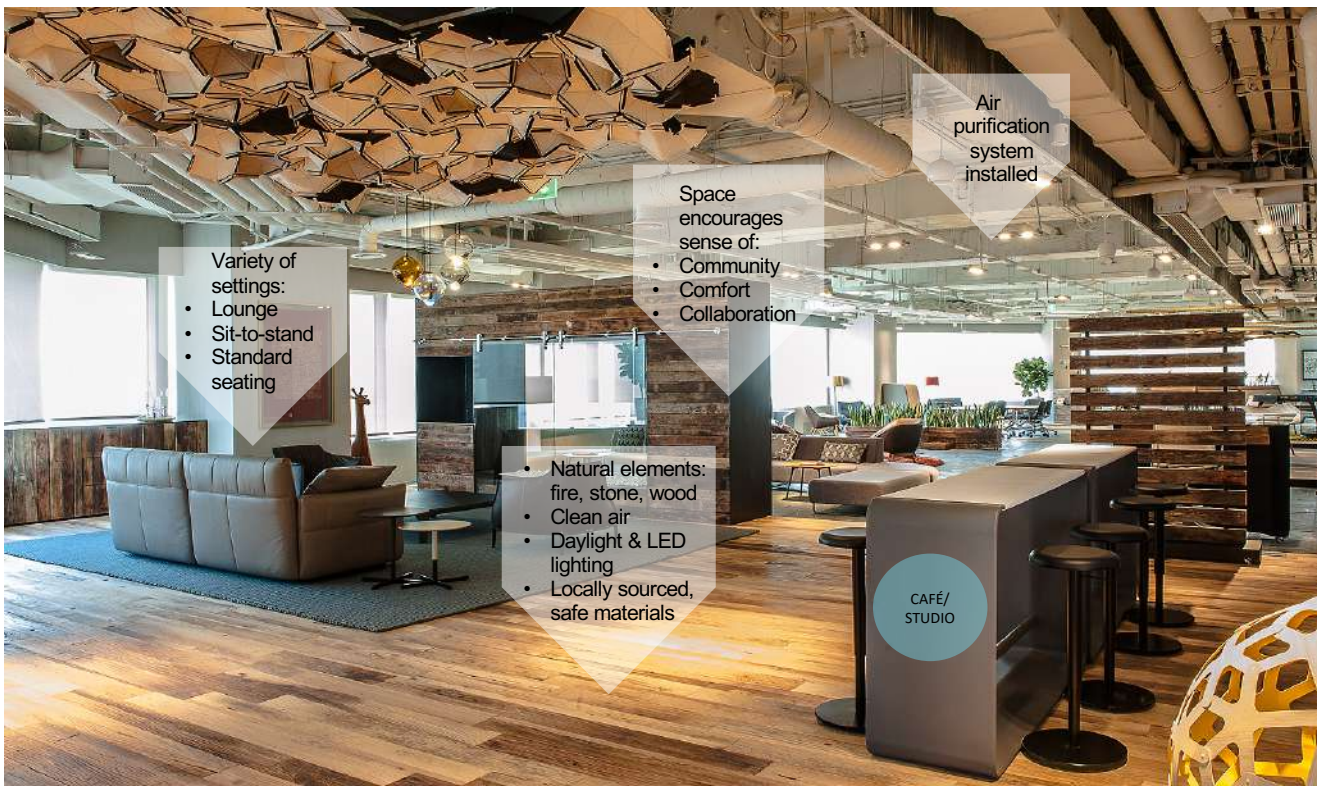
We have a design viewpoint that helps you create a space to support your business drivers as they evolve. Drawing from resources and knowledge around the world, the Haworth Design Studio collaborates with research and development partners to identify, develop, and launch new and breakthrough innovations. Haworth combines global knowledge and research with meaningful design integration for Organic Workspaces that can endlessly adapt as needs change.

FIRST WELL BUILDING CERTIFIED COMMERCIAL INTERIOR IN ASIA

Our Shanghai Organic Space is the first commercial interior in Asia to achieve the WELL Building Certification – focusing on human health and wellness in built environments.

The new Shanghai showroom was our pilot project for the Well Building Standard, a performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness. Haworth has organic showroom spaces in Shanghai, Beijing, Chengdu, Shenzhen and Hong Kong that set the bar high in design and sustainability leadership





OUR TEAM

Haworth has the most **highly trained, experienced, long tenured workplace experts** across Asia Pacific, Middle East and Africa. With our executive team located at our Headquarters in Shanghai, we can successfully provide you with the products, services and processes that will help you realize and achieve your business goals.

