



Polish **Champion**

POLISH BUSINESS SUPPORT PROGRAMME

S U C C E S S S T O R I E S

WROCLAW

Wroclaw – where it all started...



For years Wrocław has been at the top of the list of most dynamically developing cities and subsequently has attracted numerous foreign investors. Highly qualified employees of Wrocław branches of international companies have had the chance of pursuing their careers at European, even world standards. I aspire to when Polish companies – Polish global brands – and their employment opportunities will soon emerge as similar magnets. For the citizens of Wrocław this is an additional argument for remaining in the capital of the Lower Silesia. And those who have come here to work are, actually, willing to stay here a little longer – most likely permanently. This is because Wrocław is a vibrant, vivid metropolis but simultaneously provides numerous possibilities for relaxation.

Analysing the situation of Wrocław companies operating in foreign markets, we have come to the conclusion that the time has come to revolutionise the approach to investments and investing. Focusing on gaining foreign investors is not enough. Supporting Polish companies in their international economic expansion is essential and the key to the further development of our country. Thus, this is how the Polish Champion programme came to existence in 2011. The plan is to, apart from having Polish centres of international companies in Wrocław and other Polish cities, to build headquarters of our homegrown companies who will have a global reach. It will generate new workplaces, which would be top shelf posts, available for Poles. The participating companies are the leaders in their fields and constitute a great example of worldwide expansion of Polish investments, products and services. They have factories, R&D centers and divisions on 5 continents. They are present in Dubai as well as in the Silicon Valley.

The Polish Champion programme was founded in Wrocław but since the beginning it has assumed that it can successfully operate on a nationwide scale. I am glad that the Ministry of Economy has recognised our programme as vital to government policy objectives.

Rafał Dutkiewicz
Mayor of Wrocław



Many people are unaware of the fact that more and more Polish companies successfully operate not only in the markets of Eastern Europe but also in other continents. On the other hand, we demonstrate to young people that they can develop their passions and careers in global companies headquartered in Wrocław, such as IBM, Credit Suisse and Google.

For the companies participating in the Polish Champion programme among the challenges which they encounter in foreign expansion is the lower prestige of Polish brands in relation to an actual value as well as the negative perception of Polish employers. Considering these points, the assumptions of the programme are formulated in a very practical way: increasing the quality of administrative support for Polish companies. Systemic, constant promotion of Polish companies, concrete support in attracting managers and specialists, and a particularly important element – support for R&D works.

We want the Polish Champion programme to set new standards in the promotion and support of Polish companies of an international range.

Dariusz Ostrowski
President of the Board
Wrocław Agglomeration Development Agency



Patronage...



Wroclaw is one of the fastest developing cities in Poland. For many years, it has been attracting a huge number of investors who have created new workplaces. The capital of Lower Silesia is perceived as an ideal place for business and career development. I am delighted to have had the program Polish Champion created

in Wroclaw. The companies participating are leaders in their industries and are great examples of the expansion of Polish investments, products and services. The idea of raising foreign investment and supporting local entrepreneurs also fits perfectly within the activities conducted by the Ministry of Economy.

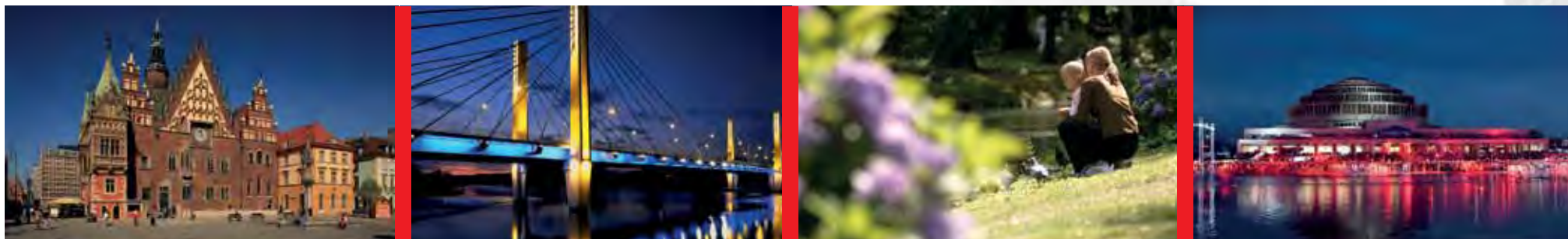
We offer support tools which help to effectively attract investors to Poland and which will facilitate business activities, including the creation of Special Economic Zones.

During the 15 years of their existence nearly 250 thousand new workplaces have been created with investments to the value of 75 billion PLN. The Ministry of Economy plans to extend indefinitely the activities of Special Economic Zones and to create attractive investment areas in each municipality. Thanks to the favourable business conditions, the zones are also a good base for cluster development. We want to develop a new cluster policy, and thus also new support tools for innovative business initiatives.

I also believe that with the framework of cooperation with Polish Champion our companies will become the brand ambassadors of the Polish Economy. The combination of talents among the Polish across indifferent economic sectors at home and abroad, will create a positive and long lasting picture of Poland as an advantageous location for conduct of business activities.

Waldemar Pawlak
Deputy Prime Minister, Minister of Economy

WROCLAW





Currently over 18% of large Polish companies operate their production abroad. This is a relatively new phenomenon, for the reason that up to now Polish brands have appeared abroad mainly through exports. Polish entrepreneurs are just learning international expansion, facing numerous obstacles: not only the lack of capital and decline of demand caused by the world crisis. There is also

a mental barrier, as well as the fear of expanding outside the domestic market and taking the risk. Therefore, a program to support domestic companies in their efforts is required. Polish Champions being examples of success can consequently inspire innumerable Polish companies to expand and experience success not only in the domestic market but additionally in foreign markets.

Slawomir Majman

President of Polish Information and Foreign Investment Agency



For numerous Polish companies the international expansion is the natural consequence of their success on the local market. The results of our research show that it is often the only option if the companies want to continue their dynamic growth. Our objective is to identify the development barriers faced by Polish entrepreneurs investing abroad.

We want to help these companies to solve the problems they encounter. The aim of the Polish Champion program is to promote local companies that will become global players within the next several years and at the same time will keep their decision centers in the cities of origin. In modern world economy most of the total value added is generated in decision and research centres of global leaders. Only the cities being able to successfully support such future leaders will become the real centers of economic development.

Ryszard Petru

PwC Partner

Polish Business Support Programme

The **Polish Champion** is carried out on behalf of Wrocław by the Wrocław Agglomeration Development Agency in cooperation with the Ministry of Economy and Polish Information, Foreign Investment Agency and PwC.

Our economy is developing internationally as a result of two trends – the acquisition of complex foreign investment projects as well as the expansion of local companies onto markets worldwide. Both these trends are material for placing Wrocław in the world network of economic relations.

For years now, the Capital of Lower Silesia has effectively attracted foreign investments – Wrocław houses the Polish centres of companies such as Google, IBM, HP, Nokia Siemens Networks or McKinsey & Company. It is time for our companies, already successful on other markets, to be purposely supported in their future development.

Businesses participating in the **Polish Champion** programme have to be at least of a multilocal character in Europe and established global strategy. In the programme there are 11 Wrocław-based companies enrolled: **AB, Clarena, Hasco-Lek, Koelner, Kruk, Impel, REC Global, Selena, TelForceOne, Toya and Xantus.**

Areas that the programme is aimed to support, were declared crucial by all the participants. The first set of these strategic matters was selected at a series of seminars – they all evolve around human resources, promotion and research and development. On the grounds of first experiences, we have created a platform of communication that continuously allows for new ideas of projects supporting the development of Wrocław's economy. From the City's point of view the purpose of this project is to have a couple of global companies in existence in ten years time. Such a fact will significantly

stabilize the economy and its innovative potential. It will also enable a higher circulation of capital in the SME (small and medium-sized enterprises) sector.

