

THE MODERN ORIGINAL

Fredericia

1 9 1 1

FREDERICIA AT GLANCE

Established 1911

Family owned with professional management

70 employees

Global presence in 43 countries

16 agents and distributors in Europe and overseas

Own production and quality control facilities in Denmark

Equity ratio 59% - AAA-rating



QUALITY AND INNOVATION SINCE 1911

1911



Fredericia is established as a luxury upholstery workshop

1955



Børge Mogensen creates a new modernist vision for Fredericia

TODAY



Fredericia continues its heritage with a vivid mix of classic and contemporary design

**Fredericia is one of Denmark's oldest and highest esteemed furniture houses,
founded in 1911.**

**The company is renown for its close and long-standing collaboration with Børge
Mogensen, one of Denmark's most important furniture designers, and a defining
force in forming a Scandinavian branch of modern furniture design.**

**Today, Fredericia continues to work with top furniture designers to create
contemporary international furniture design informed by the company's rich
cultural heritage.**

MODERN ORIGINALS

A PROUD HERITAGE OF ICONIC DESIGNS



J16
1944



J39
1947



SØBORG
1952



NO 1
1955



SPANISH CHAIR
1958



2207
1962



TRINIDAD
1993



STINGRAY
2004



SPINE
2009



HAIKU
2011



SWOON
2016

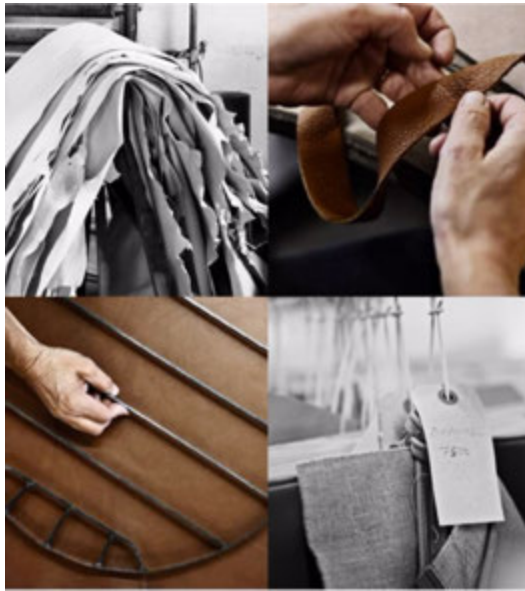


ACME
2016

SINCE 1911 FREDERICA HAS BEEN DEVOTED TO GOOD
CRAFTSMANSHIP – WHETHER EXECUTED IN HAND OR
UTILISING HIGH-TECH MACHINERY

THE SIGNATURE CRAFT

SELECT COLLECTION



A second to none choice of materials, construction and execution and completely unique in their beauty as they age.

Handcrafted in Fredericia's factory in Denmark, the collection continues Fredericia's upholstery traditions that dates back to 1911.



THE ICON

THE SPANISH CHAIR



Børge Mogensen's world-famous lounge chair designed for Fredericia in 1958.

The geometric and refined chair is made of the finest solid oak and saddle leather from Sweden.

A true iconic statement piece for private homes and exclusive lounge areas.



THE MODERN CRAFTSMANSHIP

PATO COLLECTION



Craftmanship principles continued in today's industrial materials.

A Danish made polypropylene chair with a surface finish second-to-none.



MARKET SEGMENTS

RESIDENCE



Dining & living

HOSPITALITY



Hotels, restaurants, bars,
luxury retail stores

CORPORATE



Domiciles, executive
meeting, conference,
signature lobbies

RESIDENCE

"AUTHENTICITY AND GENUINE
HERITAGE IS VERY IMPORTANT WHEN
ENGAGING WITH THE MORE MATURE
AND QUALITY CONSCIOUS AUDIENCE"

