

MOST VALUABLE COMPANIES

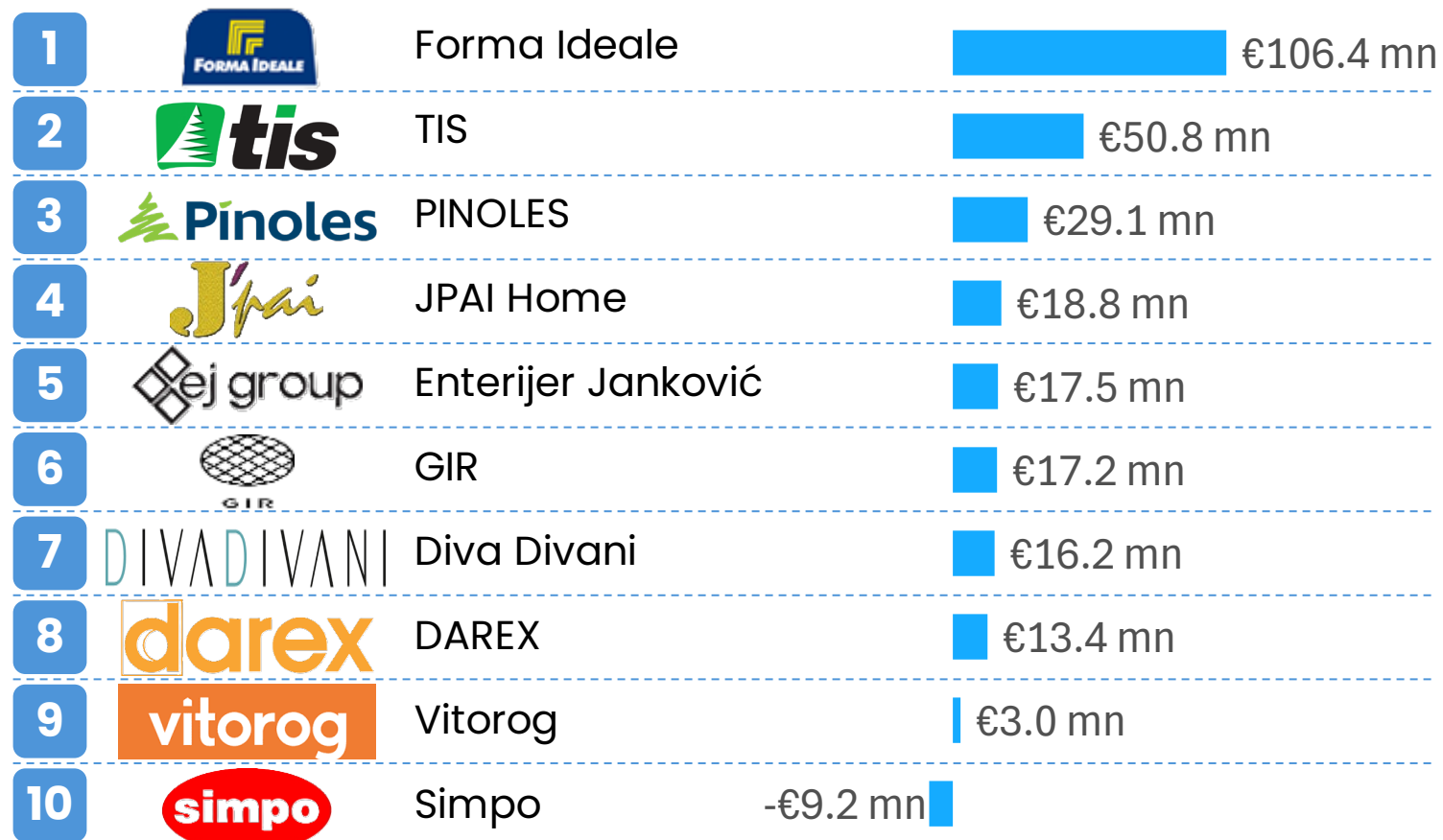
Sector
report

Furniture manufacturing

March 2025

An in-depth analysis of the
Serbian market

Top 10 most valuable companies



- ❖ **Forma Ideale** leads the valuation in Serbia's *furniture manufacturing* sector.
- ❖ High valuations are largely influenced by revenue levels, while weaker operational indicators as well as high debt tend to pull valuations down.
- ❖ The sector also features few smaller companies with significant growth potential.

