

MARAZZI  **GROUP**

MARAZZI GROUP: HISTORY OF A SUCCESS

The origins

In 1935, Filippo Marazzi Sr. founds **Marazzi Ceramiche** in Sassuolo (Modena). The first production plant, built using two parallel row of poplar trees as support structure, is called "cardboard factory" due to its provisional nature.

The 50's

Pietro Marazzi, Filippo's son, begins the **mechanization process** and carries out the first plants **expansion**.

The 60's

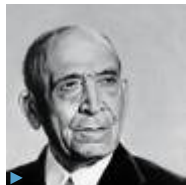
Marazzi is the first company in the industry to have important working **relationships** with **world-famous architects** and **industrial designers**. Giò Ponti designs the "**Four Times Curve**" tile for Marazzi, introduced at the Triennial exhibition in Milan.

The 70's

In 1974 Marazzi patented the **single-firing process**, (body and glaze quick firing), a revolution in the ceramic tile production, which became the most widely used production method worldwide.

Marazzi tiles carry the name of important **international designers and architects** (Biki, Forquet, Paco Rabanne).

From the "cardboard factory" to the partnership with designers and architects.



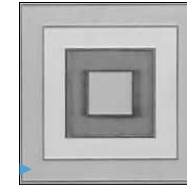
'40



'50



'60



'70



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The 80's

Filippo Marazzi Jr. begins the **internationalization process** - establishment of Marazzi Iberia (Spain) and American Marazzi Tile (Dallas, Texas, USA). The "Enduro" tile, which enhances performance and reaches wider markets, gets patented.

The 90's

Important **acquisitions** are carried out – Ceramiche Ragno SpA in Italy – in the core business area (Spain, Italy, France and the US) – and in ceramic tile complementary areas (sanitary fixtures – Italy). Further commercial offices are also opened in Japan, China, Arab Emirates and UK.

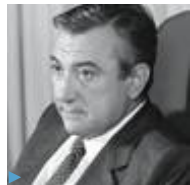
The 21st century

The Group begins expanding eastwards: **acquisition of a clay quarry** in Ukraine and construction of a **manufacturing plant in Moscow**. With the **acquisition of Welor Kerama**, Marazzi Group has become the main tile-sector player in Russia with a wide network of direct sale points throughout the country. In 2008, the **China Business Unit** is established – with the opening of direct sale points in Chinese market – and the **expansion of the manufacturing facility in Dallas** is completed in order to double its production capacity.

Year 2010

Marazzi Group has patented crystallized porcelain stoneware. The company has realized important investments on the most advanced and innovative technologies for ceramic and sanitaryware production.

From internationalization to the world.



'80



'90



'00



'00



'10

MARAZZI GROUP

Marazzi Group was established in 1935 in Sassuolo (Modena).

Currently Marazzi Group is one of the major Italian multinational manufacturers, world leader in ceramic tiles designing, manufacturing and marketing with an increasing presence in the sanitaryware market.

Manufacturing plants are located in Italy, Spain, France, Russia and the United States; the Group sells to over 130 countries.