THE FUTURES COMPANY



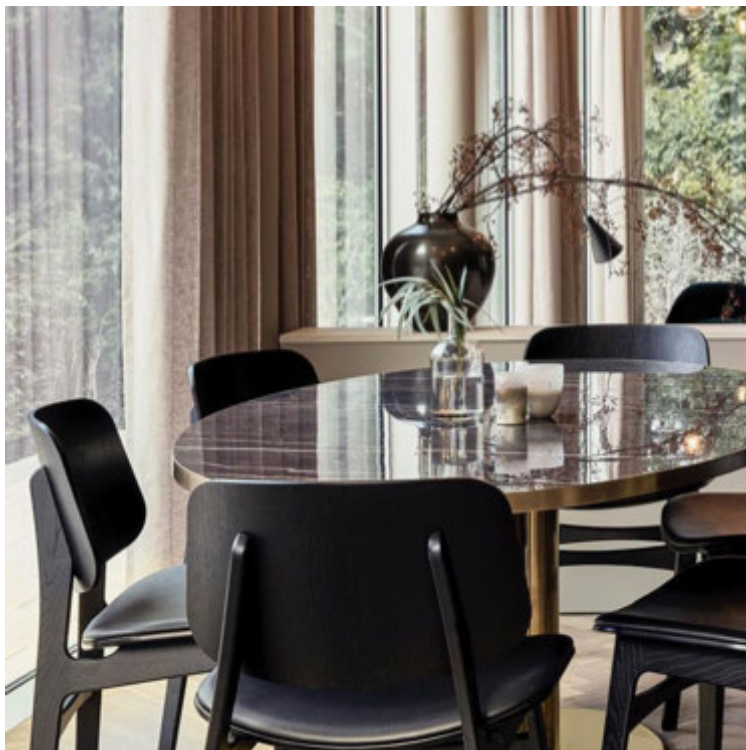
RESIDENCE

WARM MODERNISM



RESIDENCE:

MODERN LUXURY



RESIDENCE

AUTHENTIC SCANDINAVIAN

DESIGN



HOSPITALITY

Today, with the distinction between our working and private lives becoming increasingly blurred, we are seeing a strong trend for hotels and restaurants to strive for a less generic and more individual look.

They create a holistic experience where the furniture plays a key role in creating the right ambience.

