

HAWORTH®

Introducing

PHILIPPINES

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

Haworth Philippines

Haworth has been operating in the Philippines since the late 1990's and had a substantial presence by partnering with a local dealer to service our extensive client base. In 2008, Haworth invested in placing our own people on the ground to assist our local dealer to in growing market share.

In 2014, Haworth established a representative office to capitalize on the significant growth of the Philippine markets. With this substantial investment, Haworth established a "brick and mortar" showroom in the iconic Zuellig Building at the center of the Makati CBD.

Recognizing the steady growth, Haworth obtained "full-fledged sales office status" in 2016 and ultimately acquired its own Import Permit in 2017. By having Haworth employees on the ground and the capability to import, we assured our "direct model to market" and dedication to excellence.
We have also developed our product offering in the Philippines to provide appropriate, local market solutions while maintaining exceptional Haworth quality, with a focus on the ergonomic and sustainability features that our customers expect from us.

We have the most significant install base of any multi-national companies in our industry in the Philippines. Major clients include Google, Novartis, ING, Total, Western Union, Norther Trust Bank, McKinsey & Company, Macquarie Bank, Telus, Ernst & Young, Manulife and many more.



▲ Haworth Headquarters
● Haworth Showroom/Offices
■ Haworth Dealers
Haworth Manufacturing

1990's
Haworth establishes presence in the Philippine market through Dealers

2000's
Haworth Manages the Philippine market through Singapore & Hong Kong

2008
First Haworth employee on the ground in the Philippine Market

2013
Haworth Project Management on the ground

2014
Launch Time: Haworth Organic Space Showroom in the Zuellig Building

2015
Haworth becomes a workplace knowledge leader in the Philippine Market

2016
Leveraging our success in the India BPO and KPO Market by sharing of expertise and resources between India and the Philippines.

2018
Haworth Manila showroom Refresh. A new collaborative focused showroom space

2019
Expanding the Haworth Collection Partners









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.