Valuation summary

EUR -9.2mn – 106mn

Overall valuation range for 100% in equity

0.7x (range -0.5x – 0.9x)

Median implied Equity Value/Sales

6.0x (range 1.4x – 40.4x)

Median implied Equity value/EBITDA

1,637

Registered sector companies

EUR 726mn

total sector revenues

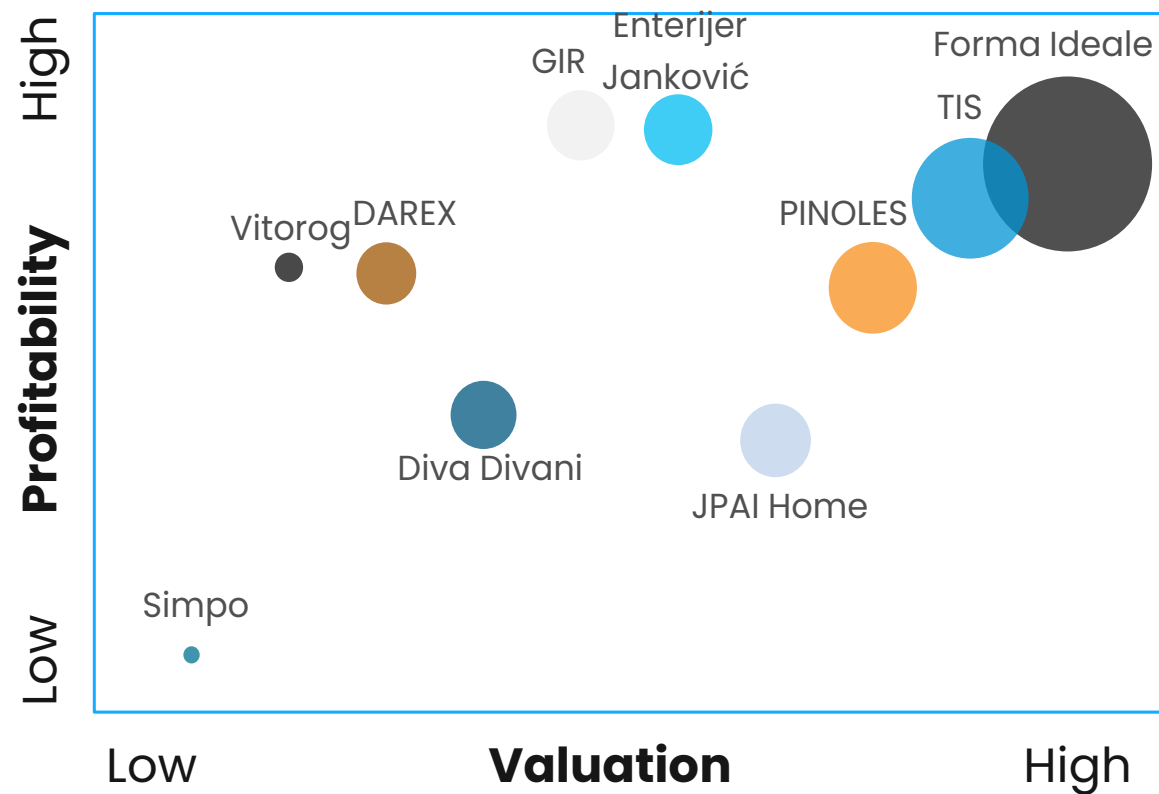
58%

of sector revenues achieved
by Top 10 companies

Sector NACE 310

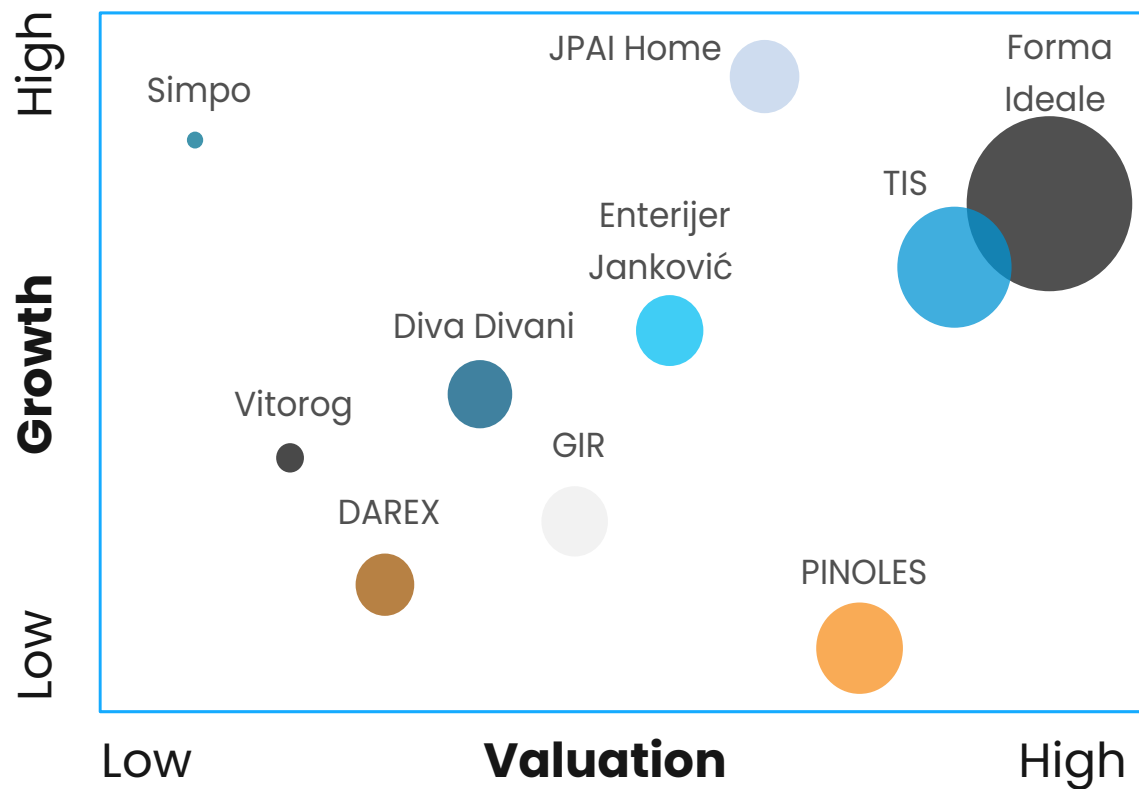
Manufacture of furniture (excl. production of mattresses)

Valuation vs. profitability



- ❖ Ranking by EBITDA margin shows a clustering around industry average profitability; these range between 5–15%