- The Jane, Antwerp

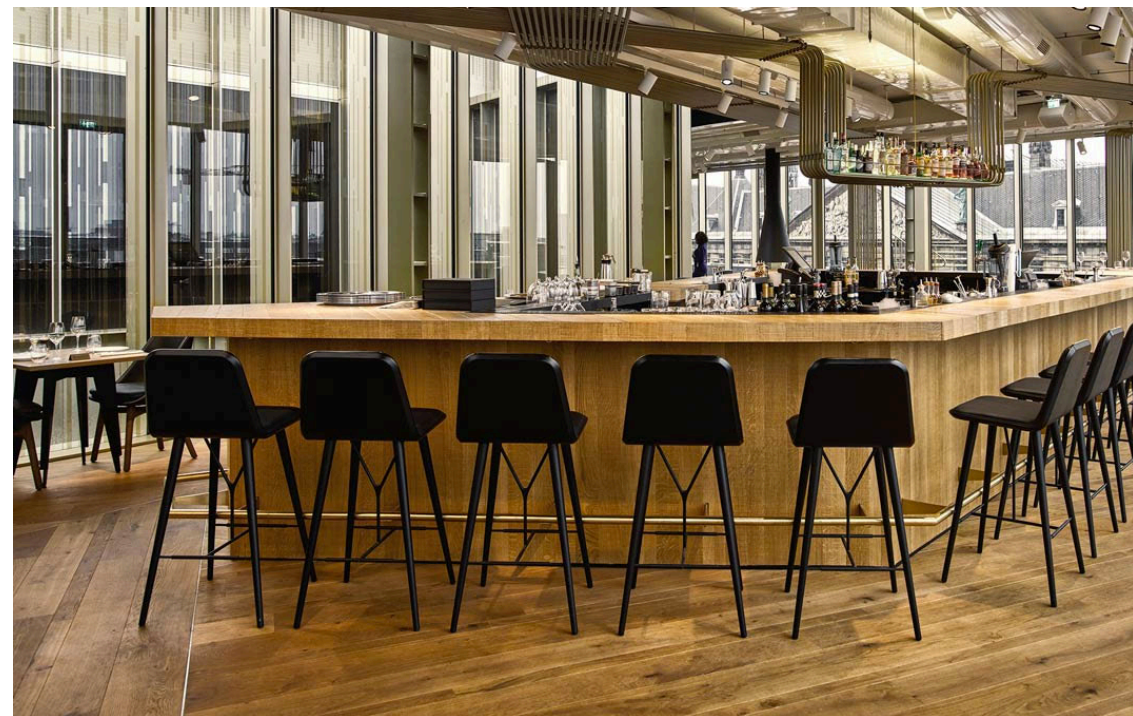


HOSPITALITY

BARS



- Lidkoeb, Copenhagen
- Wallpaper Bar, London
- Mr Porter, Amsterdam



HOSPITALITY

RESTAURANTS



- Ito-Biyori, Osaka
- Leo Hillinger, Munich



HOSPITALITY

HOTEL LOBBIES

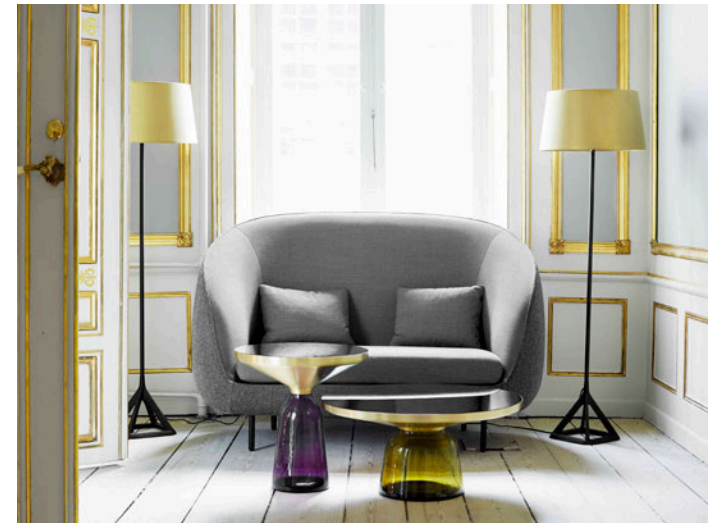


- Mauritzhof, Munich
- 11 Howard – New York



HOSPITALITY

LUXURY RETAIL



- Valentino stores worldwide – 50-60 locations
- Dimore, Italy
- Kopenhgaen Fur, Copenhagen

CORPORATE

The role of furniture in modern corporate interior design is to provide clarity and calmness in our otherwise busy lives.

Ideas are born and discussions take off, when the interior space honours the dignity of the corporate executive as well as the restless mind of the creative entrepreneur.



CORPORATE

SPINE BAR FOR MEETINGS



CORPORATE

PATO FOR CORPORATE DINING



CORPORATE

HAIKU AND SWOON FOR LOBBIES



A BRAND PREFERRED BY BRANDS

Christofle
PARIS



Wallpaper*

MR PORTER


VALENTINO

SAATCHI
&
SAATCHI

Nestlé

eCCO

KOPENHAGEN
FUR


Calvin Klein

W
HOTELS
WORLDWIDE

 **Expedia™**

Coca-Cola



amazon

Google

IBM




Hilton
HOTELS & RESORTS



The exclusive and crafted atmosphere provided by Fredericia resonates with highly esteemed brands, corporations and the most elite of restaurants.

THE WINDOW TO THE WORLD

- FREDERICIA FLAGSHIP SHOWROOM - COPENHAGEN



More than 1,000 sqm styled in three settings – Art gallery, Scandinavian creative workspace, and industrial loft.

The showroom features 2 levels atop the former Royal Mail House, with striking skyline views. Opened 2017 with the ambition of becoming a hub for the international design crowd visiting Copenhagen



THE CRAFT & QUALITY CENTRE

- ORIGINAL FREDERICIA FACTORY –
TOWN OF FREDERICIA

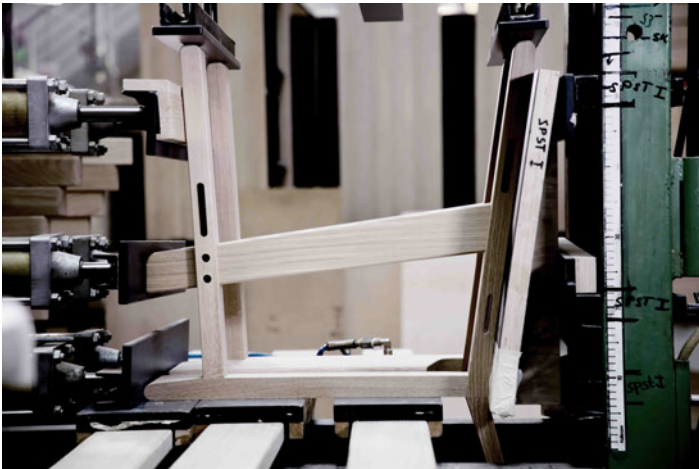


The home of Fredericia's Furniture's renowned upholstery workshop – with accumulated knowledge and craft since 1911.

