

Villager®

**NEW
ERA**

Villager Company profile



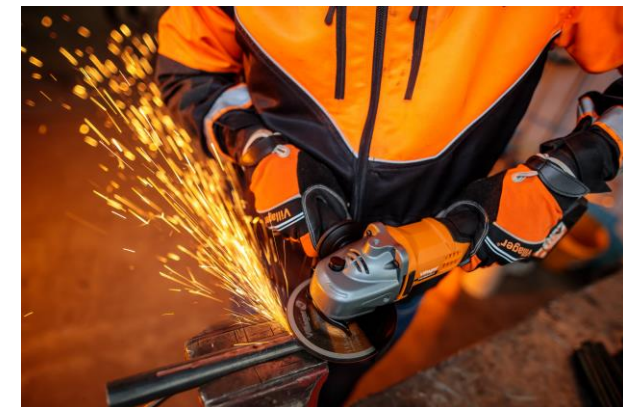
Founded in 2005, Villager is a manufacturer and distributor of garden and power tool machines and tools designed to cater to the needs of DIY enthusiasts.

Our company prides itself on a combination of attractive designs, innovation, high-quality materials, and a commitment to social responsibility. We adhere to rigorous standards to ensure that our products meet the highest levels of quality. Moreover, our precise delivery planning and competitive pricing further set us apart from the competition.

Our mission is to build the best "value for money" garden and power tool products for widespread use. We strive to create tools that offer exceptional value while maintaining affordability.

At Villager, our vision is to become the preferred choice for hobbyists, craftsmen, and farmers. We prioritize the perfect balance between quality and price, positioning ourselves where these advantages are evident. Our goal is to enhance people's lives by providing them with accessible and high-quality products that meet their needs effectively.

Villager®



Villager® Historical Development

Villager® has embarked on a remarkable journey that spans over a decade, marked by significant milestones and a relentless pursuit of excellence in the garden and power tools industry.

2007: Expanding Horizons

- In 2007, Villager® took a bold step by venturing into the power tools category, broadening its product range to meet the evolving needs of customers seeking reliable and high-performing tools.

2010: Conquering New Markets

- Recognizing the vast potential of the European market, Villager® made its presence felt by commencing sales operations in the European Union, catering to a broader audience, and establishing a strong foothold in the region.

2011: Innovation Unleashed

- Driven by a passion for innovation, Villager® introduced the renowned Villager Black Edition, a distinguished line of products that embodies both style and functionality, captivating the discerning tastes of customers.

2014: Expanding Reach

- In 2014, Villager® took a significant stride forward by establishing a new company in Slovenia, solidifying its commitment to growth and better-serving customers with enhanced efficiency and localized expertise.



2015: OEM Manufacturing Excellence

- Acknowledging the demand for superior quality products, Villager® ventured into OEM manufacturing, partnering with industry leaders to deliver exceptional tools that meet the exacting standards of professionals and enthusiasts.

2016: Villager Store™ - A Destination for Tools

- To provide customers with a seamless shopping experience, Villager® launched the Villager Store™.

2017: The Villager Challenge™

- Dedicated to fostering skill and innovation, Villager® introduced the highly anticipated Villager Challenge™, a platform encouraging craftsmen and hobbyists to showcase their expertise and creativity in exciting competitions and events.

2018: Battery Technology - FUSE18V

- At the forefront of technological advancements, Villager® unveiled the FUSE18V line of battery products, harnessing the power of cutting-edge innovations to deliver reliable performance and enhanced convenience to users.

2019: Expanding Operations - Villager Romania SRL

- Continuing to expand its global presence, Villager® established Villager Romania SRL, further strengthening its commitment to delivering excellence in Romania and fostering solid relationships with customers in the region.



2020: Strategic Acquisition - Semenarna doo Slovenia

- In 2020, Villager® solidified its market position by acquiring Semenarna doo Slovenia. This strategic move bolstered its offerings and strengthened its position as a comprehensive provider of gardening solutions.

2021: Villager Online: Your Convenient Source for High-Quality Tools

- Villager launched its e-commerce store, providing customers convenient online access to our high-quality garden and power tools.

2022: Entering New Frontiers - Villager-Tools Hungary Kft

- Continuing its expansion endeavors, Villager® extended its operations to Hungary by establishing Villager-Tools Hungary Kft, aiming to bring its exceptional tools and services to a broader customer base.

2023: Battery Technology – Zen 40V

- ZEN Power Tools Collection. ZEN, standing for Zero Emissions Number, is our groundbreaking series of garden tools designed for the eco-conscious homeowners and professionals.

2023: Robotic lawn mowers – Quix

- Quix Villager robot lawn mower is an autonomous robot designed for independent lawn mowing with minimal user assistance.