Our team is truly global with a local perspective. Our experts have diverse experience educationally (design, architecture, business management, marketing, communication, HR, psychology, etc.), culturally, ethnically and generationally. We bring together cultural insights and values to ensure a locally relevant approach for you and your business.

OUR DEALER PARTNER

As part of our comprehensive service team, we have developed a **strong integrated partner and dealer**, HW Spaces (HWS). In 2012, HWS was created by members from Haworth's best talent and continues to bring industry leading solutions to the China market. We operate as a single team with a single focus **– our clients success.**



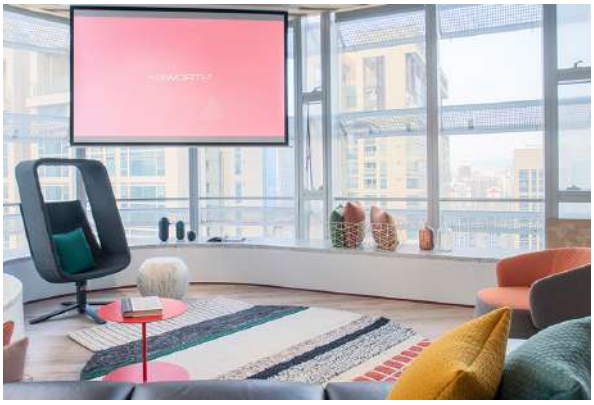












OUR SPACES

Haworth has organic showroom spaces in Shanghai, Beijing, Chengdu Hong Kong and Shenzhen that set the bar high in design and sustainability leadership.

LEED certification is about making the buildings more energy efficient, and making offices more sustainable and environmentally beneficial.

Our **Shanghai Organic Space** is the first commercial interior in Asia to achieve the **WELL Building Certification** – focusing on human health and wellness in built environments. We are also proud to be **LEED v4 GOLD and RESET (Indoor Air Quality) certified** demonstrating our commitment to sustainability. The space is also a major hub for local community and social events.

Our **Hong Kong Organic Space**, also highlights our design and sustainability credentials with the **LEED v3 GOLD** certification.

In May 2017 Haworth opened its **Chengdu** showroom at the IFS. The Haworth Chengdu Organic Space achieved a **LEED v4 Platinum certification**. This certification is an essential step for Haworth's further development in the southwest China market.

Haworth Japan launched their **Tokyo** showroom in 2017 to celebrate Haworth Japan's 20th anniversary. Clients and partners enjoyed a jolly evening of networking. Guests were invited to the Haworth Tokyo showroom for an event to explore the world of Haworth.

Opened in 2018, Haworth **Shenzhen** showroom locates in the CBD central area of Shenzhen Futian District. It represents Haworth's forward thinking about the current and future workplace trends and has attracted many clients with its Organic Space design concept.

SHOWROOMS STORY AND HAPPENINGS

From humble beginnings, when G.W. Haworth's parents loaned him $10,000 to start his business, we celebrate 70 years of innovation in 2018. In celebration, we were ecstatic to have our Chairman Matthew Haworth, alongside President and CEO Franco Bianchi spend some time with our guests in the Shanghai, Sydney, Bangalore and New Delhi showrooms. Our showrooms are not just places, but an avenue where we journey on learning more about space, products, wellness, the future of work, cultures and work styles. Our showrooms across Asia Pacific have hosted several workshops and client activities.





Seating Leadership Campaign - Sit Well, Work Well, Feel Well. Haworth is leading the way in ergonomic task seating that supports people's well being at work and helps organisations increase engagement, creativity and performance. We invited Architecture and Interior Designers to come visit the showrooms in China and interact with the display and experience all these chairs for themselves. Meet Fern, Zody, Very, Soji and Aloha; our family of leading task chairs. Each delivers comfortable, sophisticated solutions that enhance working environments and support individuals with easy to use, accessible adjustments.
For more information:
https://www.haworth.com/ap/seatingleadership