Marazzi Group's main figures

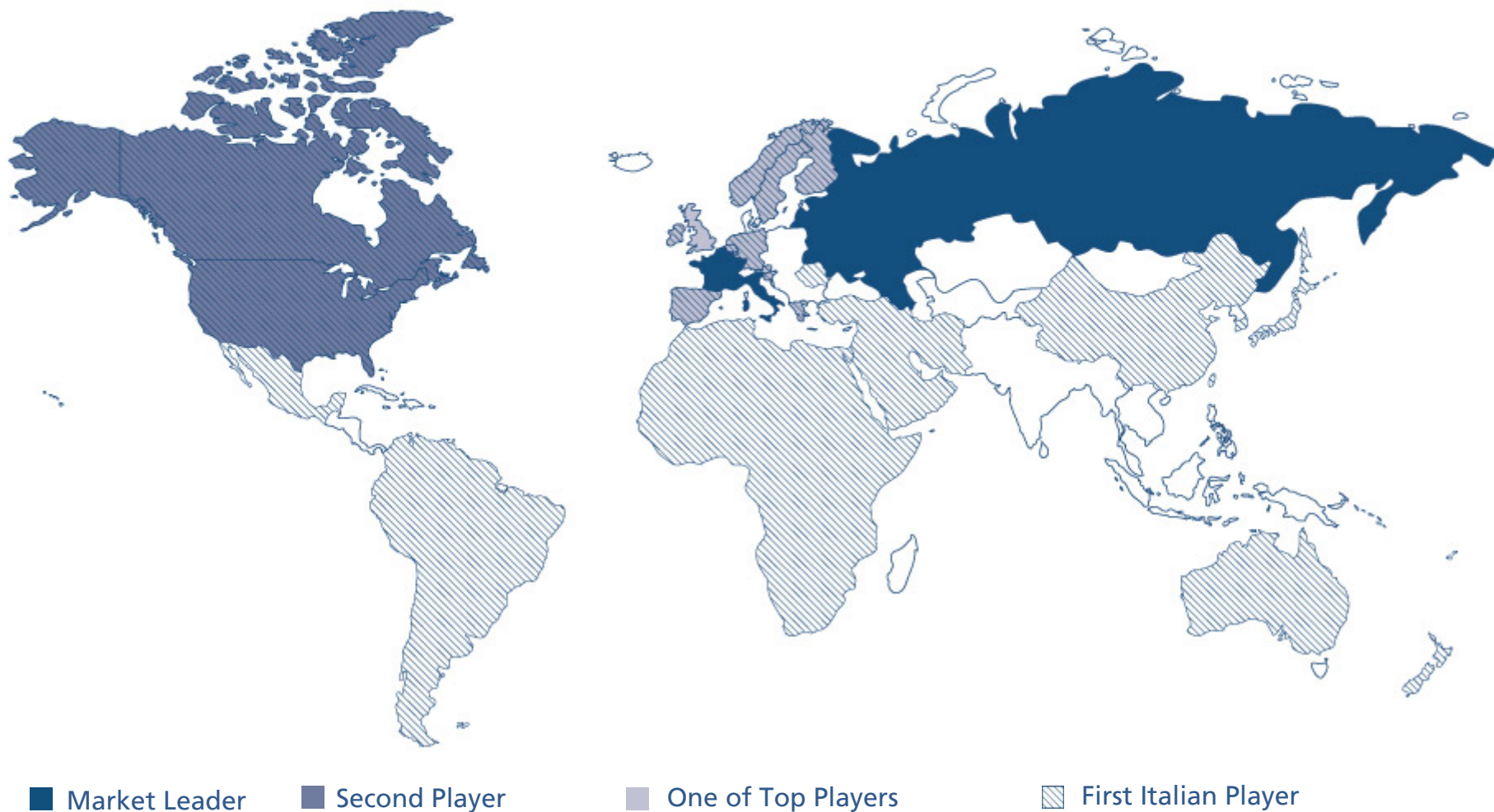


GLOBAL PRESENCE

Number 1 in Italy, France and Russia.

Number 2 in the United States.

