

HAWORTH®

Introducing

MIDDLE EAST & AFRICA

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

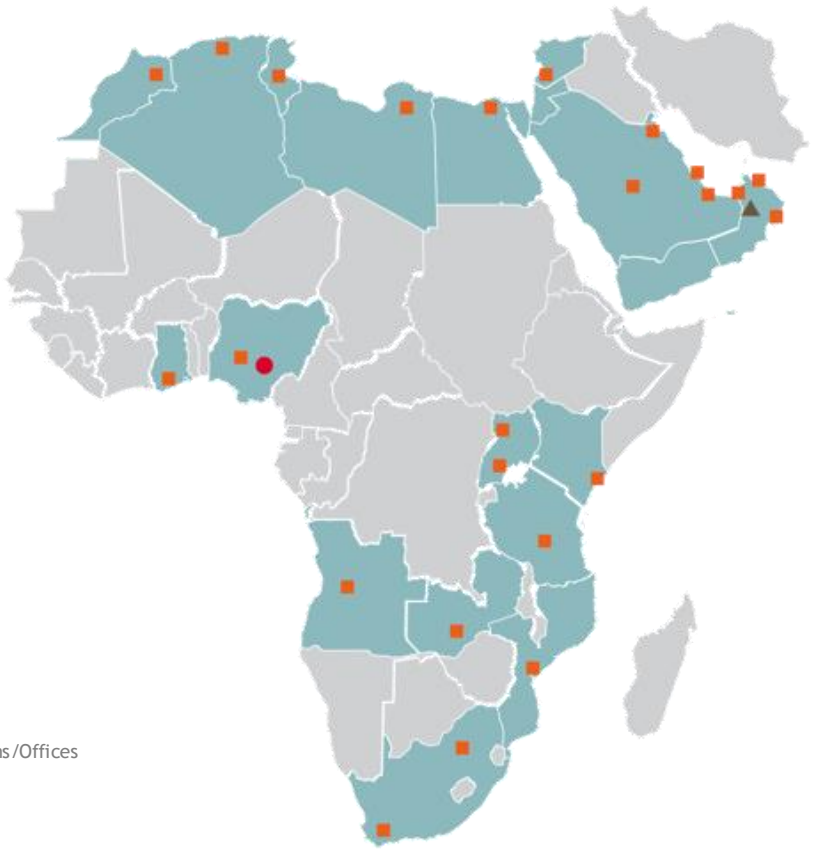
Haworth in Middle East and Africa

Headquartered in Dubai, Haworth has been servicing the Middle East and Africa for over 25 years. Unique to this region, products can be sourced from any of Haworth's three manufacturing regions AP, EU and the US. This allows our clients in the Middle East and Africa to select products from the full global product portfolio.

Africa is seen as an emerging market and plays a pivotal role contributing towards the growth of Haworth's International sector. Our clients too are responsible for funding development across the African continent with institutions such as the World Bank and Standard Chartered Bank leading the way in this field. Opportunity abounds and we pride ourselves on the relationships built with organizations who see the value in the services we provide to support their African growth.

Geographically, Africa brings it own set of nuances and challenges, none of which have ever prevented Haworth from delivering. In addition to our committed team, our strategically located dealer partners have allowed us to overcome these logistical challenges and hurdles. As the market leader in Africa for over 25 years, Haworth and it's experienced multi-disciplinary team are best placed to service and nurture this growing market.

Our teams consist of some of the best and most inspired members working with us around the globe, from parts of rural India to bustling Shanghai, to remote areas of Nairobi. Each member takes pride in helping our clients build for the future by gathering inspiration from the past - diverse cultures rich in tradition and values.



▲ Regional Headquarter
■ Haworth Dealer Partners Showrooms/Offices
● Haworth Manufacturing Facility

OUR HISTORY

We believe in creating inspiring spaces to enrich lives and businesses around the world. We work hard to help you achieve your goals and enhance your experience by providing consistent support and the resources and capabilities you need throughout the region to create a total floorplate solution.