On 7th of May 2012 in Warsaw a declaration of joining the programme was signed by the representatives of the following voivodships: Lublin, Lesser Poland, Łódź, Masovian, Pomeranian, West Pomeranian and the cities of Gdańsk, Katowice, Olsztyn, Poznań, Szczecin and Rzeszów.

The official site: www.polishchampion.pl



Companies with global perspectives



AB

AB – modern technology distributor

Scope of business:

- IT – hardware and software
- CE – consumer electronics
- AGD – household appliances
- GSM – mobile phones and accessories

UNITED STATES OF AMERICA

ESTONIA
LITHUANIA
LATVIA
UNITED KINGDOM
POLAND 1990
CZECH REPUBLIC 2007
UKRAINE
SLOVAKIA 2007
RUSSIA
SPAIN

www.ab.pl

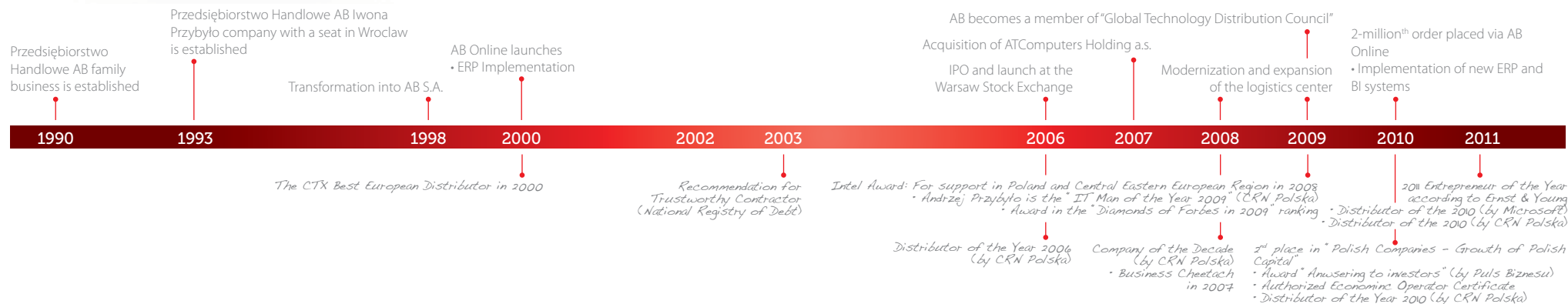




Andrzej Przybyło
President of the Board

AB Group is the largest distributor of electronics (IT, CE, TELECOM and small home appliances) in the CEE region in terms of turnover and the number of clients. The annual turnover of the Group exceeds USD 1 billion. Listed on the Warsaw Stock Exchange since 2006, the company operates on the Polish, Czech and Slovakian markets, selling products of the largest global manufacturers of modern technologies. At the same time the company cooperates with over 14,000 commercial partners – SMB dealers, VARs, hypermarkets, integrators, computer stores and wholesalers. It is one of the largest distribution networks in this part of Europe.

AB Group comprises, among others, three distribution companies operating on three local markets (AB, AT Computers and AT Computer Slovakia), AT Compus (the largest PC manufacturer in the Czech Republic), Alsen Marketing (a company managing the network of franchise retail stores in Poland) and Comfor Stores (a company managing the network of proprietary and franchise retail stores in Slovakia and the Czech Republic). Apart from the established position on the IT market, AB Group successfully handles the distribution of consumer electronics, small home appliances, telephone products, cloud computing solutions and other services, which make the company's offer more varied and attractive by expanding the product portfolio and improving profitability of the Group's operations due to economies of scale.

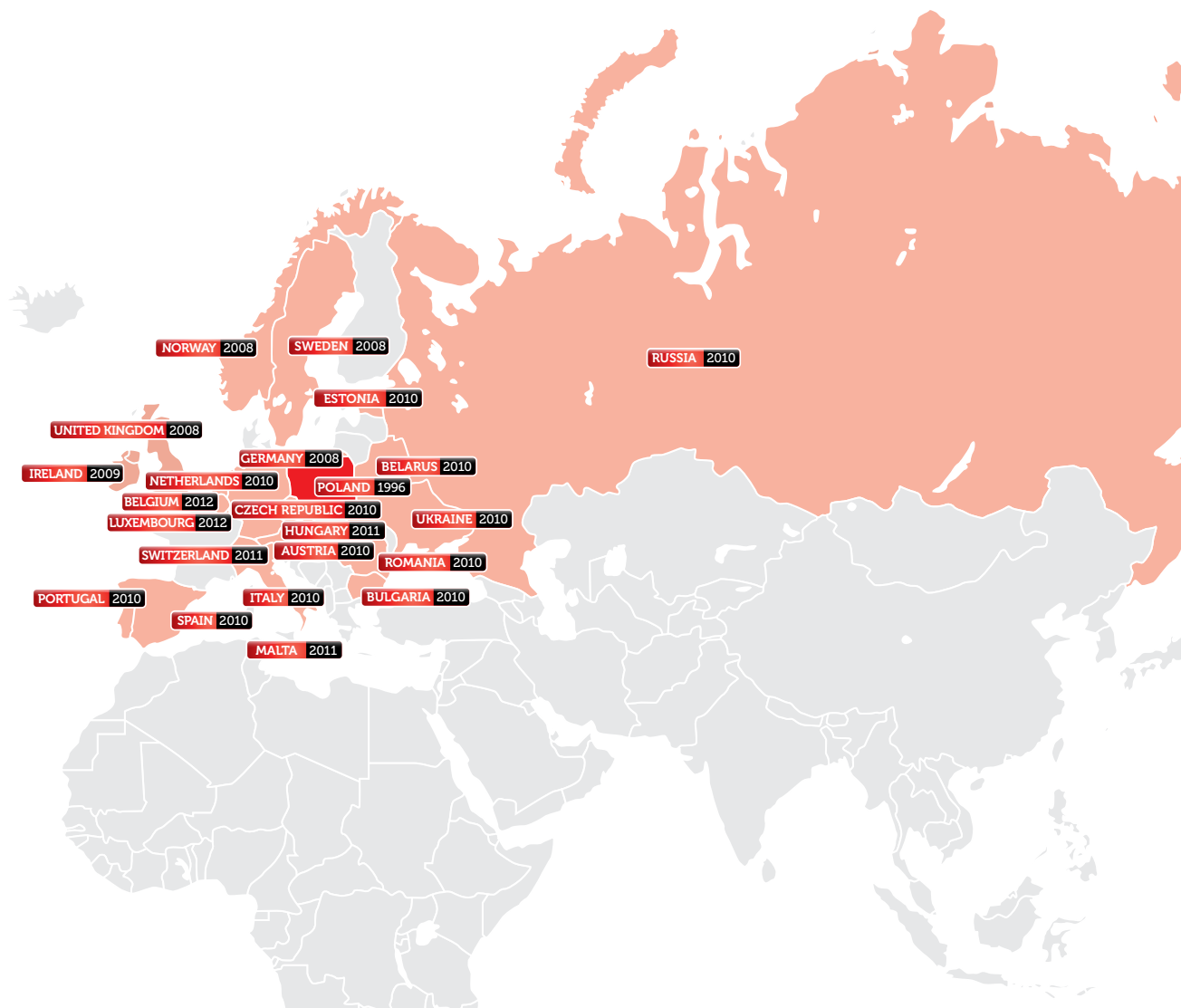


CLARENA

Clarena is one of the biggest Polish manufacturers of both professional and retail cosmetics.

