



Vajda papír
— We produce with love —

COMPANY PRESENTATION

Vajda-Papír – who we are?



Vajda-Papír is not only a leading European, branded and private label hygiene paper producer for domestic and away-from-home markets.

And more...



Welcome to our Company



Attila Vajda, owner and managing director of Vajda-Papír

A multinational group, with Hungarian roots: this is our company.

We started out as a small family company in a garage more than 20 years ago. Currently we sell our products in more than 30+ countries worldwide, thanks to our passion and the hard work of every colleagues.

650+ colleagues work together in Hungary and Norway, in 4 plants, to meet consumers needs and wishes at the best standard.

And our journey continues....



Vajda-Papír is the first production company in Hungary to issue green bonds, Budapest Stock Exchange, May 2021



Vajda Attila receives the Factory of the Year 2021 award from Gyula Zoltan Pomázi, President of the National Intellectual Property Office, May 2022



Minister of Finance Mihály Varga, Father Imre Kozma and Attila Vajda at the opening ceremony of the 2nd phase of the Dunaföldvár plant, July 2022



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Our company in a 5 minutes



Youtube link:
[Vajda-Papír](#) video
(Please switch on sound too.)

Vajda-Papír in a glance



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FOUNDED IN 1999
(HU)

650 EMPLOYEES

MORE THAN
258 MILLION EUR
NET ANNUAL REVENUE
(HU & NO AFFILIATES)