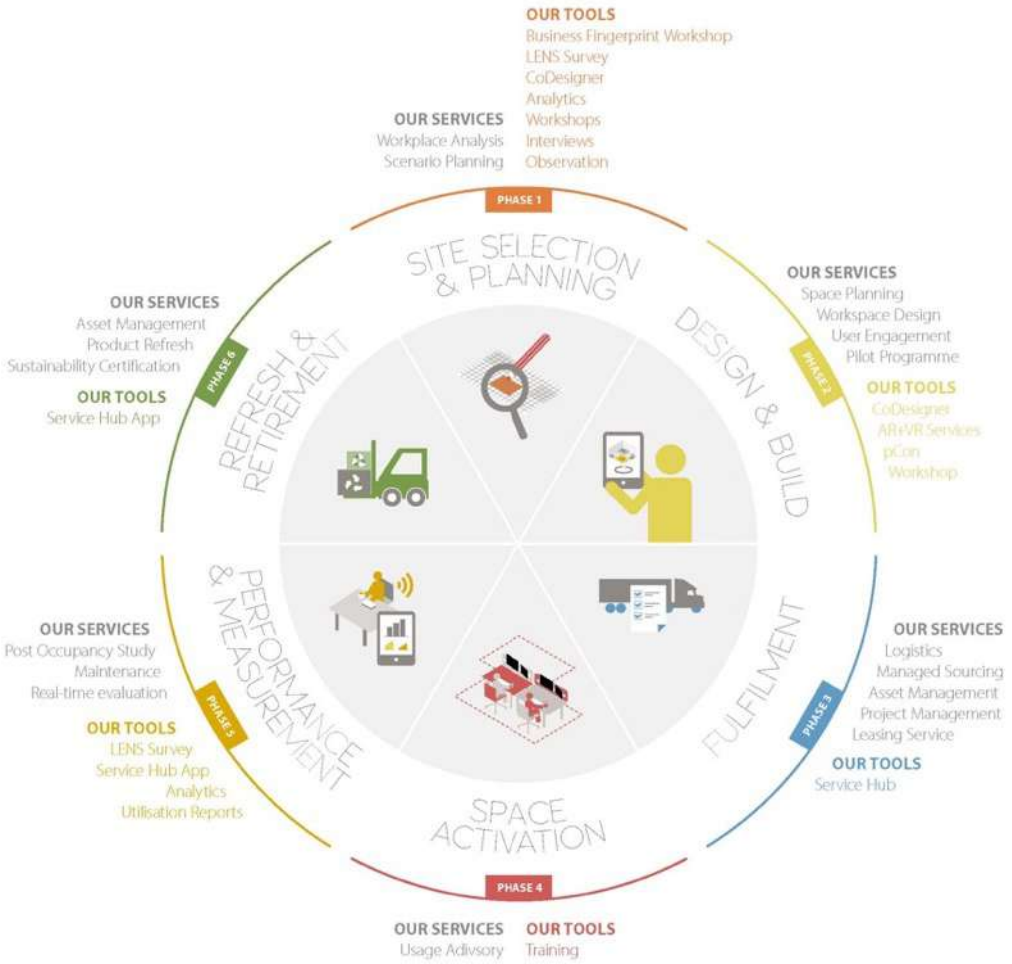
NEW HAWORTH COLLECTION PARTNERS

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.

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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.

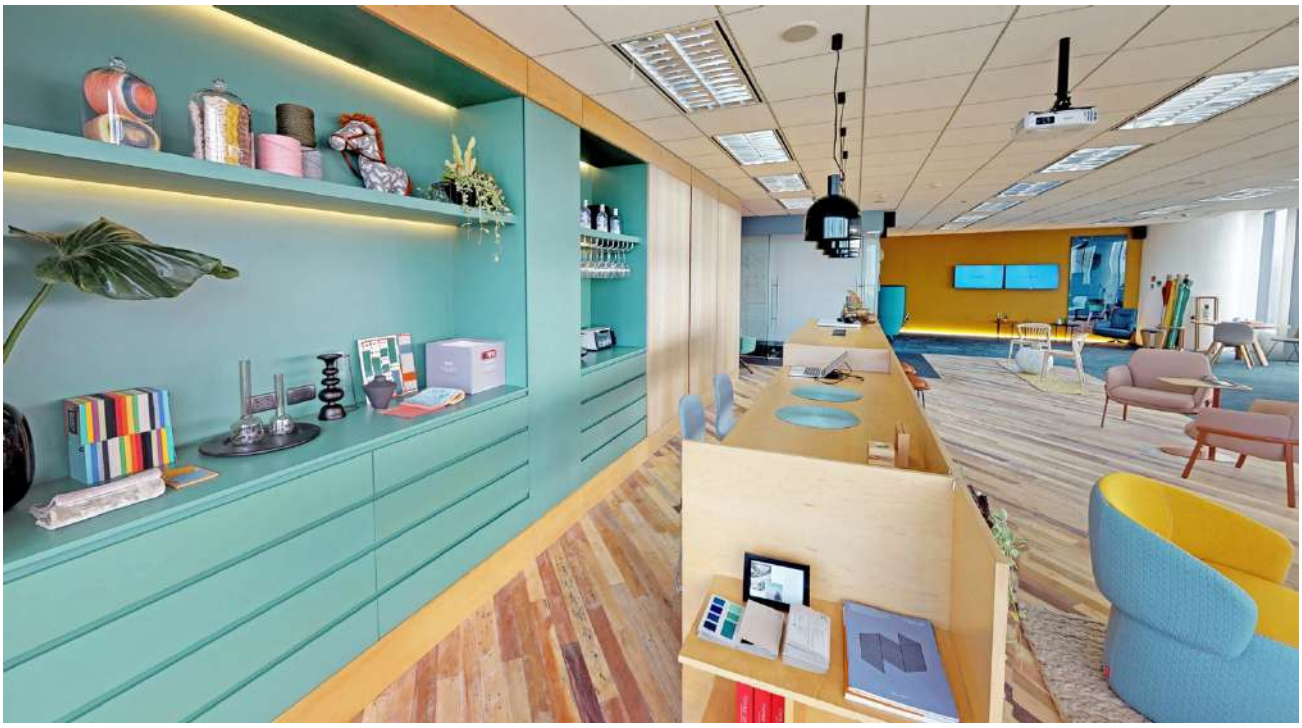


MANILA SHOWROOM

The Manila Haworth Showroom is a true living laboratory and working showroom where the ideas of our value proposition are lived and breathed. We practice what we preach in that the showroom has been a venue for lectures, parties, workshops, community engagements, and of course a place of work and play. Haworth has an Organic showroom space located in the heart of Makati in the Zuellig Building. The Philippines first LEED Platinum Building. In 2018 Haworth focussed on refreshing the space to make it more agile and collaboration friendly.