Scope of activity:

- Professional cosmetics
- Retail cosmetics
- Equipment for beauty treatment salon procedures



www.clarena.pl





CLARENA®



Patricia Popławska
President of the Board



Clarena is one of the biggest Polish manufacturers of professional cosmetics specializing in beauty salon services. Not only does it deliver care preparations, cosmetic preparations recommended for dermatological purposes and treatment equipment of high quality, but it also creates innovative cosmetics for individual clients and original care treatments.

Thanks to dynamic development and innovative attitude Clarena has quickly joined the small group of leaders within the sector. For the time being it has three Training and Sales Centres in Poland, situated in: Wrocław, Warsaw and Kraków. Clarena cooperates with 18,000 of beauty salons in the entire country.

Clarena actively operates on the international market. In March 2012 the first foreign branch of the company was opened in the city centre of Brussels. Moreover, Clarena products are exported to Great Britain, Ireland, Romania, Spain, Russia, Germany, Czech Republic, Norway, Belgium, Bulgaria, Portugal, the Netherlands, Belarus, Ukraine, Hungary and Malta.

Negotiations concerning a distributorship agreement with a partner in Hong Kong and the United States are being conducted at the moment.

The company is specialized also in cosmetic industry education – in 2000 as the first one in Poland it introduced trainings for beauticians. Apart from conducting the workshops Clarena participates in the international trade fairs on a regular basis. Yet another event somewhere in-between cosmetic branch and entertainment organized for three years now by Clarena is Miss Beautician contest. With the intense development of distribution focused on a retail client, Clarena is introducing into this particular market a well-established and company distinguishing model of professional care consulting.

The key priority of Clarena is above all its client's satisfaction and that is the main reason why the company guarantees the highest quality of cosmetics, equipment and procedures, as well as professionalism of service and education within the scope of beauty treatment.



PPF HASCO-LEK S.A.

Pharmaceutical Production Company

Hasco-Lek S.A. was established in 1984 in Wrocław. It is one of the most dynamically developing companies of the pharmaceutical sector, based only on the Polish capital. 750 people are employed in the company. It sells yearly over 33 million unit packages of drugs and food supplements, which ranks it in the 5th position on the Polish market of food supplements and OTC drugs.

*data IMS Health MAT 3/2012

Scope of activity:

- Production of pharmaceutical products and drugs
- Contract production for Polish and foreign customers
- Drug formulation development
- Trial batches for clinical tests and registration purposes
- Preparation of products for clinical trials



www.hasco-lek.pl





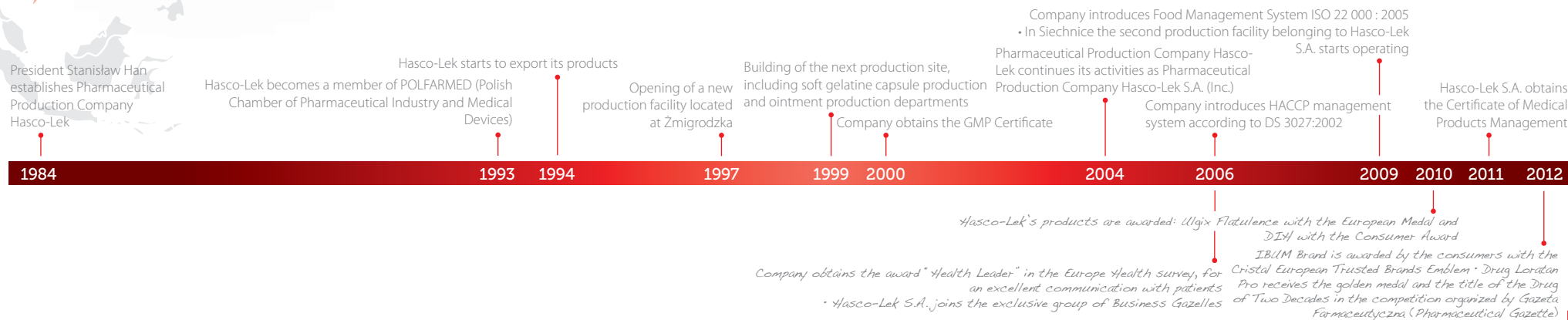
Stanisław Han
President of the Board

Pharmaceutical Production Company Hasco-Lek S.A. combines 25 years of experience with the world technology and pharmaceutical quality of drugs manufactured in one of the most modern production plants in Europe. The company keeps investing in development of its technologies and promotion of its products. In the effect, nowadays every second unit package of analgesic soft capsules purchased in pharmacies comes from the Ibum brand.

The source of Hasco-Lek's success is passion and reliability combined with the latest scientific achievements. As a proof of that, the company has received Fair Play award each year since 2003. Owing to its knowledge, skills and engagement, Hasco-Lek meets patients' expectations.

Since 2006, Pharmaceutical Production Company HASCO-LEK S.A. undertakes also charity actions through Hasco-Lek Foundation which helps children and other people in need as well as supports the educational development by means of a competition for best Master's and Doctor's theses. Since May of 2012, Hasco-Lek has conducted an action of collecting money for children with hearing disorder called "Give health to somebody else". This campaign is supported by the sale of food supplements of NaturKaps brand, produced by Hasco-Lek.

For the fourth time Hasco-Lek S.A. will be the title sponsor of Hasco-Lek Wrocław Marathon, one of the biggest running events in Poland.



IMPEL

Impel is the leading provider of services for institutions and enterprises, listed on the Stock Exchange.

Scope of business:

- Cleaning services
- Technical real estate services
- Equipment in the buildings: raised access floors, floor coverings, suspended ceilings
- Handling services
- Area optimisation and restructuring
- Manned guarding
- Monitoring and technical security systems
- Cash handling
- Workwear rental and service
- Washing services
- Supply logistics (health and safety, stationery)
- Catering services
- Part-time work
- Payroll and personnel outsourcing
- Insurance services
- Accounting services
- Information and communication services
- Real-estate management

www.impel.pl





Grzegorz Dzik
President of the Management Board

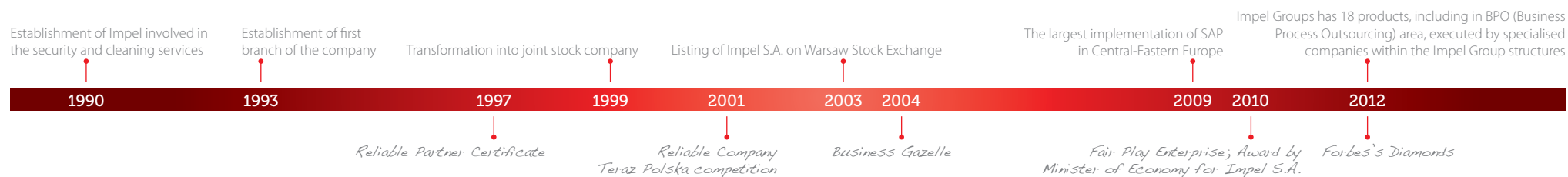
Initially there were two originators – now Impel employs 50,000 people. We started from cleaning and security services.

After 22 years the offer of Impel Group encompasses 18 products, including in BPO (Business Process Outsourcing) area. Impel has nearly 30 outlets in Poland and companies in Latvia and Ukraine.

The company is listed on Warsaw Stock Exchange and the obtained capital is dedicated to growth through acquisitions. To date we conducted the acquisition of nearly 20 entities.