- ❖ Positive outliers are **Enterijer Janković** with 15% and **GIR** with 15% margin
- ❖ A negative outlier is **SIMPO** with negative margins of ca. 38%

Valuation vs. growth



- ❖ Valuations are largely driven by revenue, but prior-year growth reveals a different picture.
- ❖ **Jpai Home** outperforms its peers in this sector.
- ❖ Another outlier is **SIMPO** showing high growth but low (negative) valuation due to high debt.
- ❖ This analysis is based on historical data, and future performance may vary.



Forma ideale d.o.o.

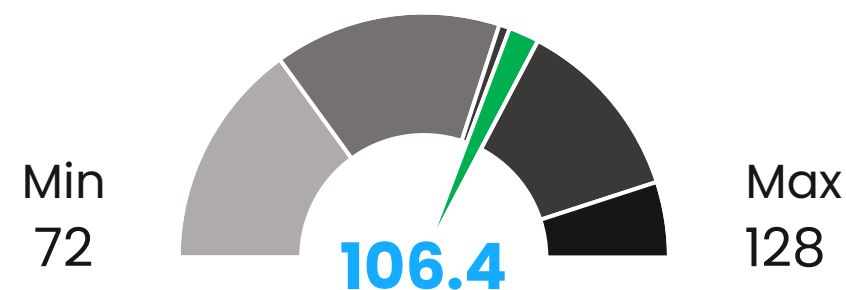
Quick facts

HQ	Kragujevac, Serbia
Website	https://www.formaideale.rs/
Established	1995
# employees	1493 (2023)