Villager offers a diverse range of products organized into six groups:

1. **Fuse18V**: Innovative battery-powered tools for reliable performance and convenience.
2. **Zen40V**: Garden Care with Zero Emission number battery tools
3. **Robotic lawn mowers QUIX**: Autonomous battery lawn mowers
4. **Garden Tools**: Meticulously crafted tools for effortless gardening and outdoor maintenance.
5. **Power Tools**: Robust tools for DIY enthusiasts and professionals, delivering precision and power.
6. **Hand Tools**: Durable and precise tools for DIY projects and professional tasks.



Established: 2005

Location: Villager's official headquarters are located in **Slovenia, European Union.**

Financial Performance: A Steady Path of Growth

Villager® has consistently demonstrated a strong financial performance, maintaining steady growth over the years.

Turnover:

2023 – turnover of €48 million

- In 2023, our turnover reached €48 million, reflecting a solid foundation for success.

2024 – expected turnover of €57 million

- For the ongoing year, 2024, we anticipate a notable increase with an expected turnover of €57 million, indicating sustained progress.

2025 – projected turnover of €65 million

- Looking ahead to 2025, we predict further growth as our turnover is expected to climb to an impressive €65 million, solidifying our position as a thriving company.

Workforce:

- Villager's success is fueled by a dedicated team of 150 individuals who bring their expertise and unwavering dedication to every aspect of the company's operations.



Sales Achievement:

- Villager® has achieved an impressive sales milestone, with over 3.1 million machines sold as of 2023, excluding hand tools and accessories. This accomplishment is a testament to our customers' satisfaction and trust in our brand. We are grateful for their ongoing support, which drives us to continually meet and exceed their expectations in providing reliable garden and power tools.

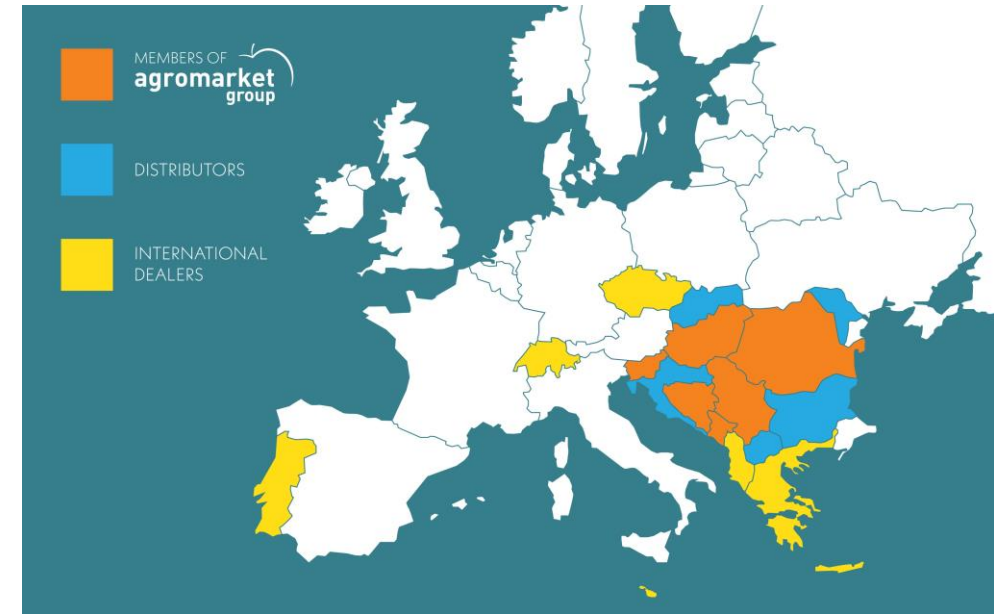


Villager® and Global Markets

We operate in markets around the world, catering to the diverse needs of our customers through tailored marketing initiatives and distribution channels. Our international distributors work closely with us to ensure that our products are available to customers worldwide, while our marketing efforts focus on building brand awareness and driving sales through various channels, including TV, digital, print, and sponsorship.

In conclusion, at Villager, we are committed to excellence and customer satisfaction. We continuously strive to deliver innovative solutions that enhance the lives of our customers, while maintaining the highest standards of quality, reliability, and affordability.

Whether you're a hobbyist, craftsman, or farmer, you can trust Villager to provide the tools you need to get the job done.



Villager®

YOU ASKED FOR A MACHINE WE GIVE YOU A FRIEND



Villager® Products

Villager products are renowned for their exceptional quality, contemporary design, and unwavering reliability. Our product range encompasses a wide variety of garden and power tools, rigorously tested under real-world conditions to meet the highest standards of reliability. We also offer a comprehensive range of spare parts and post-purchase services to ensure that our customers' needs are met long after their initial purchase.

Research and Development

Research and development represent a key competitive advantage that has made Villager one of the leading brands of garden and power tools in Europe. We are continually committed to progress and innovation, and we invest heavily in research and development. We implement the most efficient strategy for new product development, including testing and designing products, manufacturing prototypes, quality control, and testing of prototypes, pilot production, and final quality control and testing. These processes have enabled us to achieve flexible constructions and the development of high-quality parts.