And the site for Fredericia's Quality Control Centre, where **all Fredericia products are inspected and approved** before being shipped to the customer.



KEEPING CONTROL OF THE PRODUCTION CHAIN



In order to safeguard Fredericia's promise of longevity and quality Fredericia works with industrial subsuppliers in Denmark and Northern Europe, as well as local Danish wood-workshops.

SOURCING POLICY:

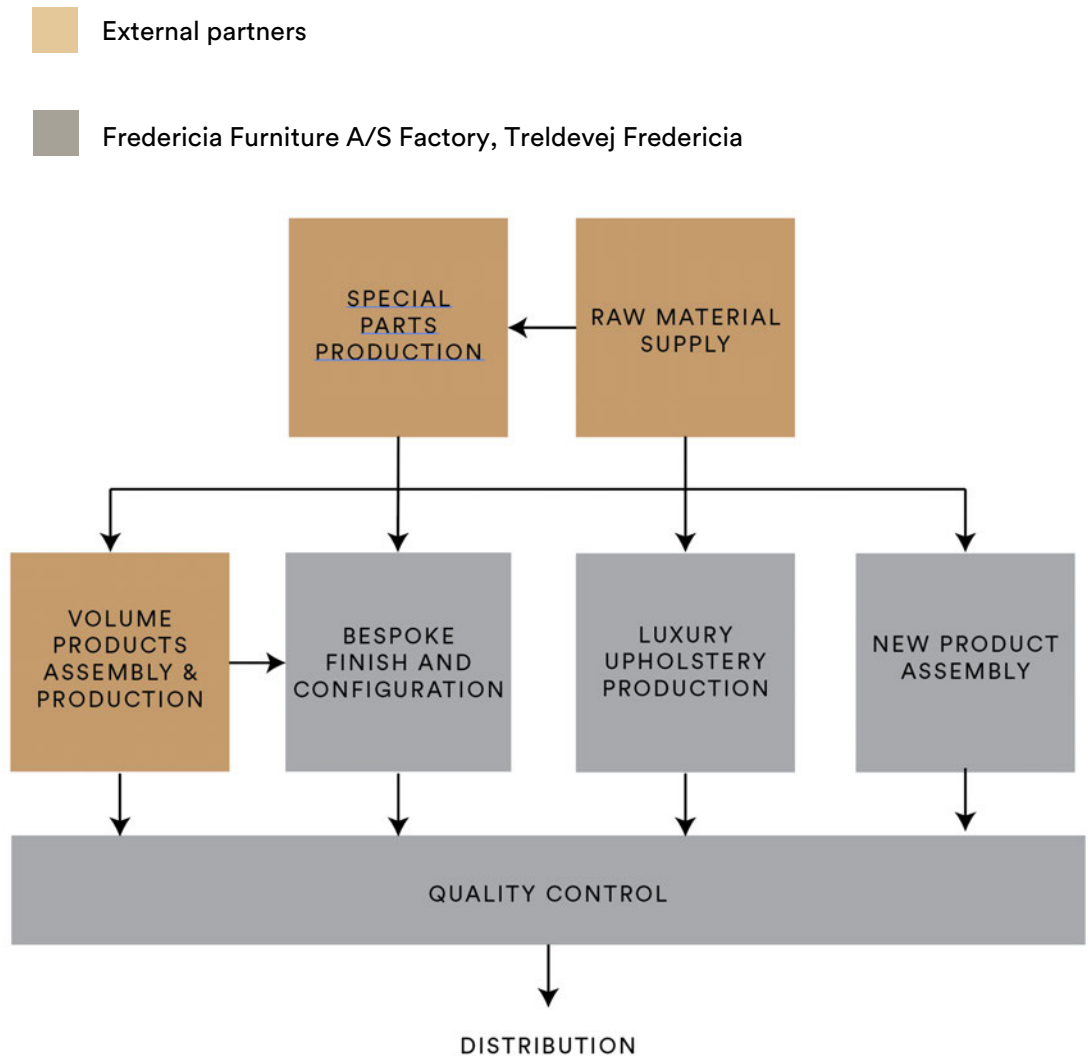
Fredericia only outsource documented production processes that can be monitored and supervised by our internal Quality Control department.