Business overview

- ❖ Forma Ideale specializes in the production of modern, high-quality, and affordable panel furniture, operating three manufacturing facilities in Serbia.
- ❖ Established in 1995 as SZTR EL-En, it has changed its organizational structure in 2004 and became Forma Ideale.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	154.2	152.3	136.3
EBITDA	20.9	20.0	19.4
EBIT	12.5	12.2	11.9
Net profit	10.9	10.5	10.4
# of Employees	1,493	1,502	1,601

TIS d.o.o.



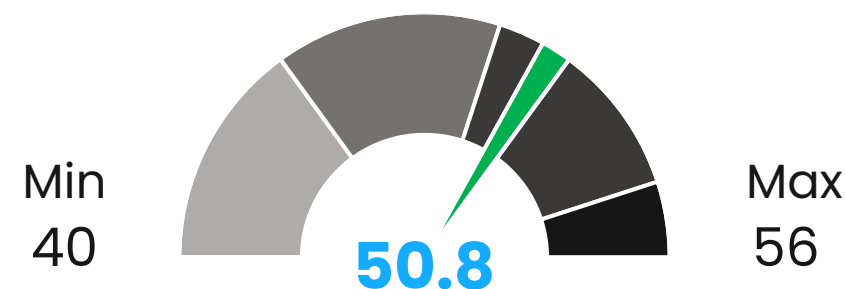
Quick facts

HQ Ivanjica, Serbia
 Website <https://tis.rs/>
 Established 1993
 # employees 193 (2023)

Business overview

- ❖ TIS specializes in the distribution of raw materials for the production of panel furniture, along with providing services and manufacturing semi-finished and finished furniture.
- ❖ Established in 1993, and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	60.3	59.9	46.7
EBITDA	7.3	8.3	6.7
EBIT	6.7	7.8	6.4
Net profit	5.2	6.5	5.4
# of Employees	193	179	168

Pinoles d.o.o.



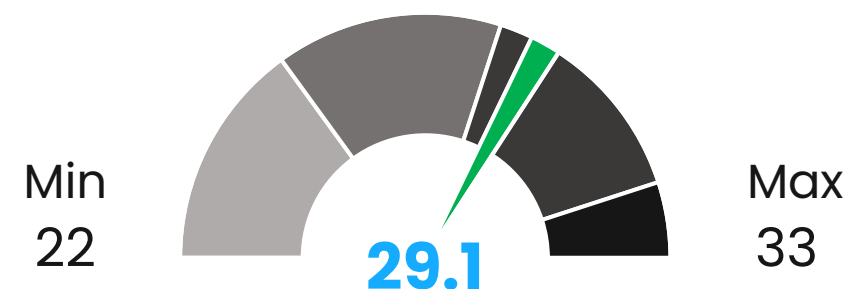
Quick facts

HQ	Belgrade, Serbia
Website	https://www.pinoles.com/
Established	1998
# employees	148 (2023)

Business overview

- ❖ Pinoles specializes in the distribution of materials for the furniture and construction industries, offering a wide range of sheet materials, edging, and finishing products.
- ❖ Established in 1998, and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	36.2	64.4	50.3
EBITDA	3.0	5.0	4.1
EBIT	2.5	4.6	3.7
Net profit	1.5	2.9	0.5
# of Employees	148	145	143

Jpai Home d.o.o.