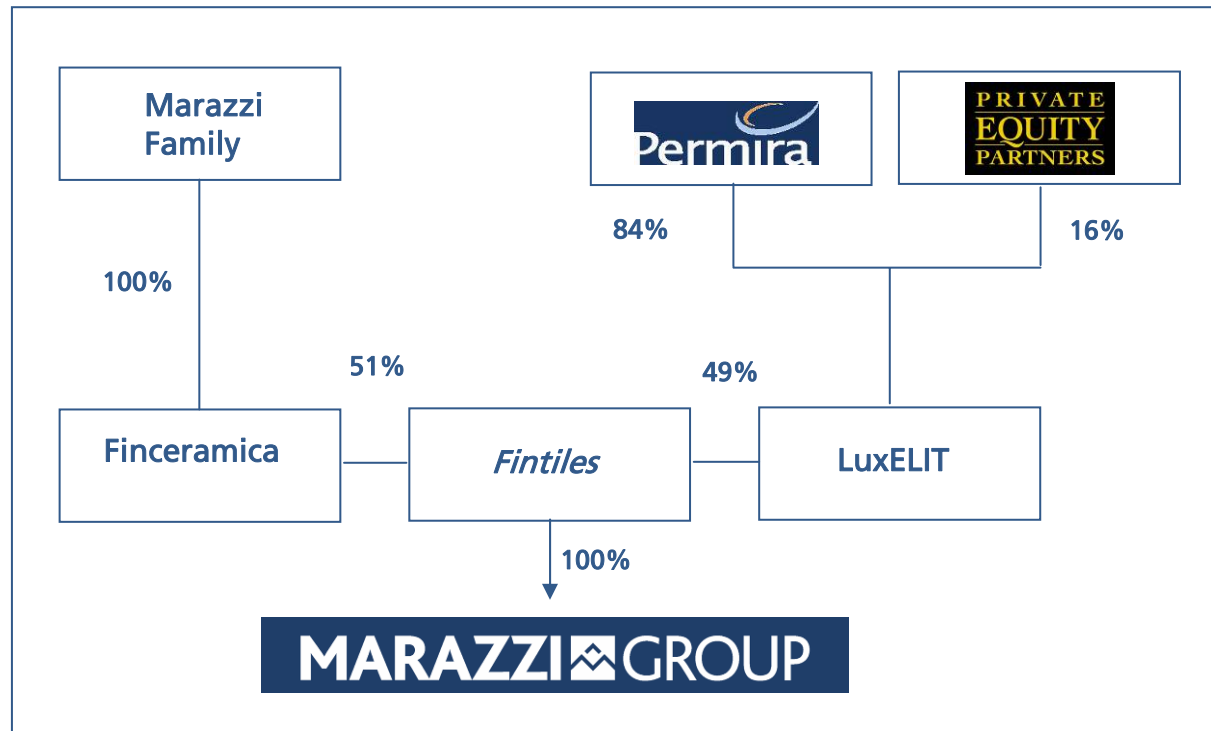
...one of **top players** in Spain, Germany, Greece, Scandinavia and in most of the 130 countries where the Group operates.



SHAREHOLDERS

Marazzi Group is controlled by the third generation of the original founding Marazzi family, holding the majority of the share capital.

The Group development strategy and further expansion into international markets are also supported by its partnership with two equity firms, Permira and Private Equity Partners.



PRODUCTS AND BRANDS

ceramic and gres

Marazzi Group is leader in the ceramic core business and offers an extensive products range including:

- Crystallized stoneware tiles
- Full body Porcelain Stoneware tiles
- Single-fired tiles
- Double-fired tiles

The wide range of product sizes – from mosaic to large ceramic slabs – allow customers to choose from over 10,000 combination options and aesthetic solutions.

The Group sells its ceramic tiles under internationally and locally well-known brands such as **Marazzi**, **Marazzi Tecnica**, **Ragno**, and also **Cerabati**, **France Alfa** and **Carofrance** on the French market, and **Kerama Marazzi**, brand leader in Russia.

The collection of sanitaryware, marked by high levels of design content, is sold worldwide under the **Hatria** brand.

Material, shape, color



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PRODUCTS AND SERVICES

bathroom furnishing

Hatria is the Group company specialised in the sanitaryware production made from **Vitreous China** and **Fine Fire Clay**, selling in the medium-high and high-end market range.

Hatria's state-of-the-art technologies have generated a **constantly evolving range of products**, and their **prestige** is enhanced by the collaboration and creativity of **leading names in design**.

Experimental styling, leading-edge technology, design and functionality, reliability and tradition are the keystones of Hatria's strategy, aiming to develop an always renewed product system:

- Washbasins
- Sanitary Fittings
- Furnishing Complements
- Showertrays
- Integrated One-Piece Sanitary Fitting System (**G Full**)

All these elements can be combined together thanks to their linear and sober design and high quality standards **100% Made in Italy**, thus creating an endless combination system for all type of restroom.



PRODUCTS AND SERVICES FOR ARCHITECTURE

Marazzi Group was the **first** company in the industry producing **high-performance tiles with superior technical characteristics** (porcelain stoneware, Enduro) and extending the use of this material to major civil engineering projects by certifying Marazzi's ventilated walls and raised floor systems.

Marazzi Engineering is the Group division that for over 20 years has offered to design professionals consultancy for using ceramic products in:

- major **outdoor civil engineering projects**: external cladding and floor renovation and construction, **ventilated walls** and urban furnishings.
- **interior design projects**: floors, including raised floors, for shopping malls and industrial centers, airports, schools and hospitals.