50% OF THE
REVENUE
GENERATED BY
EXPORT SALES

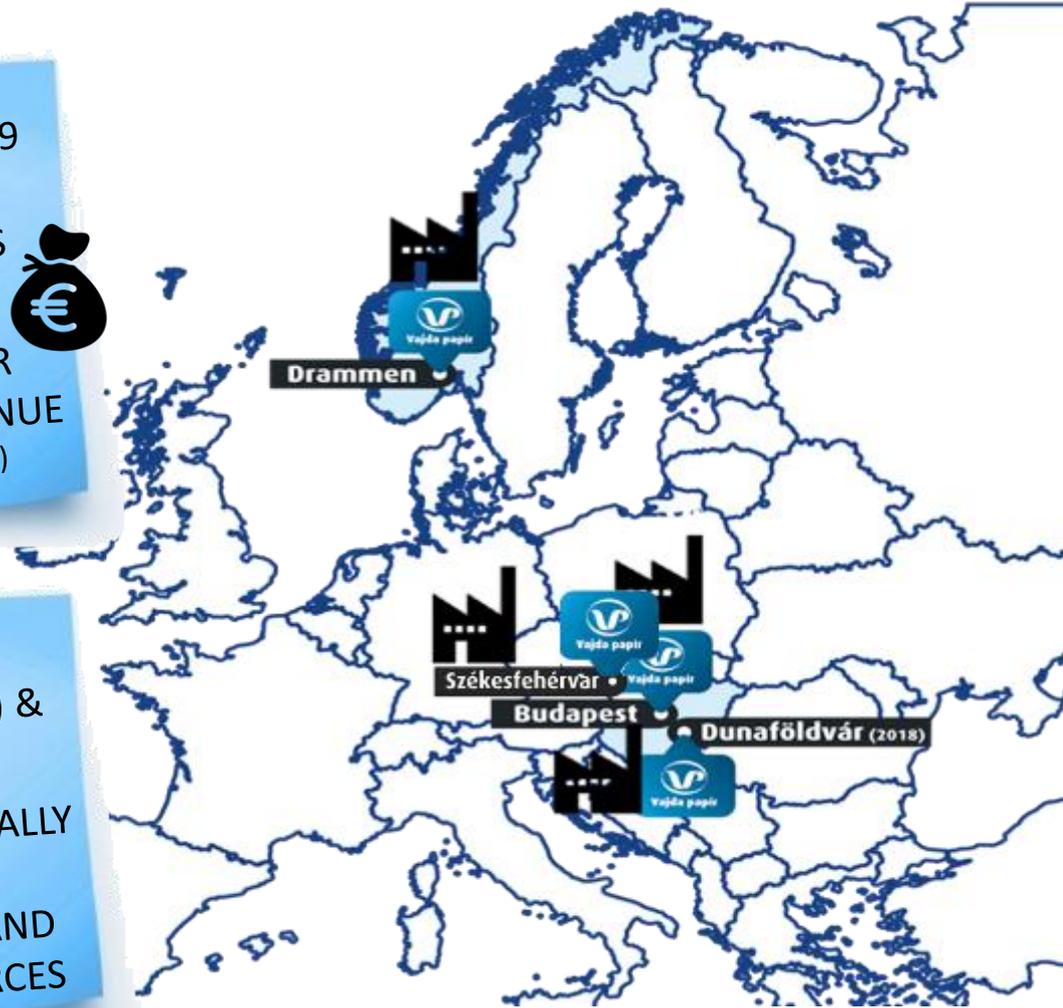
30+ COUNTRIES

MORE THAN 93
CUSTOMERS



MILLS IN HU(3) &
NO(1)

ENVIRONMENTALLY
CONSCIOUS
PRODUCTION AND
USE OF RESOURCES



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Vajda-Papír in the World



OUR VALUES:

- DETERMINATION AND PERSEVERANCE,
- EXCELLENCE AND AGILITY,
- FLEXIBILITY AND AGREEMENT,
- FAMILY BUSINESS AND INTERNATIONAL PRESENCE

VISION



OUR VISION:

- PROVIDING HEALTH AND HYGIENIC PRODUCTS FOR EVERYBODY

MISSION



OUR MISSION:

- SUPPORT THE SUSTAINED GROWTH OF OUR PARTNERS
- BE EFFICIENT SUPPLIER TO OUR PARTNERS
- BE RECOGNIZED AS AN EFFICIENT AND RELIABLE VALUE CREATOR BY ALL STAKEHOLDERS IN THE SANITARY PAPER SEGMENT WORLDWIDE

STRATEGIC PILLARS



STRATEGIC PILLARS:

- SUSTAINABILITY AND ENVIRONMENTAL AWARENESS,
- COMMITTED EMPLOYEES,
- EXCELLENT PRODUCT AND SERVICE QUALITY,
- COST EFFICIENCY, INNOVATIVE SOLUTIONS

ANNUAL CORPORATE TARGETS

ANNUAL AREA TARGETS

ANNUAL INDIVIDUAL TARGETS

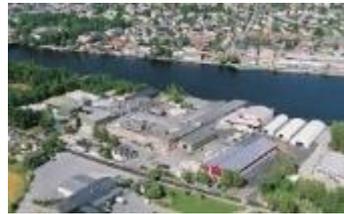
Our company's strategic pillars



Our path until the present moment



GREENFIELD INVESTMENT IN **BUDAPEST (HU)** AND NEW ROLL-CONVERTING LINE



DIRECT PRODUCTION PRESENCE FOR SCANDINAVIAN MARKET (**DRAMMEN, NO**) FULLY INTEGRATED WITH HUNGARIAN OPERATIONS (VAJDA-PAPIR SCANDINAVIA A.S.)



THIRD FACTORY, EUR 41 MILLION GREENFIELD INVESTMENT IN **DUNAFÖLDVÁR (HU)** FOR PAPER PRODUCTION AND ADDITIONAL CONVERTING CAPACITY



EUR 3.5 MILLION INVESTMENT: TYPE IIR SURGICAL FACE MASK PRODUCTION LINE FIRST INDUSTRIAL PRODUCER IN HUNGARY TO ISSUE GREEN BONDS VALUED AT EUR 24.7 MILLION



THE MINISTRY OF FOREIGN AFFAIRS AND TRADE (MFA), IN COOPERATION WITH THE HUNGARIAN INVESTMENT PROMOTION AGENCY (HIPA), AWARDED THE "LARGEST TRAINING PROGRAMME OF THE YEAR" PRIZE TO VAJDA-PAPÍR



FOUNDATION OF



ESTABLISHMENT OF CORPORATE ORGANIZATIONAL SETUP AND LAUNCH OF OOPS!