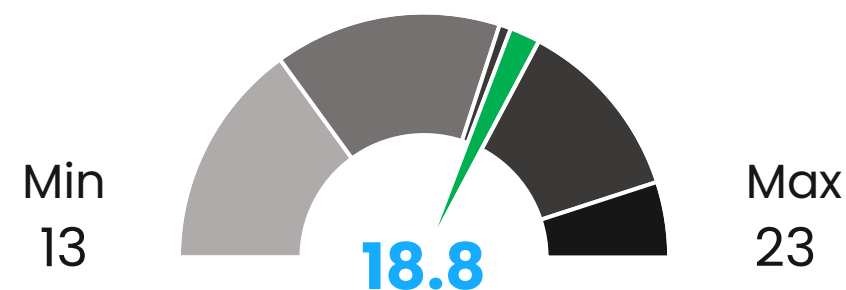
Quick facts

HQ	Stara Pazova (Branch), Serbia
Website	http://www.jpaihome.com/
Established	2022
# employees	219 (2023)

Business overview

- ❖ Jpai Home specializes in designing and manufacturing high-quality, stylish, and comfortable furniture, including sofas and home furnishings.
- ❖ Serbian branch established in 2022.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	27.9	9.0	-
EBITDA	0.5	(0.0)	-
EBIT	0.4	(0.0)	-
Net profit	(0.2)	(0.0)	-
# of Employees	219	46	-

Enterijer Janković d.o.o.



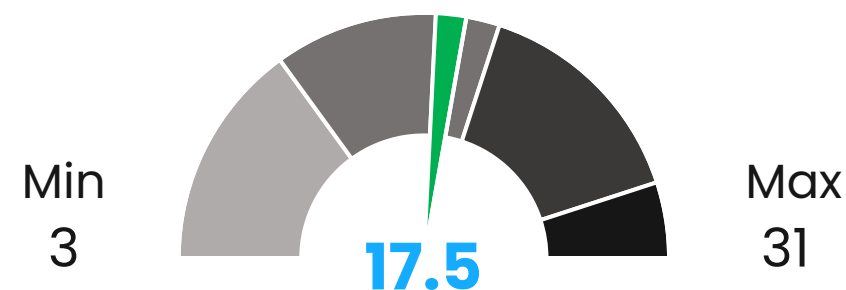
Quick facts

HQ	Novi Sad, Serbia
Website	https://enterijer-jankovic.co.rs/
Established	1993
# employees	500 (2023)

Business overview

- ❖ Enterijer Janković specializes in turnkey interior solutions, offering design, production, and installation services for both domestic and international markets.
- ❖ Established in 1993 and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	37.8	41.2	23.7
EBITDA	5.7	6.5	1.3
EBIT	5.2	5.7	0.9
Net profit	5.5	5.0	1.3
# of Employees	500	442	437

Gir d.o.o.



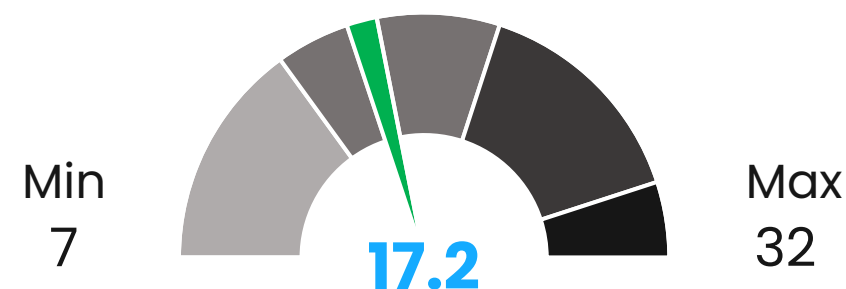
Quick facts

HQ	Kraljevo, Serbia
Website	https://girstore.com/
Established	1998
# employees	752 (2023)

Business overview

- ❖ Gir specializes in progressive and honest furniture design, producing high-quality pieces in its Kraljevo factory and supplying a significant portion of the Belgian brand Ethnicraft's global collection.
- ❖ Established in 1998, and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	32.7	37.5	27.1
EBITDA	5.0	5.8	4.6
EBIT	3.1	4.0	3.0
Net profit	2.7	3.6	2.5
# of Employees	752	842	772

Diva Divani d.o.o.