2018 — Haworth MEA strategically aligns with Haworth EU and AP to form new International Sector

2016 — Haworth appoints new dealer partners in Nairobi, Kenya and Tunis, Tunisia





2015 — Haworth Market Manager joins in Casablanca, Morocco



2014 — Haworth completes it's first educational project with the Aga Khan University in Nairobi, Kenya



2013 — Haworth Sales Manager joins in South Africa. Project Manager joins in Ghana



2010 — Haworth opens a Nigerian production line to serve it's Nigerian client base.



2008 — Dealer Manager located in Nigeria joins Haworth



2005 — Haworth enters the North African market in Morocco



1990 — Haworth enters the African market serving key global and local accounts



OUR PRODUCT PORTFOLIO

HAWORTH'S PRODUCTS

We design and manufacture solutions that help you create inspiring spaces. The breadth and strength of our portfolio forms the foundation for creating Organic Workspace, to keep your business nimble and make the most of your investment. We are partnership driven, and as such have collaborated with designers all across the globe to create innovative product solutions to meet various customer needs.

BECAUSE, TOGETHER, WE WORK BETTER.

The Haworth product line, xFriends programme, Haworth Collection and Preferred partners combined allows us to work with innovative design leaders, leverage their global technologies and products, and give you the ability to create a unique value proposition for your workplace. This allows us to best support you as you navigate through new markets and new ways of working.

HAWORTH®













HAWORTH® Collection

HAWORTH xFriends















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.

Like every market, Africa has it's own personality, needs and requirements. Taking this into consideration, we have curated a unique "African Spec" product line, developed to capture the essence of this dynamic and ever evolving region. In addition, Africa's geographical position presents a distinct advantage in that one can enjoy the benefits of selecting product from our Asia Pacific, European and North American product portfolio's while have access to our complete range of xFriends partners for collaborative furniture selections.

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 **Comply**. 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.

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, Cappellini, GAN , Framery, Pablo Design 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.

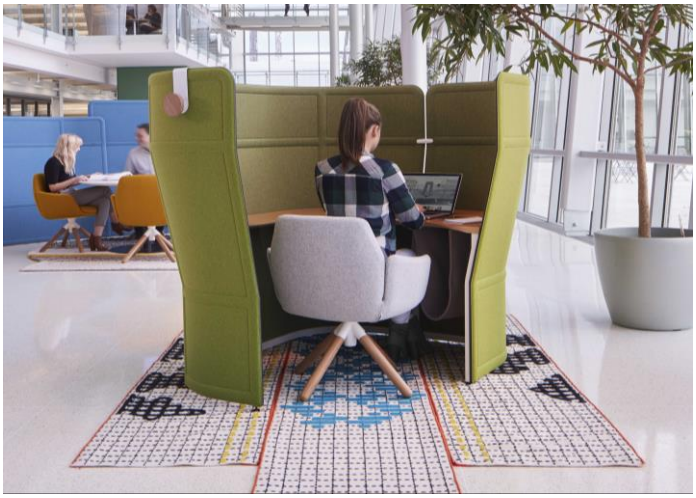






HAWORTH xFriends

Haworth developed our xFriends program in 2013. The **Haworth xFriends** program delivers a smarter, more comprehensive solution to meet the unique needs of today's fast changing, evolving workplace. It offers a fresh approach to workspace design that's focused on helping organisations achieve their objectives. It brings together a community of like-minded design partners that understand today's workplaces are a complex blend of collaborative zones, acoustically engineered focus spaces, brainstorming environments, workstations and task seating. Includes partnerships with brands such as Orangebox, Fletcher, Tilt, Kite, Matz Form, Idea Paint, Woven Image, David Trubridge, Luxxbox and IQ Commercial.





For more information please visit haworth.com/ap

SERVICES

Haworth's Harmony 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 globalized 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 organizations can adapt their real estate to continually realign with core business objectives.

WORKPLACE SOLUTIONS

Having a presence in Africa for over 20 years, Haworth has a deep practical knowledge of current and emerging workplace trends within the African market. Being a global company, we also have a comprehensive understanding of trends taking place in other markets, and use these insights to help our clients Create, evolve and Sustain their organizations over time.

We work closely with you to understand your workplace strategy, facilitating workshops and surveys that uncover your organizations culture and working styles. We help you operationalize your workplace strategy via installation, churn and delivery and asset inventory. For example, we have a recently introduced a stocking program into East Africa to reduce lead time to market. The program will be rolled out across key market areas allowing us to respond to client request more efficiently.