EUR 5 MILLION INVESTMENT INTO THREE NEW CONVERTING LINES, WHILST HEADCOUNT REACHES ALMOST 500 EMPLOYEES (**BUDAPEST, HU**)



COOPERATING IN RELAUNCH FULL-TIME VOCATIONAL TRAINING IN PAPERMAKING AND CONVERTING IN HUNGARY



FACTORY OF THE YEAR 2021 AWARD

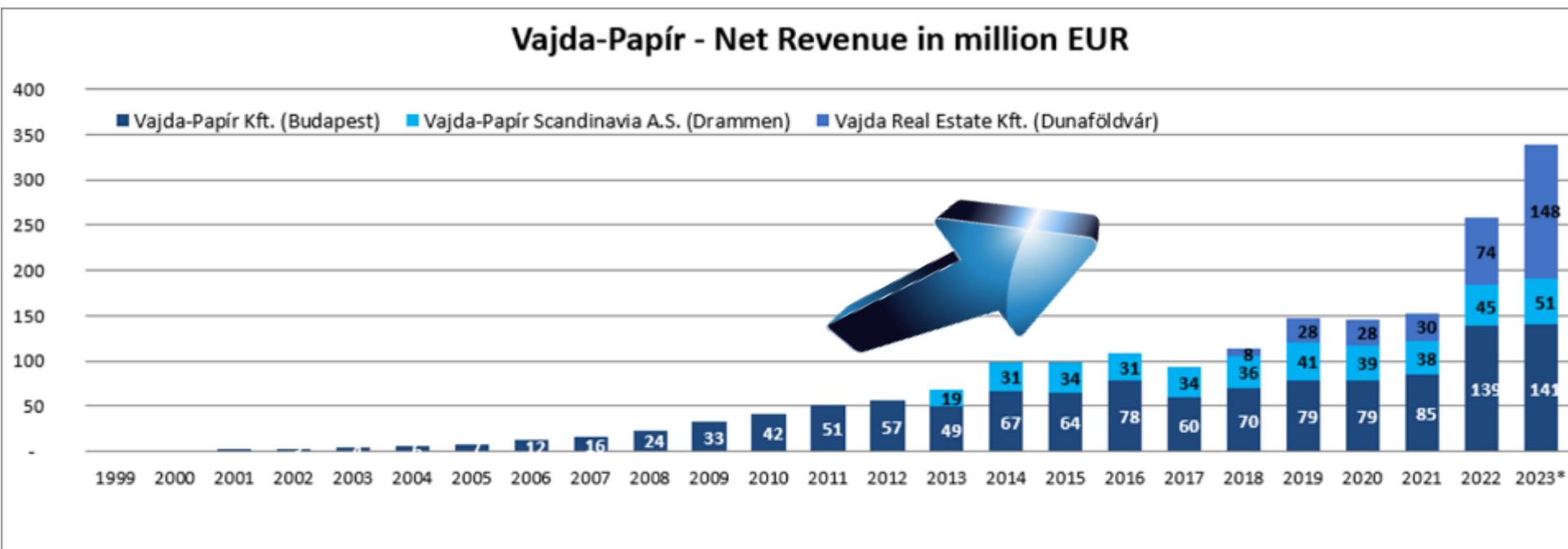
DUNAFÖLDVÁR (HU) PHASE II FACTORY BUILDING AND COMMISSIONING



Growth in value and markets

Successful track of continuous growth.

Vajda-Papír - Net Revenue in million EUR



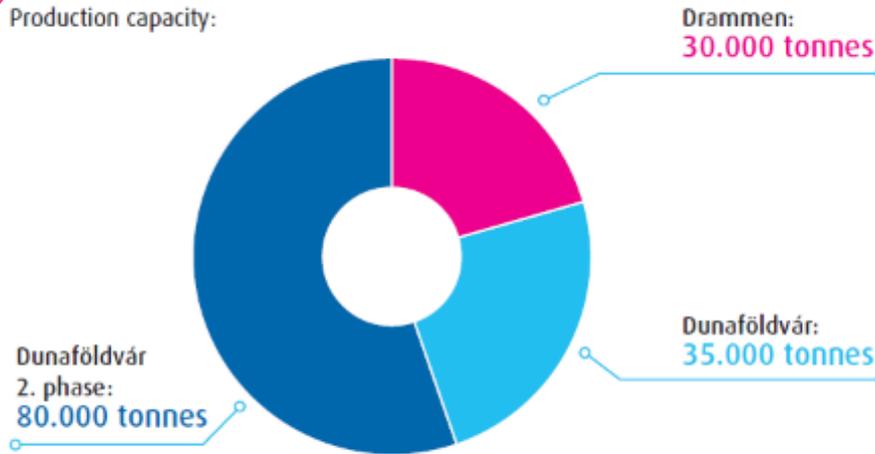
* Business plan

Mills & capacity



ANNUAL CAPACITY OF OUR FACTORIES

Production capacity:

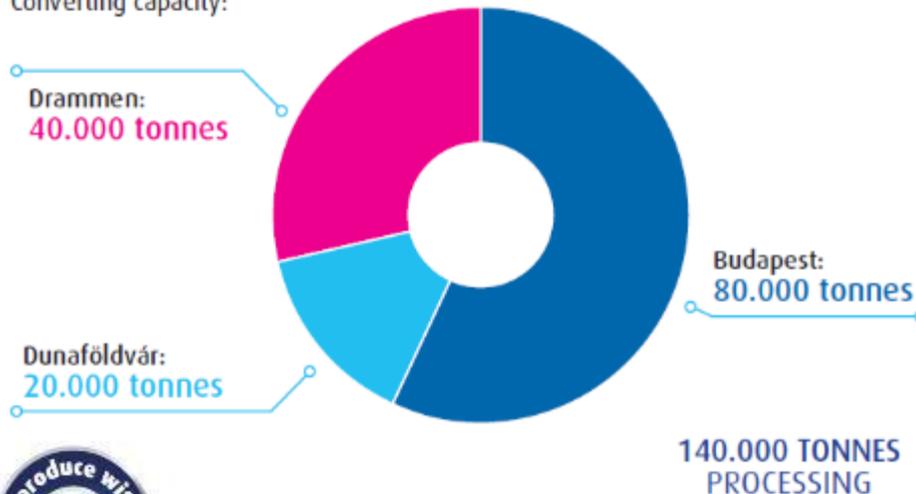


Vajda-Papír mill – Budapest (HU)



Vajda-Papír Scandinavia – Drammen (NO)

Converting capacity:



145.000 TONNES
PAPER PRODUCTION



Vajda-Papír mill – Dunaföldvár (HU)

140.000 TONNES
PROCESSING



Our Products



toilet paper, paper tissues, paper towels, paper napkins, industrial products, surgical face masks



Vajda-Papír – We produce with love



Toilet paper products



-  2-5 ply from FSC® certified pure or recycled cellulose
-  any pack size in different configuration (scan or flat)
-  different colours, scents, printing option upto 2 colours
-  diverse embossings

Paper towel products



2-3 ply from FSC® certified pure or recycled cellulose



1-16 rolls packsize



printing option upto 2 colours



diverse embossings

Handkerchief products



-  2-4 ply from FSC® certified pure or recycled cellulose
-  different pack sizes and configuration (bag or pocket; flat or cube facial)
-  options for scents

Napkin products



-  1-3 ply from FSC® certified pure cellulose
-  different pack sizes (20-600 pcs)
-  diverse of colours, printing option upto 2 colours

Industrial products



Toilet papers (jumbo, small rolls)



hand towels (rolled, v folded)



facial tissues



napkins (traditional, dispenser)

dispensers according to customer needs

Medical product

with the highest standards
in its category

- ✓ Ooops! Professional Surgical Face mask 3 ply
- ✓ Medical class I
- ✓ Type IIR level
- ✓ verified Class ISO 8 level of cleanroom according to ISO 14644-1 standard
- ✓ Operation system is complied with EN 13485:2016 standard

Medical device

Type IIR

Applicable standard
EN 14683:2019 + AC:2019

Made in EU

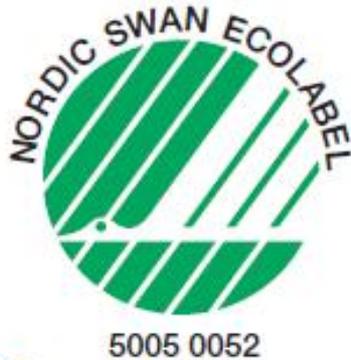


Certificates

We are proud of having the followings



The mark of responsible forestry



We at Vajda-Papír believe that production should also be environmentally friendly, so, we make useful products at a competitive price, in a way that is both economical and have minimal environmental impact, using the latest advances in technology and logistics.