Design and Construction

Market demand analysis has allowed us to gain greater insight into the types and characteristics of products our customers require, and our design team has been working diligently to meet those demands accordingly. We utilize the most modern construction software in our design process, which enables us to make parametric changes to the product or its parts and observe the immediate impact of those modifications. In addition to utilizing cutting-edge software tools for construction, we meticulously measure and analyze tension forces in parts and frames to eliminate all possible flaws and offer only top-quality products to the market.



Production and Quality Control

We have achieved a commendable standard of production quality that prioritizes health and environmental consciousness. Our meticulous analysis of machine parts and frames guarantees product quality while effectively addressing and rectifying any potential flaws in a timely manner. Through rigorous quality control measures, we manufacture machines and tools that adhere to all relevant rules, regulations, and standards. The testament to our success lies in the satisfaction of over a million customers, providing undeniable evidence that our product design and production processes ensure absolute reliability and longevity.

Service Network

We maintain a diverse network of authorized service providers to ensure that our customers receive the highest level of service and support. Our service providers are highly trained and experienced in addressing a wide range of issues, from repairs to spare parts procurement, ensuring that our customers can rely on us for all their needs.

Sustainability and Environmental Safety

At Villager, we are committed to sustainability and ensuring our products are safe for the environment. We believe in being stewards of the planet and aim to minimize our ecological footprint. Our dedication to sustainable practices and eco-friendly products aligns with our ethos of innovation and quality, ensuring that we deliver value to our customers while caring for our shared environment.



Core Values

At Villager, we uphold a set of core values that guide our actions and shape our company culture:

1. Customer Focus
2. Results-Driven
3. Entrepreneurial Spirit
4. Positive Work Environment
5. Commitment to Quality
6. Operational Excellence

These core values serve as the foundation of our company, guiding our decisions and actions as we strive to make a positive impact on our customers, employees, and the communities we serve.

Strategy

- Profitable and sustainable growth.
- Enhancing position in current markets.
- Expansion into new markets.

Villager's strategic approach is driven by a commitment to sustainable and profitable growth, deepening our footprint in existing markets while seeking new opportunities globally. We aim to leverage our established reputation for high-quality and reliable products by scaling our offerings and optimizing our operational processes. Our strategy focuses on continuous innovation, fostering partnerships, and enhancing our supply chain to improve efficiency and customer satisfaction. By implementing cutting-edge technologies and sustainable practices, we aim to strengthen our market leadership and drive future growth.



Private Label Strategy

- Full range segment coverage.
- Focus on high-turnover product categories.
- Excellent value for money.

Our private label strategy encompasses a full-range segment coverage with a focus on high-turnover product categories, delivering excellent value for money. This approach allows us to meet diverse consumer demands efficiently while maintaining high standards of quality and affordability.



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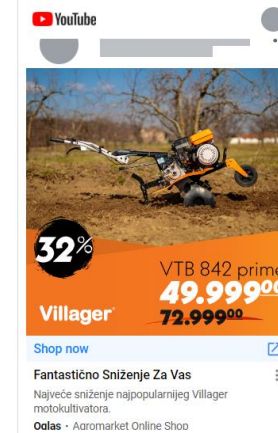
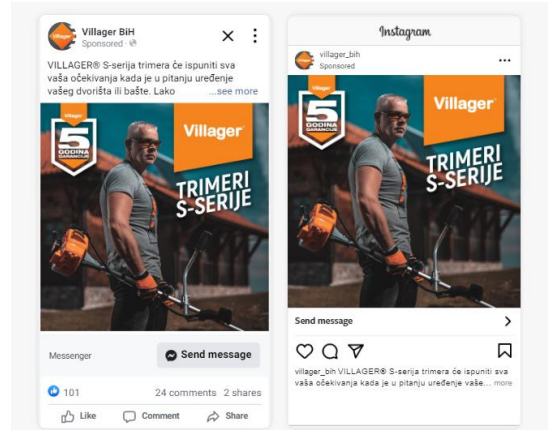
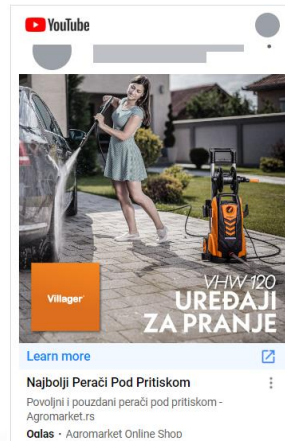
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Villager® Facts and Figures about Villager®

Villager® Marketing

As part of our comprehensive marketing strategy, Villager employs a 360° marketing campaign to effectively engage with our diverse audience. This includes TV commercials, out-of-home advertising, digital marketing, print ads, point of sale promotions, and rich content creation. We also emphasize sponsorship and social responsibility as core components of our marketing efforts, aligning our brand with values that resonate with our customers and contribute positively to the community.



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Thank you