HAWORTH MANILA 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 showroom in Manila 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.











OUR TEAM

The Philippine team is comprised of highly trained, experienced, long tenured members; supported by committed global and regional teams, we can successfully provide the products, services and processes that will help partners realize and achieve their business goals. Our team is truly global – in both physical reach and expertise. But we also have a local perspective. Our experts have diverse experience educationally, culturally, ethnically and generationally. This allows us an enhanced sensitivity and respect of cultural values and clear insights of local requirements of your business.

We are strategically leveraging our experience and historical success in the India BPO and KPO Market through a cross pollination of talent and resources between India and the Philippines.







HAWORTH PHILIPPINES HAPPENINGS

In August 2017, Haworth partnered with San Martin Foundation to give away coloured pencils for young students aged 3-6 years old in the Philippines. These 170 students are part of a programme promoting and teaching them art skills. The children opened up with a dance number about fruits and did a colouring activity. In the end, they concluded with a meal. This activity is part of our drive to promote art not just in the workplaces but also in the communities that Haworth is present.







Knowledge Leader

Around the globe, Haworth partners with thought leaders and experts to support clients in creating healthy productive workspaces. Within the Philippines, Haworth has been been a catalyst and a platform for knowledge sharing and community engagement.

We have been instrumental in engaging change-makers and disrupters in the in the Philippine Market and have collaborated with organizations such as CoreNet, UHGBC, the Urban Land Institute, Co-Labs and Impact HUB. We have also participated in Community engagement and facilitated workshops with the Kaya Collaborative and Ashoka.

With our initiatives heavily focused on community engagement, active participation, and “activism” in the evolution of the workplace, Haworth has been connecting people with new ideas and treads in our industry. We have been a significant and powerful force in changing the Philippine Real Estate Market and local community for the better.

CoreNet Global Philippines Chapter was held in Haworth’s organic space located centrally in Manila. The speakers shared about the topic, 'APAC Occupier Markets 2016 in Review’.

Haworth Philippines held a special event in 2017 with KMC Solutions, which explored how the paradigm for real estate development is currently at a tipping point globally and in the Philippines. With a focus on how real estate developers must rethink how they design and develop buildings & spaces that are flexible, collaborative, and technology-empowered, in order to attract the tenants. Haworth’s Strategic Services business group and works with clients to co-design business solutions regionally.



Novartis Manila, Philippines

Requirements: Novartis asked Haworth to transform its Manila HQ into a collaborative space for 130 people in 12 months. The existing workspace used an old panel system and enclosed offices that prevented the collaborative environment Novartis wanted. Our challenge was to make the space more dynamic and agile with open workstations.

Solution: Haworth understood their exact needs and delivered cost-effective solutions. The result is a highly modern, functional and stylish space that Novartis employees love. "We're pleased with the partnership Novartis has developed with Haworth," ***Products:*** Tibas and Poppy workstations to deliver affordable flexibility and accommodate multiple workstyles. Height-adjustable tables and ergonomic chairs from our Aloha Active range created a comfortable space that boosts morale. Intuity's built-in powerboards provide extra AV support in meeting rooms, while IQ Commercial Pods offer a smart option for independent work

Leading Global Insurance Company

Project Mission: It wanted its work furniture to support greater flexibility, collaboration and inter-department interaction while also delivering cost-effective personal storage systems for employees and a relaxed, cool and comfortable environment for all.

Achieved by: Our solution ticked all the boxes. We specified 1600 Intuity System workstations for the ultimate in flexibility and scalability. We used low 1000mm H thin screens to allow ambient light to enter the floorplate and promote collaboration and discussion among team members.





Multinational IT BPO, Fort Bonifacio Global City

Project Mission: To be the best BPO facility in the Philippines

Achieved by: By providing Haworth's Intuity System and the highly ergonomic Zody task seating , the client made it a point to invest in the health and wellness of their employees. The result is a high quality work environment with the best amenities.



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