Haworth, as a responsible organization, helps to protect and restore our environment, create economic value, and support and strengthen our communities. Our Refresh and Refurbish programs are currently in operation in East and West Africa with our clients enjoying peace of mind their investment is maintained and serviced to the highest standards.



CLIENT RELATIONSHIP



HARMONY SERVICES



PROJECT EXECUTION



QUALITY
MANUFACTURING



PRODUCT
DEVELOPMENT





OUR COMMITMENT TO SUSTAINABILITY

With a worldwide focus on social responsibility and environmental sustainability, Haworth 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.

SOCIAL RESPONSIBILTY

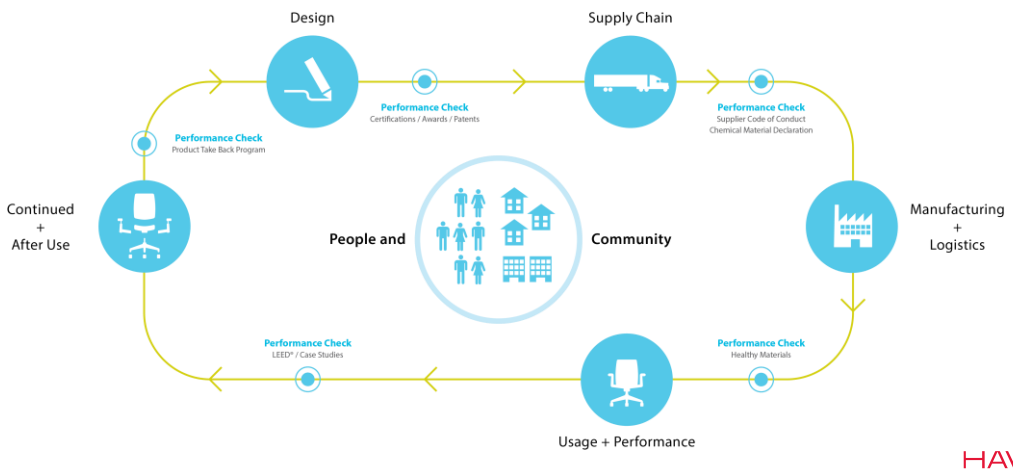
Around the globe, Haworth partners with thought-leaders and experts to support clients in creating healthy, productive workspaces.

Across the region, Haworth has been been a catalyst and a platform for knowledge sharing and community engagement by collaborating with organizations such as CoreNet, UHGBC, the Urban Land Institute, Co-Labs and Impact HUB to promote activism with the evolutions of the workplace.

ENVIRONMENTAL SUSTAINABILITY

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 Value Stream Approach:



OUR TEAM

Haworth has a highly trained, experienced management team operating across Africa. With a committed global and local team in place. Throughout the many years we have been in Africa, we have been uniquely successful in providing our clients not only the product and service solutions that help them to achieve their workplace goals but are able to do so despite encountering some very challenging logistical issue such as delivering product to landlocked countries, road closures and political unrest.

Our logistics team have a thorough understanding of moving product across the region. Our design team is in tune with many cultural differences which so often impact the design process. What's important though is that our clients can take cognizance in the fact that matter where they may find themselves on this vast continent they will always have a Haworth employee as their point of contact.

All Haworth members have at least 10 years industry experience across Africa. What's more is that each member brings their own set of strengths, creating a well rounded and solid team ready to take on any challenge Africa inevitably throws at them. From sales and logistics to installation and final hand-over, the Africa team have the ability to execute projects within budget, lead time and ultimately meet their clients expectations.

DEALER NETWORK

As a global company, our aim is to provide exceptional service to all markets. As such, we have expanded our reach by partnering with dealers across the region, of whom have the ability to showcase, carry and deliver stock and install Haworth product at a level which our global clients have come to expect and we demand.

LOCAL MANUFACTURING CAPABILITIES

We pride ourselves on being able to foresee potential challenges and put the necessary measurements in place to mitigate the effects. In Nigeria for example, due to strict importation regulations of office furniture product we partnered with a local manufacturer to locally assemble and manufacture Haworth product under license strictly for the Nigerian market. We also have partners in Morocco, Ethiopia, Kenya and South Africa who helps us distribute product and service our clients across key markets.