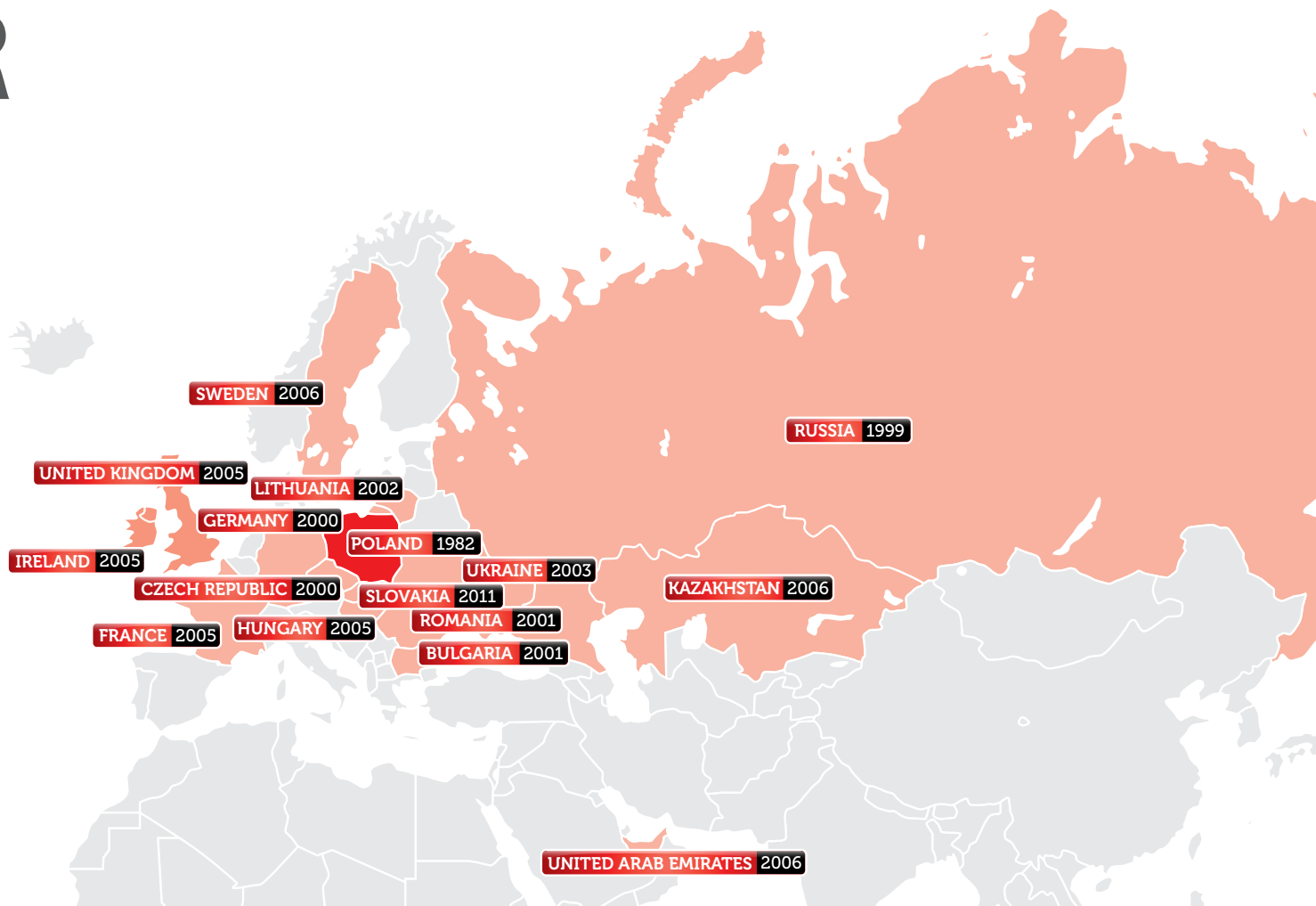
Impel is a company operating on the first line of business support. We are working with the demanding clients from various sectors providing them with the optimization of the taken over areas. We are using modern client service tool in communication with our clients: Contact Center integrated with SAP.

We are involved not just in business. We support the initiative for the construction of a Clinic – Cape of Hope for children with cancer. We support the “Wrocław without barriers” project, whose objective is to increase the activity and independence of disabled people. We support ambitious and successful sportsmen: female volleyball team Impel Wrocław.



KOELNER

Koelner Group is an international holding company developing innovative solutions for fastening techniques and tools, their design, production and distribution.



www.koelner.pl





Radosław Koelner
President of the Board

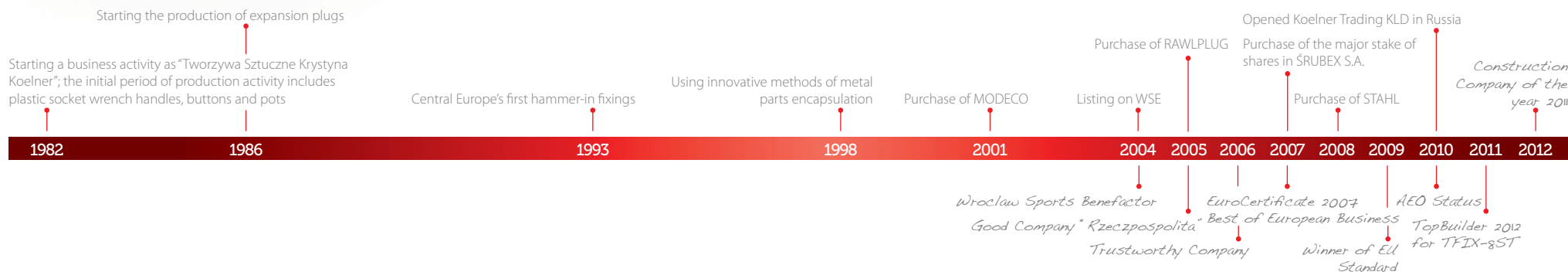
Koelner Group is an international holding company, comprising manufacturing and distribution companies from 16 countries worldwide. Distribution range of products offered by the Group comprises approximately of 50 countries on five continents. The Group's product portfolio includes high-quality mechanical fasteners, threaded products, chemical anchors, drills, circular saws, tools and power tools.

Koelner Group's know-how is a synergy of knowledge and experience based on the best-practices of the Group's companies, in particular:

- 90 years of experience of the original production company RAWLPLUG (UK) in light and heavy mechanical fasteners

- 90 years of experience of the original production company Wapienica-Globus (PL) in saws and tools
- 50 years of experience of the company's original Łańcucka Screws Factory-ŁF (PL) in threaded fasteners
- 35 years of experience of the original production company STAHL (DE) in the production of chemical anchors
- 30 years of experience of the original production company Koelner (PL) in light and heavy mechanical fasteners, including façade and roof insulation fixings
- 20 years of experience in the design and development of Modeco tools and power tools

The assortment of Koelner Group includes 15 thousand products offered under the following brand: KOELNER, RAWLPLUG, ŁF, GLOBUS, MODECO and MODECO EXPERT.