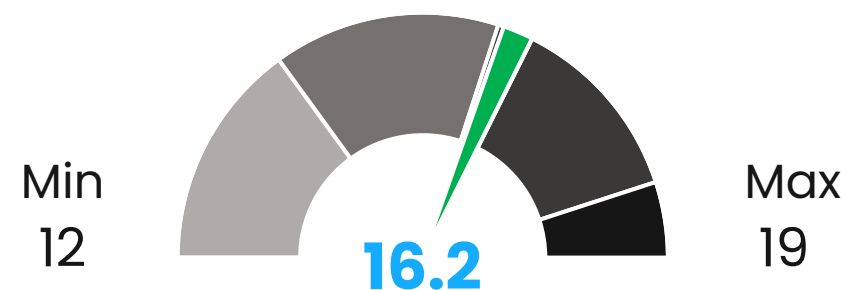
Quick facts

HQ	Vranjska Banja, Serbia
Website	https://www.divadivani.com/en/
Established	2009
# employees	372 (2023)

Business overview

- ❖ Diva Divani specializes in high-quality upholstery production, with efficient supply chain management and international quality standards.
- ❖ Established in 2009, as a Serbian branch. From 2024 owned by We Do Living S.r.l.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	18.2	20.1	18.7
EBITDA	0.5	0.2	(0.1)
EBIT	0.4	0.1	(0.1)
Net profit	0.5	0.2	(0.2)
# of Employees	372	387	386

Darex d.o.o.



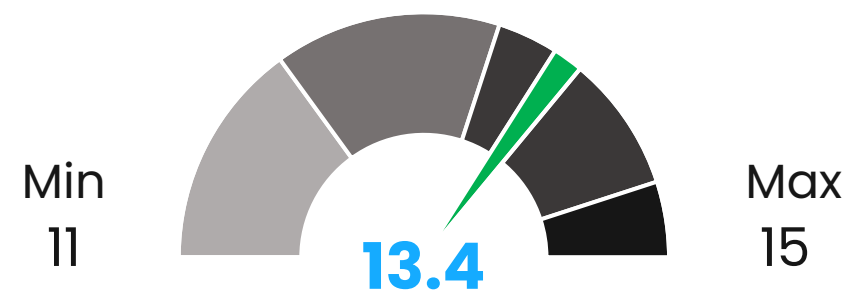
Quick facts

HQ	Belgrade, Serbia
Website	https://darex.rs/
Established	1992
# employees	85 (2023)

Business overview

- ❖ Darex specializes in the import and distribution of wood panel materials, furniture fittings, and edging strips, providing a wide range of raw materials for furniture production.
- ❖ Established in 1992 and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	15.8	18.8	16.2
EBITDA	1.4	2.6	2.5
EBIT	1.0	2.2	2.2
Net profit	1.1	2.0	1.9
# of Employees	85	85	87

Vitorog-Promet d.o.o.



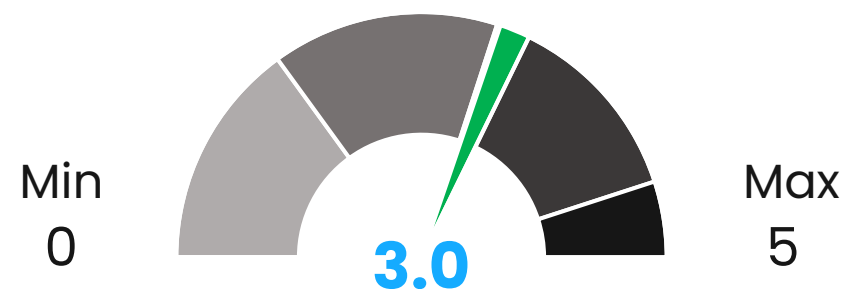
Quick facts

HQ	Novi Sad, Serbia
Website	https://vitorogpromet.rs/
Established	1993
# employees	570 (2023)

Business overview

- ❖ Vitorog-promet specializes in the production and retail of high-quality furniture, offering a wide range of products through its own manufacturing facilities and partnerships with trusted suppliers.
- ❖ Established in 1993 and is entirely privately owned.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	21.6	24.7	21.5
EBITDA	2.0	2.4	2.4
EBIT	0.2	0.7	0.9
Net profit	0.0	0.7	0.5
# of Employees	570	612	625

Simpo a.d.