MEA HAWORTH REGIONAL TEAM

Haworth's strategic direction begins with its core values: a passion for serving customers and our members, embracing change, the continuous pursuit of greater efficiencies and striving for unmatched excellence in quality. This is why we have the most highly trained, experienced, long tenured management team across the Middle East and Africa.



BERNARD MOUAWAD
Managing Director
Middle East & Africa



GRAEME NEWTON
Regional Manager
Africa



TD DEEPAK
Area Manager
UAE, Jordan, Oman, Egypt



RAED BADAWI
Sr. Business Development Manager
Saudi Arabia, Bahrain & Lebanon



DOUNIA BENALI
Sales Manager North Africa, Morocco, Algeria & Tunisia



RICKY TAN
RegionalCustomer Operations Manager
United Arab Emirates



GINA BIRKHOFER
Sr. Business Development Manager
United Arab Emirates



RAJESH ANTHONY
Project Manager
United Arab Emirates



OUR 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 are a physical representation of our Organic Workspaces where your business issues get their solutions.

MIDDLE EAST AND AFRICA Haworth has an outstanding corporate head office and showroom at our regional headquarter, Dubai, United Arab Emirates. Besides this we have products on display at our preferred partners' showrooms across the region where our clients can experience our organic showroom spaces, such as in Nairobi, Casablanca and Johannesburg that set the bar high in design and sustainability leadership.





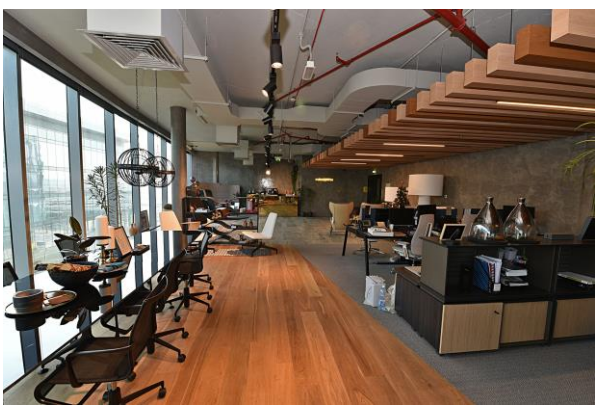
DUBAI , UNITED ARAB EMIRATES

Haworth reopened its redesigned showroom in October 26, 2016 in Dubai, located in the hearth of city's business quarter in Dubai Design District.

Visitors can experience the new landscape of today's work environments. Introducing Haworth Collection products this showroom is a great representation of our organic workspace approach. The 'Organic Spaces' strategy recognizes that there is a need for flexibility and adaptation to constant change in the workplace. An emphasis on hospitality and residential characters reflects the evolving work styles that can be seen around the region.

For more images visit
www.haworthshowrooms.com





SPACES @ WORK.

We have collaborated with some of the world's most recognized brands to create flexible workplace solutions that engage and inspire. all across the regions and various industries for over 30 years.









AGA KHAN UNIVERSITY, Nairobi, Kenya

Requirements: The new Head of Facility at the Aga Khan University wanted to change the work environment of his team. He found that the existing office setup of enclosed offices positioned just off the library restricted collaboration between departments and made the environment too intimidating for students to engage with faculty members outside the lecture halls. He also wanted to encourage the faculty heads not to leave the campus once they had completed their lecture schedule.

Solution: Haworth and Spaces at Work, a London based design firm, took the challenge. Understanding the brief we went about creating an open plan area that still respected the facilities requirements of maintain a certain level of privacy when needed. The clever specification of our product solution allowed us to respond accurately to the clients brief.

Results: After a number of workshops in London and over conference calls, it was determined that using the Haworth Reside, Beside , Belong product solution would give us the opportunity to specify an open plan environment. We also created touch down benching in the space to encourage students to also come and enjoy the space between lectures, and engage with the faculty. The colors within the space and furniture are dynamic and culturally aligned intended to stimulate the senses and creativity.

Products: Haworth US and EU products, Reside/Beside/Belong, Zody, Audience and Dialog.