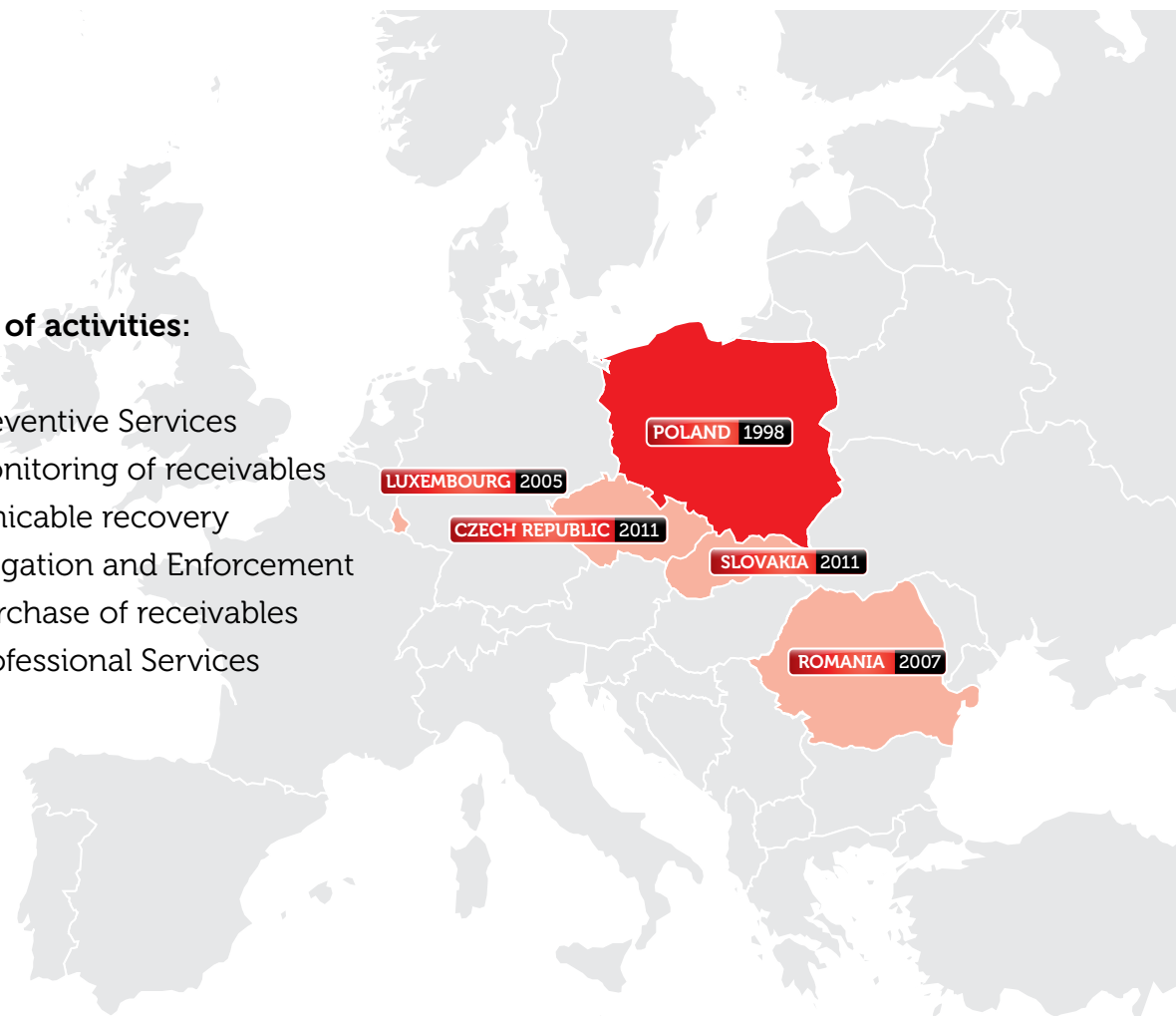
KRUK S.A.

KRUK S.A. was established in 1998.

For the last couple of years, the Kruk Group has been the largest company on the Polish receivables management market. Kruk is working as a multiple service agency including a company dealing with amicable collection of consumer and commercial debts. Group's activity is also Romania, Czech and Slovakian Republics, where operates as Kruk International.

Scope of activities:

- Preventive Services
- Monitoring of receivables
- Amicable recovery
- Litigation and Enforcement
- Purchase of receivables
- Professional Services



www.kruk.eu



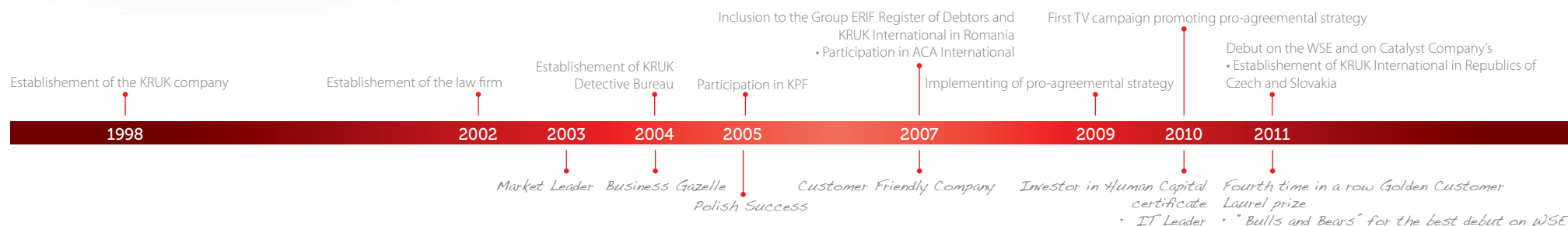


Piotr Krupa
President of the Board (CEO)

KRUK S.A. is licensed to service receivables securitized by securitization funds. The KRUK Group also includes a firm of law advisors dealing with the initiation of judicial and enforcement proceedings (RAVEN Law Firm), a credit information bureau gathering data on payments and debtors (ERIF Register of Debtors BIG SA), a KRUK Detective Bureau and a securitization company.

The Group specialises in comprehensive management of bulk receivables. KRUK manages the receivables of banks,

credit intermediaries, insurance companies, leasing companies, fixed-line and mobile telephone operators, cable TV providers, digital platform providers, utilities and FMCG companies. The company's operating headquarters are based in Wrocław. The company has 8 regional branches and close to 50 representative offices across Poland. Current employment in the Group exceeds 1,400. On 10 May 2011 KRUK S.A. made its debut on the Warsaw Stock Exchange.



REC GLOBAL

REC GLOBAL provides software development services.

Scope of activities:

Software development services in industries:

- Embedded Systems
- Automotive (Infotainment, Driver Assistance Systems)
- Telecommunications (OSS, BSS systems)
- Machine-to-Machine Communications (Telematics)
- Data Analytics

UNITED STATES OF AMERICA 2009

UNITED KINGDOM 2008

NETHERLANDS 2009

GERMANY 2008

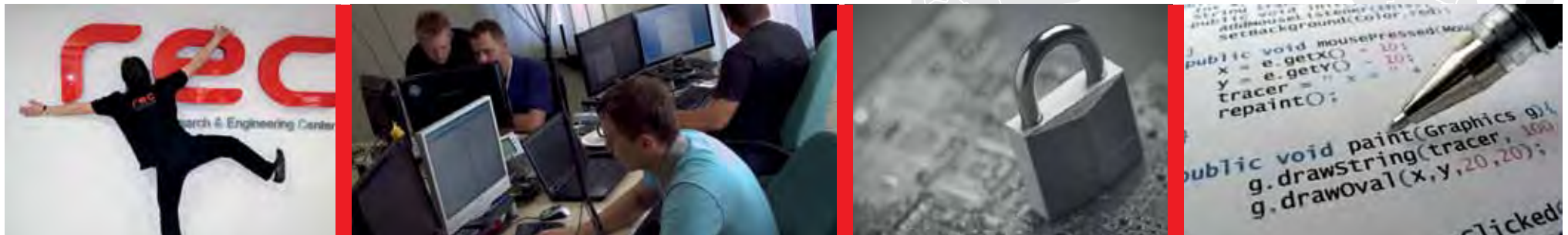
AUSTRIA 2008

POLAND 2007

SLOVAKIA 2009

CROATIA 2009

www.rec-global.pl





Research & Engineering Center

www.polishchampion.pl

Polish **Champion**



Krzysztof Kuliński
President of the Board

The HQ of REC Global is located in Wrocław, Poland. The company employs over 300 software specialists in 5 R&D locations in Eastern Europe (Wrocław, Koszalin, Zielona Góra, Žilina, and Zagreb). Additionally, REC has 6 sales offices based in Western Europe (Austria, Germany, Netherlands, Great Britain and Slovakia) and USA.

REC focuses on the following industries: Automotive, Telecommunications, Machine to Machine Communication (M2M), Green Technology, Data Analytics. However, projects go well beyond this scope. REC expertise is also used in the development of embedded systems as well as web apps for other industries.