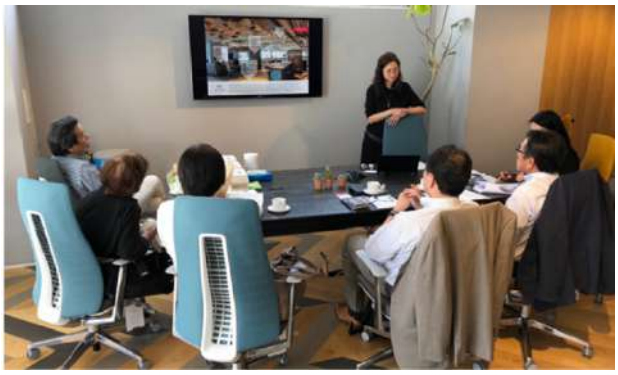












SHOWROOM EVENTS

On March 2017, over 50 guests gathered together at the Haworth Shanghai Kerry Center Showroom for a Breakfast session on the subject of: Emerging Trend of Health and Wellbeing and the Impact on the Workplace. What is wellbeing and why companies need to know the impact of this hot topic for 2017? Incorporating a global perspective with local insights and a view from the

health clinic side, expert panelists for a deep dive into the trend of wellbeing and its impact on the workplace. It was followed with an open discussion with the participants. Haworth also invited a Cartoonist who live recorded the session as another great takeaway to end up the morning.

In May 2017 Haworth opened its Chengdu showroom at the IFS. The Haworth Chengdu Organic Space achieved a LEED v4 Platinum certification. This certification is an essential step for Haworth's further development in the southwest China market. 'This year is the 30th year that Haworth celebrates its entry into Asia-Pacific market. Chengdu being a strategic city in the West China, will help us open the gateway to exploring further the North-West China market. We would not have achieved this success without the great support from our dealer partner – HWS Group."

Future of work at Haworth Tokyo event in May 2018. Haworth North Asia General Sale Manager, and the Haworth Strategic Services team has shared the latest in workplace trends and analytics.









SHOWROOMS STORY AND HAPPENINGS

It has been a vibrant run for the "It's a ColourFern World" colouring contest! The architects and designers showed off their talents in conceptualising and showcasing what they think the world of Fern chair is. Haworth had more than 180 entries across Australia, Southeast Asia, China, India and the Middle East. Haworth gave away coloured pencils to all participants and for the winners 10 Fern chairs. We were excited each week for the five weeks running to receive such creative illustrations with different concept sand exciting colours.

Haworth's journey to premium, celebrate great design. Haworth had Jasper Morrison Pop ups across 7 cities from March through May 2018. Participating Haworth showrooms were Singapore, Hong Kong, Shanghai, New Delhi, Mumbai, Sydney and Melbourne. Exploring Jasper Morrison's works through Cappellini, guests learned about Jasper's design philosophy and how his pure, authentic approach paves the way for inspiring spaces. Cappellini's keynote address further investigated how to build design-centric workplaces that motivate us to live and work better.

Haworth was proud to give away 30 Tates in 30 days through a photo contest, some chairs even exclusively signed by Giulio Capellini himself! We invited clients and partners to visit this photo contest at seven pop up locations and check out Jasper Morrison's range of #SuperNormal pieces. It was an exciting way to dive deeper into Jasper Morrison's authentic design paradigm for functional day-to-day items.

As part of our knowledge series, Haworth will deep dive in the world of Data driven Workplace and Smart Furniture. Hosted by Haworth Shanghai in June 2018

Haworth together with it's partner Luxxbox focused on performance collaborative pieces, to create spaces that inspire. Haworth had 6 Weeks of pop-up displays from May – July 2018 in 7 cities: Singapore, Shanghai, Hong Kong, Chennai, Bangalore, Sydney and Melbourne.

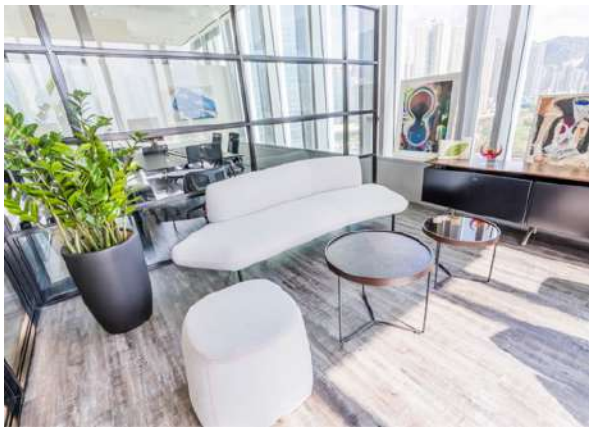
Luxury Automotive Brand, Shanghai, China

Requirements: The client wanted to create a healthy, modern and efficient workplace to boost productivity and retain great talent.