THE AGA KHAN UNIVERSITY

PHARMACEUTICAL COMPANY , Casablanca, Morocco

Requirements: Pharmaceutical company relocating from old inner city premises to new location within La Marina business district.

Solution: Haworth teamed up with Tetris Design Firm to create an organic and peaceful workspace in tune with new current international workplace trends.

Results: A successful project and good example of a joint collaboration between client, designer and supplier.

Products: Intuity, Comforto 29, LTB, Meet You, Epure, T-Up, Tibas.

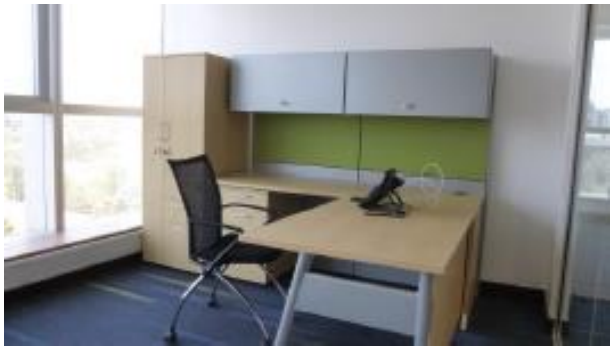














INTERNATIONAL BANK, Nairobi, Kenya

Requirements: A large project consisting of 12 floors, split into three separate departments. Client was in the US and required substantial design support from Haworth.

Solution: Haworth Middle East and Africa created numerous product solutions presented via Webex. Once final product solution was confirmed we provided a mock up in Nairobi and met the client on-site. Once the mock up was reviewed the product solution was clearly defined.

Result: Haworth delivered 12 floors within project schedule. The client expressed their gratitude and continue to use Haworth for projects throughout Africa.

Products: Xone, M-Series, X-99, Planes, Very Family



FINANCIAL COMPANY, Rwanda, Africa

Requirements: The client moved into a new space consisting of an open floor plan requiring collaborative furniture to encourage interaction and knowledge sharing.

Solution: In accordance with the theme of an open working environment, the Intuity system created high level of adaptability that facilitated a flexible, open desking orientation that employees were accustomed to.

Products: Intuity workstations & M-series, Fletcher, Planes Meeting tables & Zody/Hello/Very stool chairs

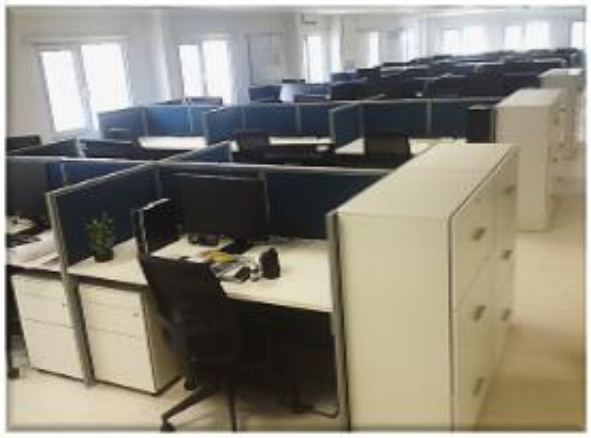
INTERNATIONAL ORGANIZATION, Central African Republic

Requirements: Client want to setup an new office in Conflict zone with Land lock. Client has a very tight schedule and very limited budget.

Solution: We have to find a partner who has strong presence in the region to help us deliver to site.

Products: AP Planes, Luzzo and Premise tables, X99 seminar, Very wire stacker





OIL & GAS COMPANY, Iraq, Western Asia

Requirements: Existing Workspace is open plan and limited on Storage. Client want a standardized, yet operationally-efficient workplace that would encourage collaboration and teaming activities, as well as provide privacy for individual Work and Storage space. Client also has limited budget. The project near by war zone. Client want us to do some manage sourcing like Carpet.

Solution: We have proposed client with Bamboo Two System with some privacy and more storage spaces. In order to create some collaborative environment, we have proposed some Lounge seating like M-sit next to some workstations.

Products: Bamboo two, Infinity, AP Planes, Zody, Lively, Very series, M-sit, M Series, Office Electrics & Carpet

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