REC is top-referenced and recognized by its customers for its performance, quality of work and communication,

which is reflected in the referrals from both European and American customers. The services are provided according to time&material and fixed price business models.

The company is distinguished by expertise and experience in implementing large software development projects. The unique value of REC is an effective value chain that is capable of building the project team up to 60 engineers (including management structure) in up to four months.

REC is a leader in quality and quantity in the region in terms of led international research projects. Examples of these innovative initiatives are projects such as: INFER, GRASP# Transfer of Green and other activities in the field of green technology.



SELENA

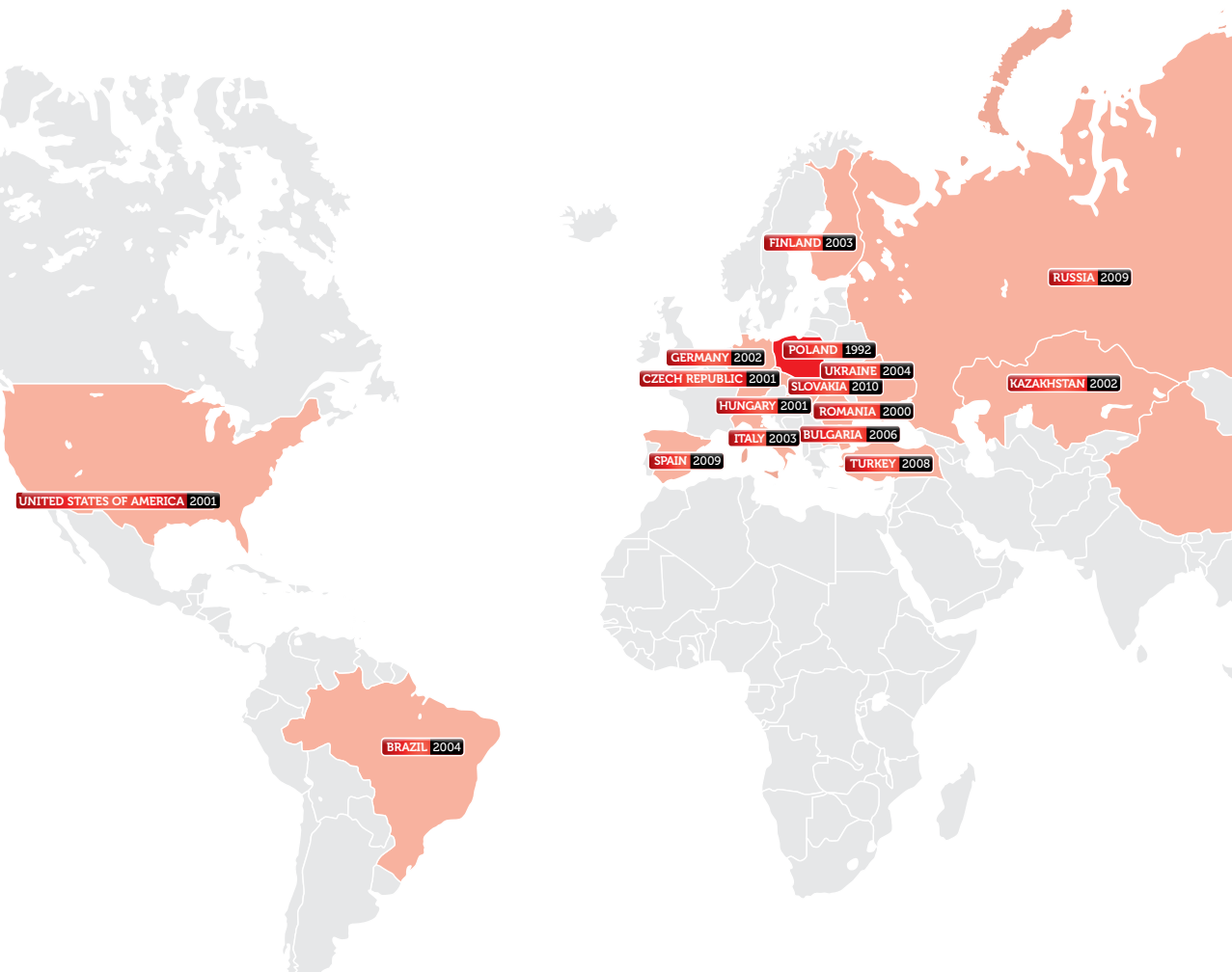
The **Selena Group** is a global manufacturer and distributor of construction chemicals. The company was founded in 1992 and in 20 years has reached more than 70 countries all over the world. The Group employs more than 1,600 people globally.

Scope of activities:

Production and distribution of:

- Polyurethane foam
- Sealants
- Adhesives
- Waterproofing products
- Insulation systems
- Fixings and complementary products

www.selena.com





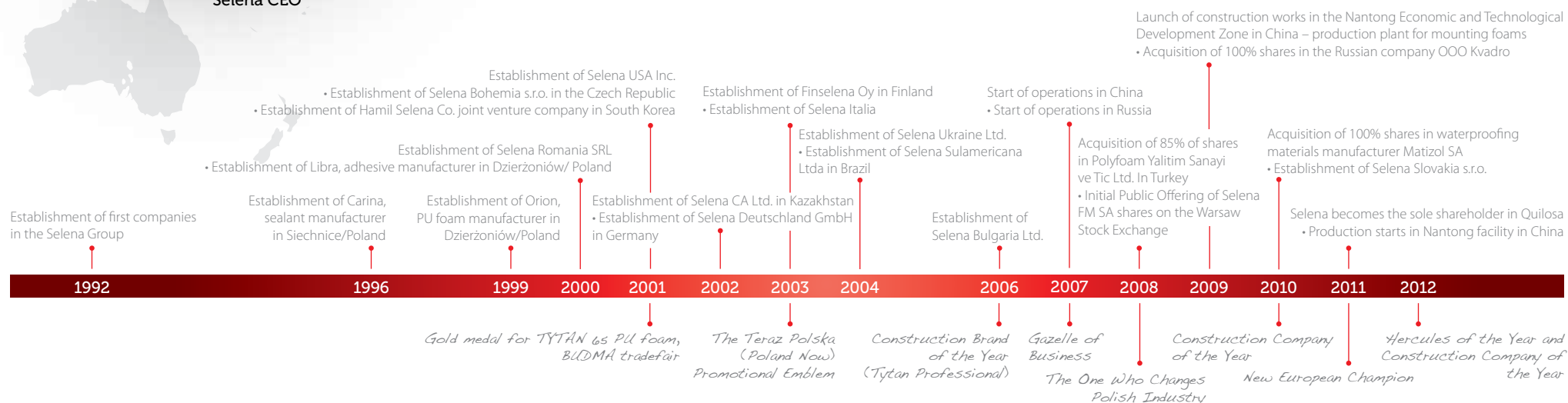
Jarosław Michniuk
Seleno CEO

Selena Group is a global manufacturer and distributor of construction chemicals. Selena offers a wide range of products for professional contractors and home users – its key brands are TYTAN, ARTELIT and Spanish QUILOSA. Selena Group is among the world's three largest manufacturers of PU foam used for door and window fitting. The Group offers range of polyurethane foams, sealants, adhesives, waterproofing products, insulation systems, fixings and complementary products.

The entire Group comprises 30 companies located all over the world, including state of the art manufacturing plants in Poland, Turkey, Spain, South Korea, China, Romania, Brazil and USA.

Selena has been distinguished as Forbes's Diamond and a Pearl of the Polish Economy.

Selena FM SA – the parent company – has been listed on the Warsaw Stock Exchange since 2008.