IN-HOUSE PRODUCTION & ASSEMBLY:

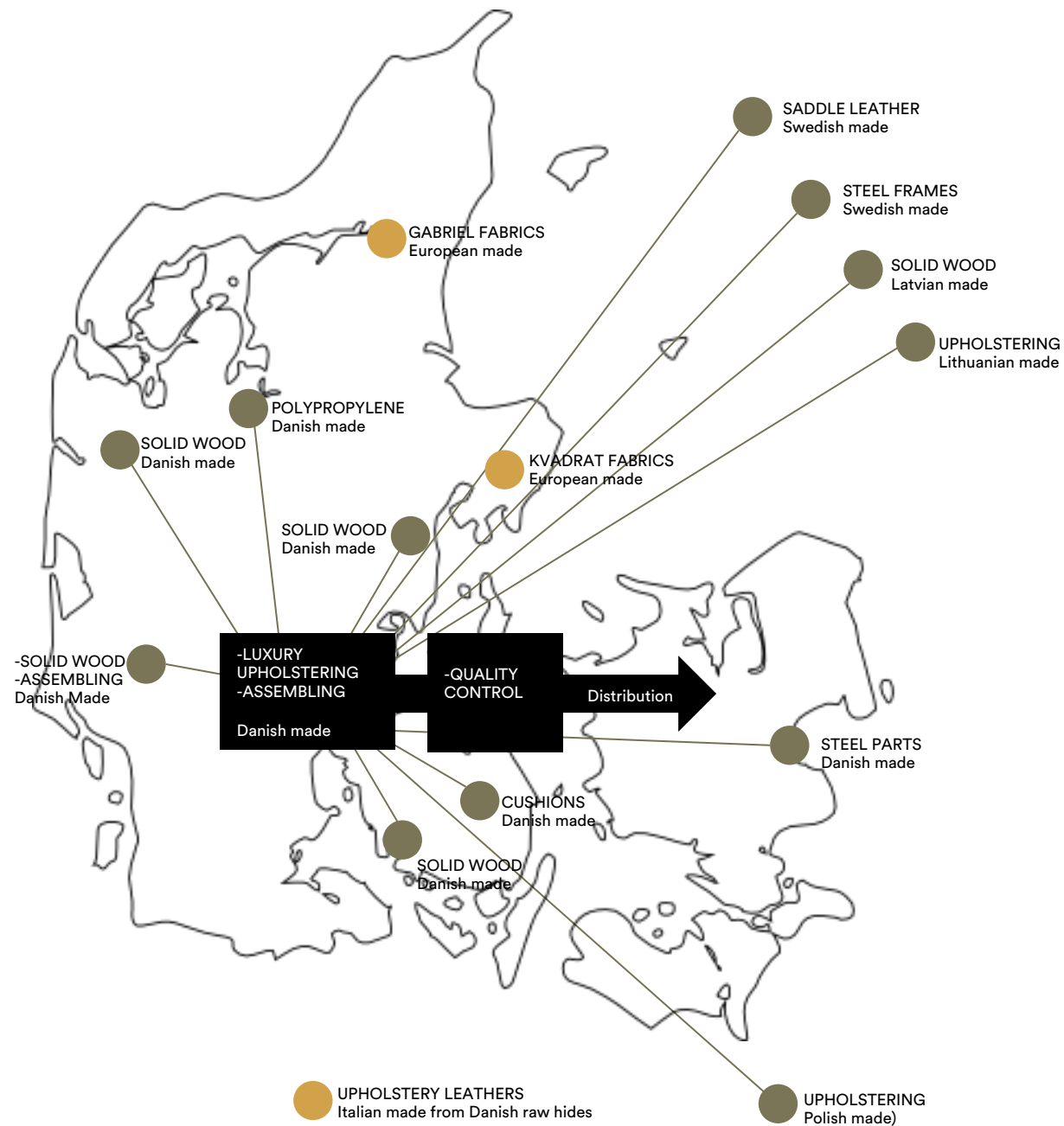
New product lines in its inferior state is kept and assembled at the Fredericia Factory until fine-tuned processes and scale allow for monitored outsourcing.

