

EURO HOLDINGS BERHAD

INTRODUCTION





he history of EURO Holdings Berhad Group (EHB) began in 1976 with Fatt Sin Cushion, helmed by Mr. Lew Fatt Sin with a staff force of three (3) persons, which manufactured sofas and cushions for sale to furniture traders and resellers.



Cushion (M) Sdn Bhd (which System), the flagship company expanded to include the supply sector and government sector. of office chairs. The Group had

also developed its own dealer network, supplying to both private sector and government sector. In 1984, Mr. Lew Fatt Sin incorporated Fatt Sin Cushion (M) Sdn Bhd (which is now known as Euro Chairs System), 1984, Mr. Lew Fatt Sin the flagship company of EHB Group, which took over the business of Fatt Sin Cushion. is now known as Euro Chairs By then, the staff force had increased to sixty (60) persons of EHB Group, which took over and the business activities had the business of Fatt Sin Cushion. expanded to include the supply By then, the staff force had of office chairs. The Group had increased to sixty (60) persons also developed its own dealer and the business activities had network, supplying to both private





n 1987,

Group created the brand name "Euro Chairs" in a move to stamp its identity

products and started to market its products under the said brand. During that year, Euro made its maiden foray and mark of excellence on its into the international market projects.

by exporting office chairs to Saudi Arabia, The foray into the international market continued with subsequent exports to Hong Kong, South East Asia, New Zealand, Australia and the rest of the Gulf States. Meanwhile, on the local front, Euro enjoyed its first major breakthrough in 1993 when it secured a contract supply chairs to the Turf Club in Sungai Besi, Kuala Lumpur, which paved the way for Euro to bid directly for other corporate

∧ s business expanded, Euro recognized the need to equip its production facilities with advanced machinery and equipment in order to ensure consistent high quality products and improve production efficiency. In 1995, Euro moved into its new factory cum office in Rawang, Selangor with new machinery and set up its in-house R&D team to add impetus to the development of new furniture to the domestic market.



1996, certificate and invested in Rawang, Selangor. new plant and equipment

Euro using the latest advance c o m m e n c e d technologies to modernize production and supply its production lines. Euro's of system furniture to production capacity was the domestic market. In further boosted with the 1997, Euro attained the completion of its second ISO 9002 quality system factory, also located in



and customers' needs, South By this time, Euro had Central America. penetrated already

2001, in response the export market to changes in the of its office furniture business environment in Iceland, Finland, America, Euro transformed its India, Pakistan and business methodology Bangladesh. In the to offer 'Total Office following year, Euro Solution' to customers. started to export to



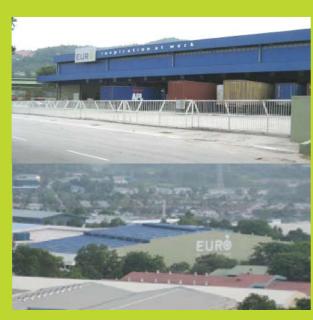
2003, as a testament of its commitment to continuously improve its quality, Euro's quality system was upgraded to ISO 9001: 2000 Management Systems Certificates. In 2004, Euro has revitalized the Euro brand identity, the same year Euro took home the "Best Brand Award 2004" under the best Malaysian Brand Category under the brand of "Euro".





2005, Euro has marked one of its glorious milestones in its history when Euro was public listed under Second Board of Bursa Malaysia.

To be in line with Euro's expansion plan, Euro has constructed a new factory with a total area of 122,407 square feet to house the production facilities for metal products fabrication in 2006.



As a testament to its passion for its product, Euro won the "Furniture Excellence Award 2006" for office furniture category at Malaysia International Fair 2006.





Believing ideas and inspiration, Euro looks beyond the sketch board of its designer and out side its shell. Euro was awarded the "The Brand Laureate" for Best Brands Office Furniture for consecutive years of 2006, 2007 & 2008.







2008, Euro was awarded the "Best Presentation Award 2008" during the Malaysia International Furniture Fair for exhibition booth design.





technical competency and service orientation and backed by 32 years of in-depth furniture manufacturing experience know-how, Euro and prides itself as an original brand manufacturer of office furniture with integrated manufacturing believe that the EHB Group leading

oday, through it's of ergonomic seating, system furniture and related office furniture work products. Euro has an established network of providing sales in 53 countries solutions that enable across five continents. It customers and their operates from three (3) factories with the total work environment that area of three hundred thousand (300,000)facilities and the Directors square feet located in the and technology. Rawang Industrial Estate is one of the reputable and has a total staff force manufacturers of 700. As its motto says,

"Euro delivers the promise of an effective environment", Euro focuses on optimal consultants to create harmoniously integrate architecture, furniture