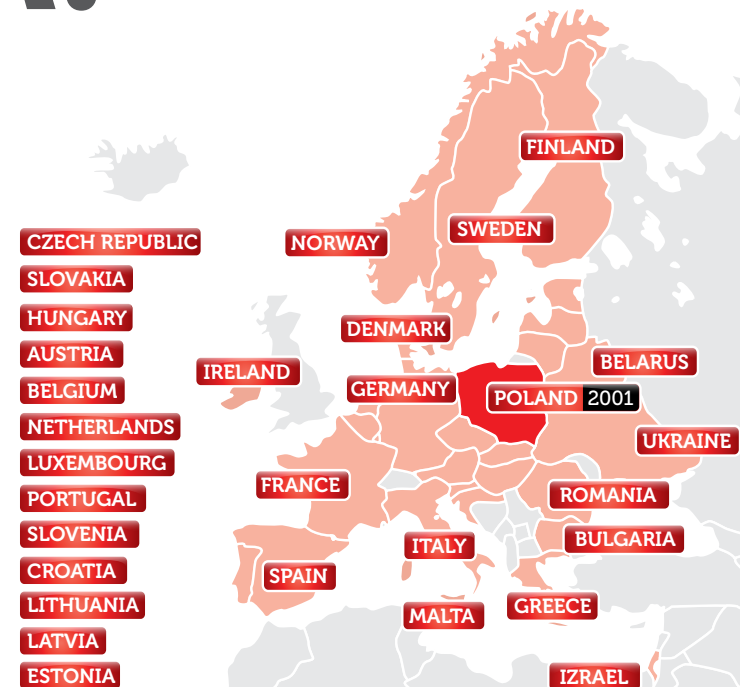
TelForceOne S.A.

TelForceOne S.A. is the biggest Polish producer, importer and distributor of mobile devices and accessories.

Moreover, the company is one of the main suppliers on printing supplies and LED lighting markets.

Scope of activities:

- GSM phones and accessories
- Consumables for printing devices
- LED lighting
- Computer accessories
- RTV and electronics accessories



www.telforceone.com



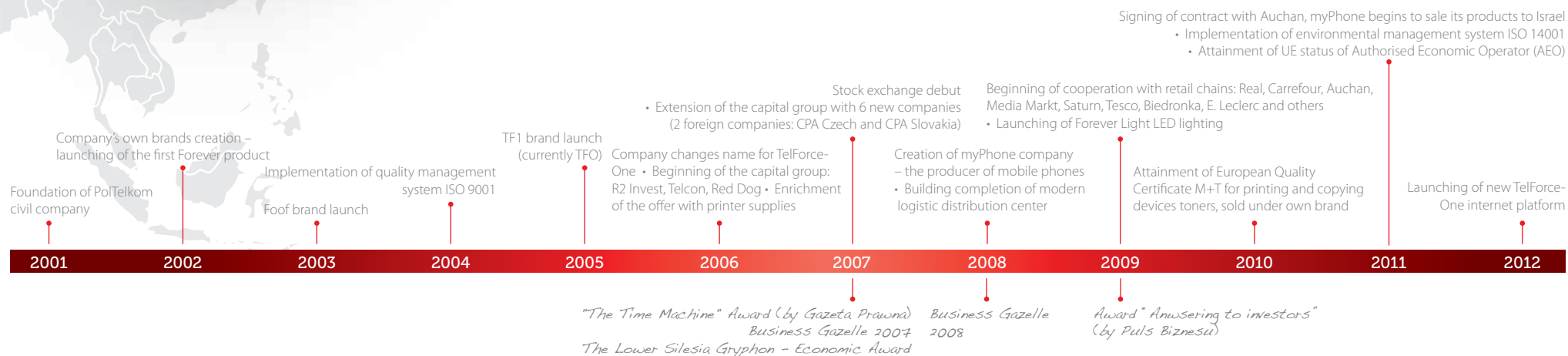


Sebastian Sawicki
President of the Board

The company is part of **TelForceOne Capital Group**, which since March 2007 is listed on the Warsaw Stock Exchange. It has a network of partners in Poland and Europe. It also has modern distribution and logistic center. "Many years of experience makes TelForceOne reliable business partner. We offer a wide range of products and high quality service – always matching customer needs."

We offer products of our own brands such as **TFO**, **FOREVER**, **TFO Supplies Line**, **Forever Light** and **GreenGo** as well as world leaders brands. Accessories available in our offer are the response to the market demand and individual customers needs. We regularly monitor market changes and technology development to increase our offer.

We have gained our strong position on the market thanks to our consequence and professionalism. We pay attention mainly to the knowledge, quality and accessibility.

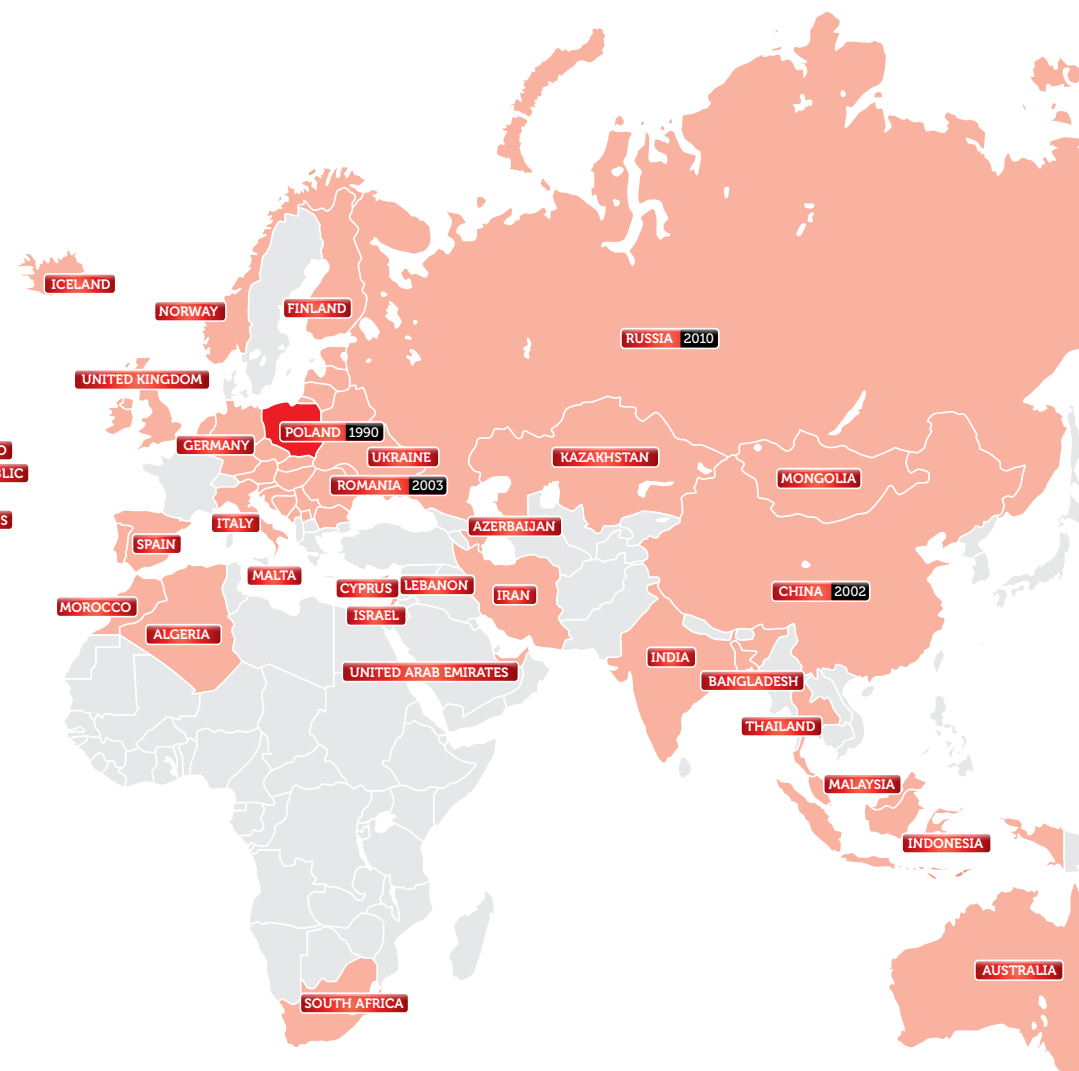


TOYA S.A.