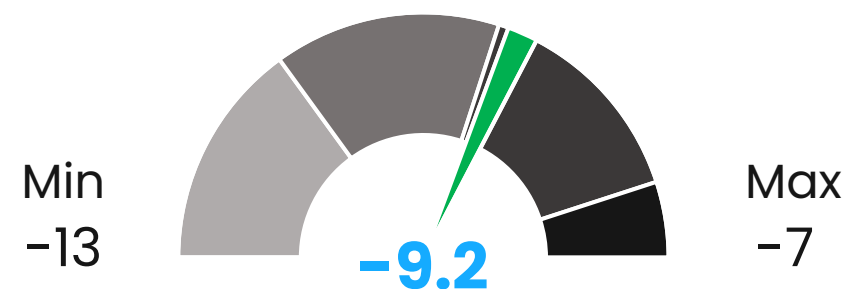
Quick facts

HQ	Vranje, Serbia
Website	https://simpo.rs/
Established	1963
# employees	1391 (2023)

Business overview

- ❖ Simpo specializes in crafting high-quality, stylish, and functional furniture with a rich tradition, bringing warmth and character to homes and businesses across Serbia and Europe.
- ❖ Established in 1963, with majority stake owned by the Government of Serbia.

Valuation outcome (EUR mn)



Key financials

<i>in EUR mn</i>	2023	2022	2021
Revenues	17.7	16.8	18.3
EBITDA	(6.7)	(6.1)	(5.2)
EBIT	(8.1)	(7.6)	(6.8)
Net profit	(6.5)	(6.1)	(6.6)
# of Employees	1,391	1,469	1,518

Methodology

Input data

In conducting the analysis, we have relied upon information (historical financial and operational data) that is publicly available. Financial projections have been developed based on industry benchmarks, historical trends, and available market data. These estimates may incorporate sector growth rates, peer group estimates, and macroeconomic factors that influence these projections.

The group of selected companies was formed based on the primarily registered activity and respective codes in the Serbian Business Register Agency (APR).

Valuation

The valuation is based on a mix of various methods of the Income and Market Approach.

For the **Income Approach**, a simplified *Discounted Cash Flow* (note: valuation based on projections of cash flow of the company; the free cash flow is discounted using a respective discount rate reflecting risk and market factors to calculate the net present value of the firm) and *Flow-to-Equity* (note: see before; free cash flow to equity) methods were applied.

The **Market Approach** utilized various multiples (e.g. EV/Sales, EV/EBITDA, EV/EBIT) from *traded companies* (note that a relevant peer group has been selected for this purpose) and from *comparable transaction*.

All methods provided *minimum and maximum values* for the valuation and the final valuation was derived as a *weighted average of these methods*.

Disclaimer

This analysis is our own and the document is for information purposes only and should not be relied upon. It does not constitute an offering, information memorandum or any other form of offering document.

Questions

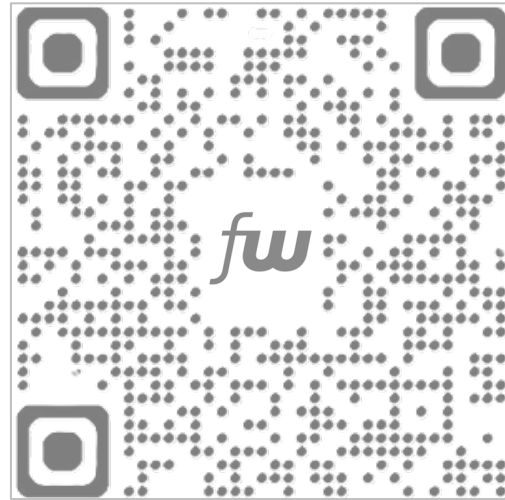
Can I rely 100% on these results?

Valuation is often seen as "more art than science" and depends on assumptions and future financial projections. The analysis serves as an indication and may vary from other assessments. This analysis is for informational purposes only and should not be considered investment advice.

What if I need a more detailed analysis?

We refine valuations by analyzing market trends, industry benchmarks, and key business drivers to provide a more accurate and tailored assessment. If you need a more in-depth valuation for a sale, acquisition, or strategic planning, our team can help.

For any **questions, ideas and support**,
please reach out.



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