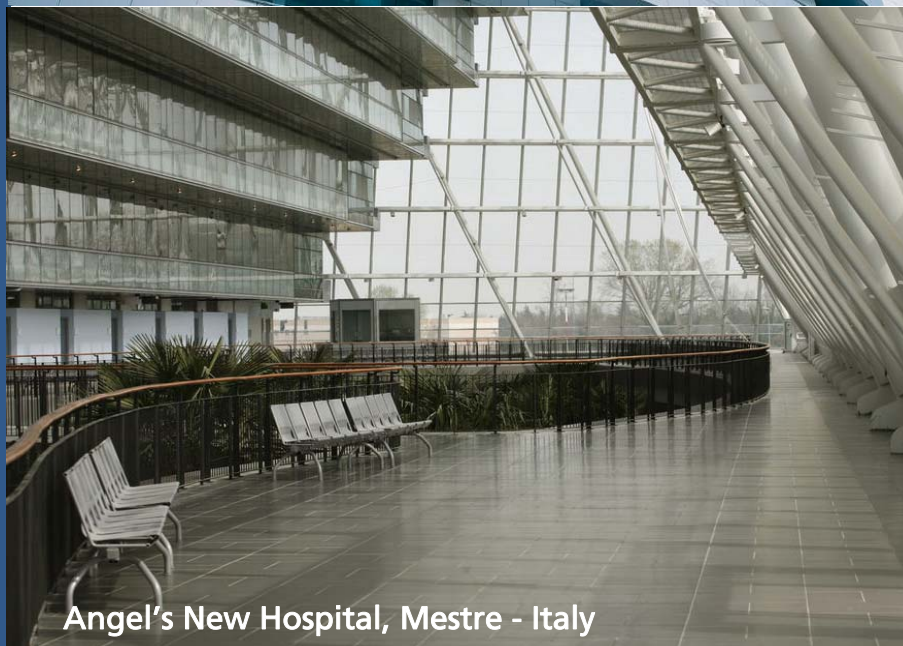




Palace of Justice, Ostrava - Czech Republic



NH Hotel, Milan - Italy



Angel's New Hospital, Mestre - Italy



New Cineplex , Sophia - Bulgaria

Cape Town International Airport



Rapid Transit Railway Johannesburg



Cape Town Green Point Stadium



Port Elisabeth Stadium

QUALITY AND ENVIRONMENT

For Marazzi, **loving ceramics** has always meant **respecting the environment**, in the sense of **the human and natural landscape**.

The Marazzi Group is a long-established promoter of **environmentally sustainable industrial production: the first Company** in the industry to achieve certification of its Quality System under the **ISO 9001** standard back in 1994, Marazzi went on to obtain **ISO 14001** for its environmental management system, and has voluntarily adopted the **EMAS** Regulations, which enable firms to monitor, report and improve their environmental performances.

Marazzi has also helped to make the manufacture of ceramic coverings a **closed-cycle production** operation, limiting consumption of natural resources and environmental impact - thanks to quarry remediation - and introducing controlled waste management, the optimisation of energy consumption and the recycling of industrial wastewater.

The single-shareholder joint-stock company Marazzi Group is also a **member** of the **Green Building Council Italia**, the association that promotes the culture of sustainable, energy-efficient, environment-friendly construction and helps to improve people's quality of life by means of the LEED® certification standard.



QUALITY AND ENVIRONMENT

For the Marazzi Group, **quality means quality of product, process and environmental sustainability**, priorities that have enabled the firm to certify its systems and products.

Some Marazzi product lines have obtained the **Ecolabel**, the European Union environmental quality label awarded to products which satisfy and comply with both environmental requirements and the rational use of energy resources.

What's more, several Marazzi series are made with at least 40% recycled material, qualifying them for voluntary product certification by the International **Certiquality** organisation, and complying with the requirements for **LEED®** (Leadership in Energy and Environmental Design) certification.

Last but not least, a large number of Marazzi products have also received **NF UPEC** certification, receiving the mark that demonstrates the finished product's conformity to the NF standards with correlation of technical characteristics with the intended use.



ETHICS AND VALUES

Marazzi Group's code of ethics requires the company to:

- respect every individual dignity
- safeguard privacy
- protect childrens' rights
- pursue an environmentally friendly industrial policy

Tradition, quality, skill, innovation culture and teamwork are Marazzi Group core values.



Thanks for your attention



'Triennale', Gio Ponti 1958