QUALITY CONTROL:

No Fredericia Product, regardless of origin of assembly is shipped from Fredericia before being inspected and approved by our staff at our Factory in Fredericia.



MADE IN DENMARK & BALTIC EU



Leather tooling



Polypropylene infusion

90% of Fredericia's product line is Made in Denmark, with 10 % made in neighbouring EU countries.

CSR AND SUSTAINABILITY

RESPONSIBLE SOURCING & PRODUCTION



All raw materials must be traceable to the origin.

Fredericia use European hard woods that come from forests that use responsible logging methods, and our suppliers must have a replanting policy.

We demand that our hides come from animals that live under proper conditions, and that the processing of the hides harms the environment as little as possible.

A PRODUCT THAT IS HEALTHY AND SAFE TO USE



Fredericia demands that no allergenic substances can be found in the foam, fabric, leather or chrome metal parts used.

All products can be delivered in accordance with both the California Bulletin and British Standard.

Fredericia's Leather Collection is certified with the "Blue Angel" for special environmental concern and user health.

A PRODUCT MADE TO LAST



Fredericia guarantees first-rate durability on all its products before tear and wear on upholstery parts

All core collections and all new products is tested at the Danish Technological Institute (European Standard)

VISION

We want to be the preferred premium Scandinavian design brand that is able to connect authentic design heritage with a notable position in the world of contemporary international design.

VALUES

We are proud to **continue our history**, by keep striving for the perfection and further progression of the design craft.

We believe that only furniture with an **honest design vision** is able to transcend the whims of fashions. And that only products **crafted with care using high-quality materials** have the potential of becoming the **modern originals** of tomorrow.

GLOBAL POSITIONING

Luxury

PP Møbler

Geogetti Desede
Poltrona Frau Knoll

Hermes

Premium

Walter Knoll
Maruni
Carl Hansen & Son

Fritz Hansen Vitra
Fredericia
' 9 ' 1
Flexform Cassina
GUBI

Morosso
Capellini

Mid-scale

Minotti

Arper
Muuto

Ligne Roset
HAY

Heritage +
Classic

Heritage +
Contemporary

Contemporary+
Fashion

COMPANY GROWTH STRATEGY



FREDERICIA IS TRANSFORMING FROM A NATIONAL FURNITURE
BRAND INTO AN INTERNATIONAL DESIGN BRAND

Target is 10 – 20 % organic growth per year

STRATEGIC MUST-WIN-BATTLES

APPROACHING 300M IN 2022

MWB 1

**Develop and
consolidate
global brand
awareness**

MWB 2

**Go-To-Market
strategy**

B2C and B2B

MWB 3

**Strengthened
product offer**

B2C and B2B

MWB 4

**International
growth**

Focus on 1)EU/Nordic 2)US

MWB 5

**Efficient Supply
Chain and
Operation**

MWB 6

**Value adding
Digital
transformation**

MWB 7

**Acquisitions and
Strategic
partnerships**

YOU CAN NOT PLAN FOR ORIGINALITY.

BUT YOU CAN STRIVE.

YOU CAN STRIVE FOR CRAFTSMANSHIP THAT
CAN WITHSTAND EVERY USE AND ABUSE

...AND SURVIVE.

YOU CAN STRIVE FOR DESIGN, THAT IS NOT EASILY SEDUCED
BY THE CHEAP TRICKS OR TRANSIENT TRENDS.

YOU CAN STRIVE FOR A QUALITY THAT,
AS IT LIVES AND BREATHES THROUGH THE AGES,
WILL BECOME MORE BEAUTIFUL, MORE ATTRACTIVE.

YOU CAN STRIVE FOR AN UNARGUABLE AESTHETIC
THAT TRANSCENDS ANY REPROACH.

YOU CAN STRIVE TO MAKE EVERY DETAIL IMMORTAL.

YOU CAN STRIVE TO, EVEN IN THIS DAY AND AGE,
TO CREATE SOMETHING TRULY ORIGINAL.

AND WITH FAIR WINDS AND DEDICATION, IT MIGHT JUST BE,
YOU HAVE CREATED SOMETHING A LITTLE MORE PERMANENT.

A LEGACY

A MODERN ORIGINAL.



FREDERICA.COM