Vajda-Papír – We produce with love



Our steps for a green future



-  We produced from raw materials sourced from **FSC® CERTIFIED RESPONSIBLY MANAGED FORESTS AND OTHER CONTROLLED SOURCES.**
-  In paper production, **100% OF MATERIAL** from chipping, edge trims and cut-offs which generated during processing are **PULPED AGAIN AND RECYCLED.**
-  Our high-capacity paper machines using the most modern, **ENERGY-EFFICIENT TECHNOLOGY** available - **ENVIRONMENTALLY FRIENDLY PRODUCTION**
-  Local base paper production line = production of own raw material (base paper) = predictability = self-sufficiency = **LOCAL PRODUCTION = SHORTER SUPPLIER ROUTES → REDUCTION OF CO₂ EMISSIONS**
-  Increasing **ENERGY EFFICIENCY WITH SUSTAINABLE WATER AND WASTEWATER MANAGEMENT** = biological treatment of water from paper production → reduction of water use from 12 m³ to 5.5 m³/tonnes
-  Our product **PACKAGING IS 100% RECYCLABLE AND CONTAINS 60% RECYCLED MATERIAL.** These production technologies and processes adapted to the **CIRCULAR WASTE MANAGEMENT SYSTEM**



Markets & Customers



EXPORT TO....

- MORE THAN 30 COUNTRIES
- MORE THAN 90 CUSTOMERS



KEY CUSTOMERS IN EUROPE



Market Share – Hungary

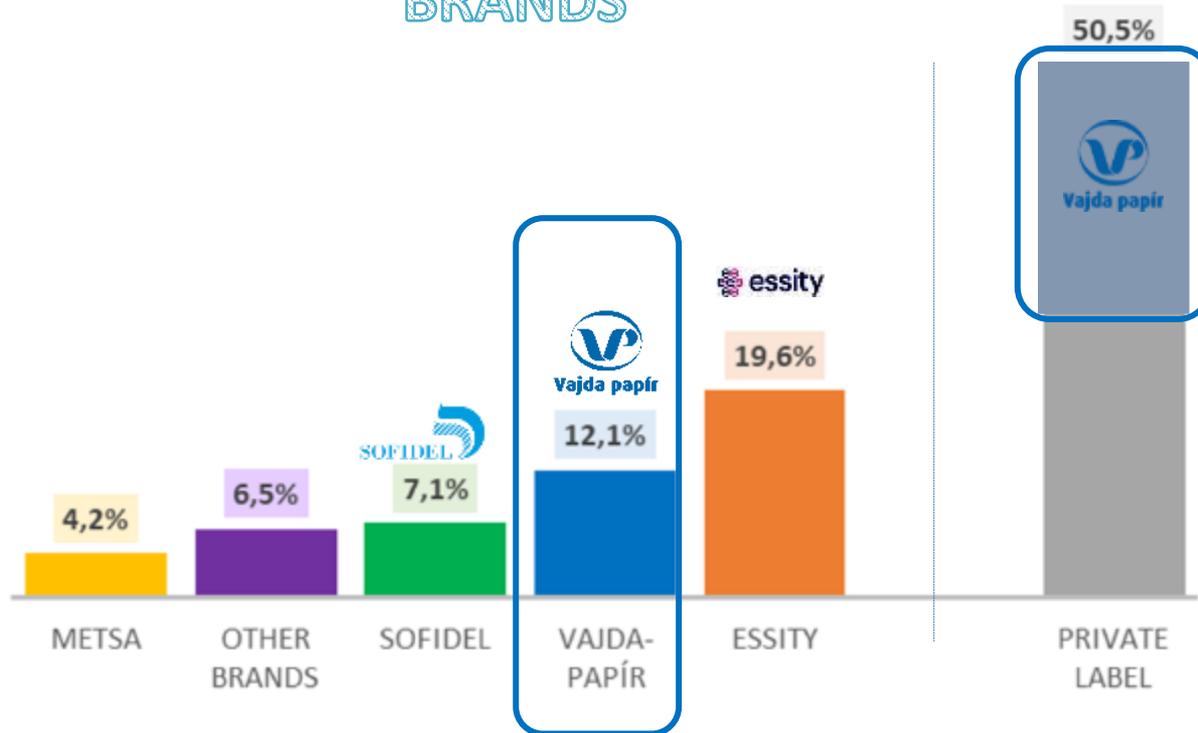


Vajda Papír is **No.1** as a household paper manufacturer in Hungary:

- ✓ **No.2** among **branded products**,
- ✓ and supplies around **~1/3 of Hungarian Private Label** tissues market



BRANDS



PRIVATE LABELS

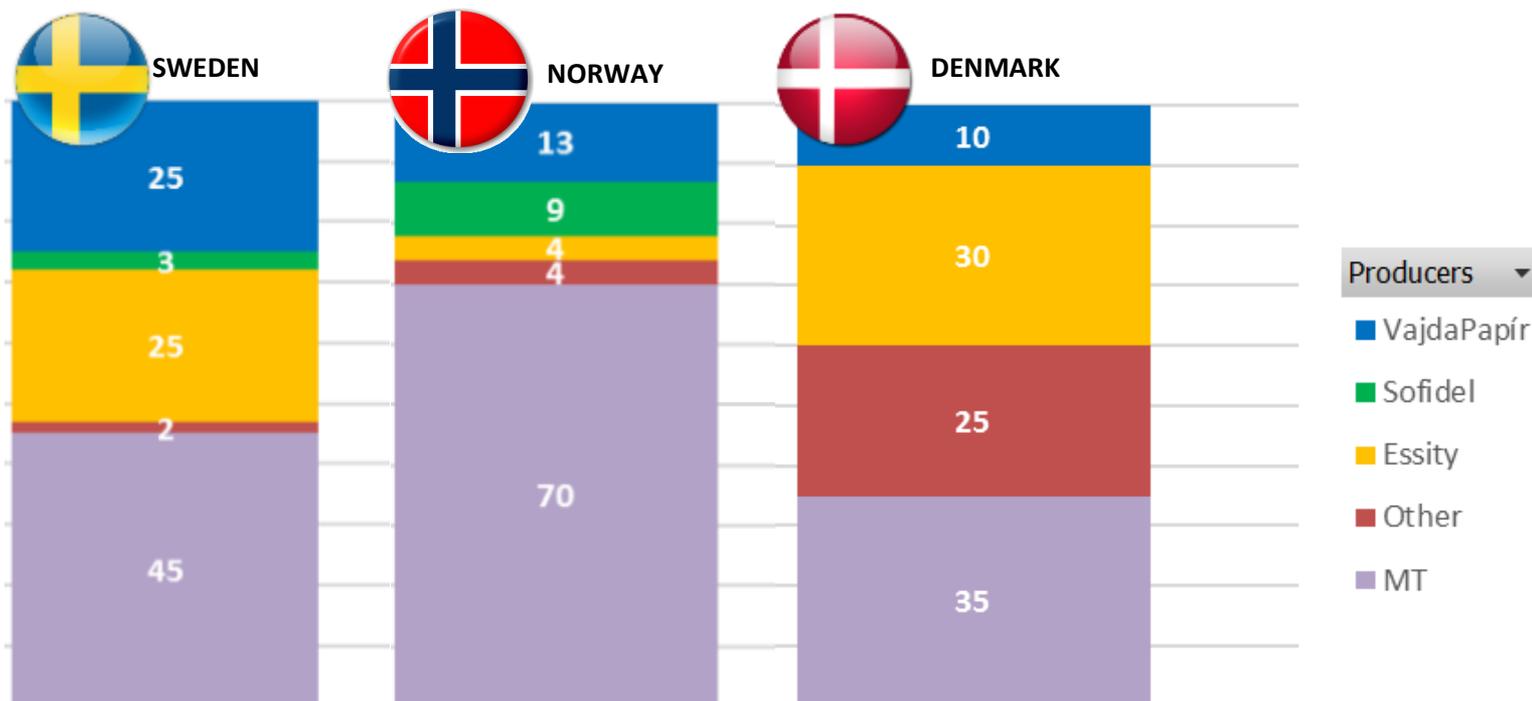
Value share | Total Hungary | YTD2022DEC | Based: Nielsen database



Market Share – Scandinavia

➔ Leading positions in retail brand supply. Among top 3 suppliers in Scandinavian markets (NOR, SWE and DEN).

MARKET SHARES IN SCANDINAVIA



Value share | Scandinavia | 2022 | Based: Company research

THANK YOU FOR YOUR ATTENTION



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