TOYA S.A. is one of Poland's leading distributors of industrial goods.

It is a leader of the Polish hand and power tools market for both professional and household use.

AUSTRIA
BELARUS
BOSNIA
BULGARIA
CROATIA
MONTENEGRO
CZECH REPUBLIC
ESTONIA
NETHERLANDS
IRELAND
KOSOVO
LITHUANIA
LATVIA
MOLDOVA
PORTUGAL
SERBIA
SLOVAKIA
SLOVENIA
HUNGARY



www.toya.pl





Grzegorz Pinkosz
President of the Board



Dariusz Hajek
Vice President of the Board

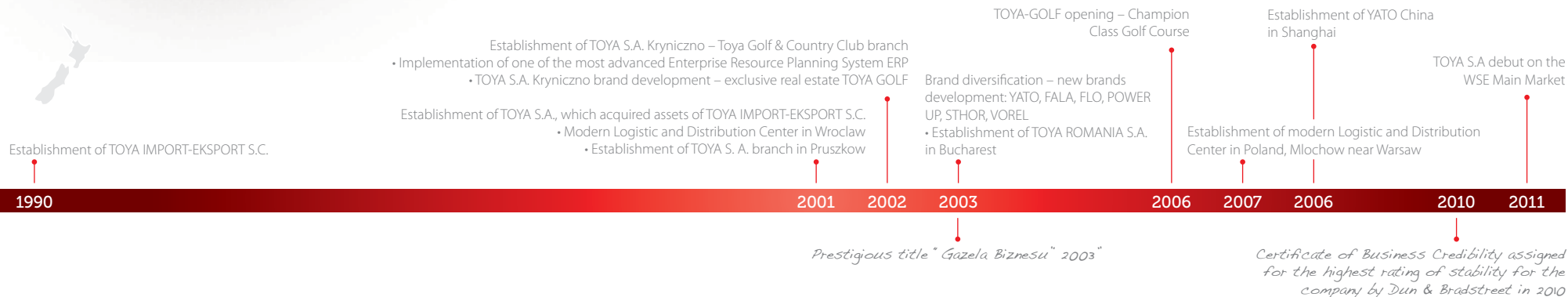
The scope of the Group's business includes product design, outsourcing of production, supervision over production quality, and distribution of products under its own brands through an extensive sales network on the Polish market and abroad: in Europe, Asia, Africa, Australia, and Central and South America.

Toya S.A. has subsidiary companies, branches and representative offices in both Europe and Asia:

- Toya Romania S.A. based in Bucharest, Romania
- Yato China Trading, based in Shanghai, China and a wide

spread sales network in domestic and foreign markets: Europe, Asia, Africa, Australia and Central and South America, with more than 3,000 active customers in 42 countries.

TOYA SA has been developing its social responsibility by setting high standards, building corporate governance, charitable activities and sponsoring local events. TOYA SA takes an active part in sponsoring rally teams, the company is a sponsor of Polish YATO rally team and a co-sponsor of Yato Tools/BigfootExpress Rally Team in South Africa.



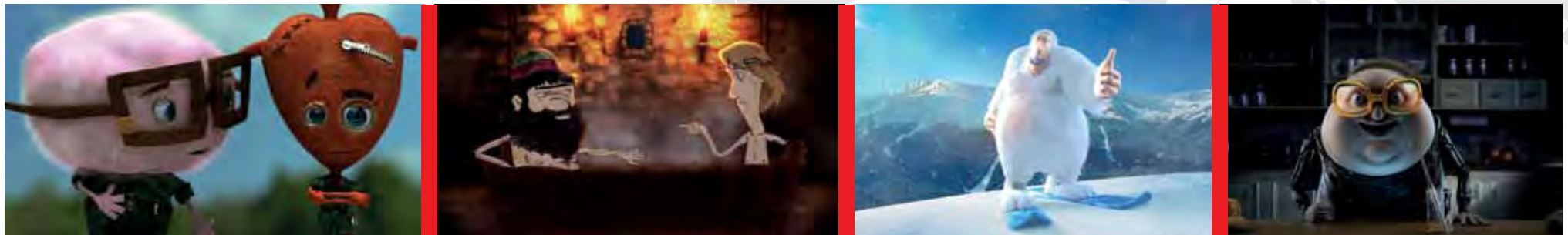
Xantus S.A.

WE ANIMATE EMOTIONS! **Xantus Animation Studio** is the biggest animation studio in Poland. Our offices are located in Warsaw and Wroclaw. Xantus Animation Studio specialises in artistic animation, computer-generated VFX, and post-production. The studio cooperates with many directors and the biggest Film Studios and Advertising Agencies in Poland.

Scope of activities:

- Animation
- Graphic artwork
- Special effects (VFX)
- Projects related to computer games, special projects

www.xantus.pl



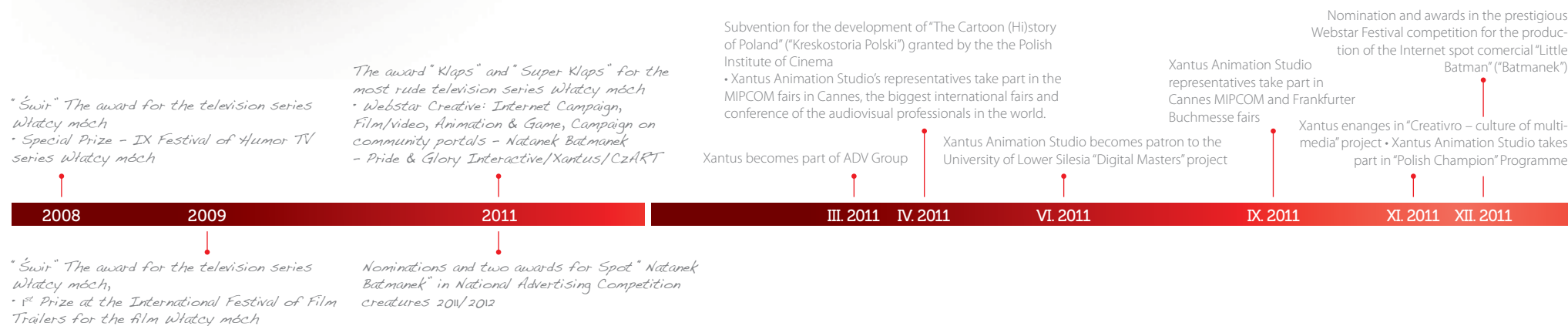


Michał Dusiński
President of the Board

People who create Xantus have been working together for nearly ten years now – the team is still growing bigger which clearly shows the company's development itself. For all that time members of our team have made many successful productions. One of the most well-known among them is the already mentioned series, "Lards of the Flyies" ("Włatcy móch") by Bartek Kędzierski, produced in an unprecedented number of 120 episodes broadcast on the TV across Poland. Xantus has also made "Lards" ("Włatcy")

on the silver screen; the film becoming very popular among the audience.

Still the turning-point for Xantus Animation Studio was 2011 that brought about many spectacular productions, not to mention Xantus becoming part of ADV Group that is present on the Warsaw Stock Exchange.



WROCLAW





COMPANIES WITH GLOBAL PERSPECTIVES

ORGANISERS



PARTNERS



PATRONAGE