Solution: The company was very open to forward-thinking ideas in workplace design. We worked closely with decision makers to tailor a strategy and design that will inject a positive palette into collaborative spaces and personalise solutions for 100 workstations and 120 employees

Products: HAT height-adjustable workstations would increase employee health and wellbeing. Other elements used include VERY bar stools and wire stackers as canteen chairs, which create a streamlined, collaborative feel. AP Planes training and meeting tables. AP Planes training and meeting tables, Maria and Eddy are ideal for collaboration and creativity.





Tactical, Hong Kong

Requirements: workplace experience that would perfectly express its company values –quality, durability and authenticity.

Solution: Haworth worked alongside design firm, Artlink Design Associates, to create a dynamic, collaborative and productive workspace that would deliver a seemingly endless range of workplace possibilities using Intuity desks and storage. We added intuitive Aloha, Haworth Collection and task-seating for all-day comfort and efficiency regardless of an individual user's work style.

Products: Planes, Orbit and Audience Executive tables make teamwork and connection easy between workers. Haworth Collection collaborative pieces further conserved valuable floor space and maximised storage capacity.

Red Hat (Open Source software company)**,** Shenzhen, China

Requirements: Red Hat's new 6000 square foot office wanted a more open, and collaborative workplace design. A Workplace inspired by today's ever-changing work habits and personal work preferences. The guidelines called for a variety of open and enclosed spaces to cater for different ways of working and balance focussed and collaborative activities.

Solution: We started with Intuity benches and HAT elements desk– ideal for offices with a smaller footprint and wellness.

Products: M-series storage solutions, and Luxxbox shined a spotlight on focused work. Planes Meeting Tables to make collaboration beautifully simple and highly flexible.



For more case studies please visit: http://www.haworth.com/ap/research/case-studies



Daimler Group, Beijing

Requirements: The Daimler Group is one of the biggest producers of premium cars. They moved to a new 23 floor office building, it asked Haworth to supply a range of collaborative furniture to support the flexible workstyles of its staff for greater morale and productivity.

Solution: Planes HAT tables offer height-adjustable flexibility for the ultimate in workplace wellbeing. In breakout zones, loose furniture lounge seating combined tables for mobile brainstorming and exceptionally comfortable idea generation activities. Luxxbox Podia sofas allow users to connect, retreat, discuss and relax.

Products: Framery, Very, Very high chair, Window Seat, Imported Window Seat, Podia sofa, Mama Bear, Orbit, Elan.

Hawaiian Airlines Tokyo, Japan

Requirements: Haworth transformed the client's small, cramped Tokyo headquarters into a bright, open space that reflected its corporate branding and feel across its call centre, office space, conference and meeting rooms.

Solution: Incorporating Hawaiian Airlines' lighter, more natural colours into the furniture and interior design created a more welcoming and communal atmosphere, while more windows provide natural light for a healthier workplace.

Products: Intuity benching for a more creative, workspace to accommodate touchdown spaces.FERN task chairs, Audience tables, Very meeting chairs, Planes tables, Very Wire Stacker chairs, Smart storage- Tambour, Artitude and M Series Monkey Nut training tables promote the ultimate in flexibility





Social Networking Company, Hong Kong

Requirements: The client wanted an environment that would catalyse collaboration between their various internal teams while preserving the local culture of Hong Kong.

Solution: For their ninth office in Asia Pacific, Haworth worked with design firm Mmoser to create a **dynamic, highly collaborative** office that reflected the culture of the world's largest professional networking site.

Products: Zody Task Chairs, Very Seating Family, Allways Systems.

Sustainable Engineering Company, Shanghai

Requirements: To outfit a new 6,000-square-foot office with the principle goal of creating **'the greenest office space in Asia.'** The client required detailed material composition analysis, as well as the reuse of a portion of their existing Haworth furniture solution.

Solution: Designed by Gensler with green materials advocacy group and GIGABASE, Haworth was proud to supply a solution that supports the **Living Building Challenge** on top of the **LEED v4 Platinum Certification.**

Products: X99 Seminar Chair, EZ65 Task Chairs, Planes Tables, Allways Systems, M-Series Storage, Very Seating Family.





Healthcare & Pharmaceutical Company, Beijing

Requirements: To mirror the wellness and healthcare work styles of their European headquarters, this company was looking for an **open plan and collaborative environment**.

Solution: With Adrianse and EDG, Haworth was able to present a **total floorplate solution** through the use of our extensive Haworth portfolio.

Products: Height Adjustable Tables, Planes Tables, Kite Tables, Fletcher Perimeter, Zody Task Chairs, EZ65 Task Chairs, Very Side Chairs.

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