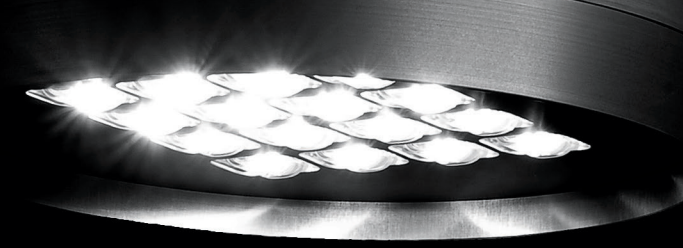


WE ARE INVESTING
IN THE FUTURE

ROSA

The letter from the President Stanisław Rosa 4

The past that shapes the future 6

Investing in common future 8

The facts that speak for themselves 10

Our products in harmony with nature 12

Innovations are our asset 16

ROSA – more than a product... 18

We invest in ROSA brand image 20

ECO by ROSA 22

ROSA News 24

Ladies and Gentlemen,

2014 is upon us! When I look back, I see an important date: 1st March 1992. It marks the beginning of my own business which has been investing in its development ever since. Why? Because I'm a fan of new technologies. When I see a new machine which could streamline our production, I immediately think of buying it. I also believe that outdoor lighting should not only be functional but it should also adorn the surroundings. Our Clients, seeking high quality products, excellent service and good price, also play a very important role in the development of my company. This all contributes to Rosa's continuous growth as well as the company's response to market demands and client requirements.

When I started my business, making a good weatherproof lighting column was of great significance to me. Especially in Silesia where air pollution levels were high at the time. In 1993, after a year of hard work, the first steel, plastic coated lighting pole was produced. These poles still light Silesian streets. In 1998 we started production on our own 4 thousand square meters in Katowice Special Economic Zone. I thought this would suffice for many years to come. But it was then when the idea to make aluminium street columns was born. It was a dream come true: a dream about more beautiful surroundings as well as various shapes and colors of outdoor lighting. I am convinced that anodizing ensures efficient anti-corrosion protection and great shape to an aluminium column. Thus our anodizing plant was born. Anodized aluminium column is currently one of the best products in the world. Today, 24 thousand square meters hold three factories owned by the Rosa Group in Poland, and ROSA VOSTOK, active on the Russian market, has been operating since 2006. *„In with the new"* – now I know that this saying is true because the third decade of the Rosa Group means LED technology. All our products are based on Polish know-how and innovations. We own many patents, industrial designs and utility models. It is similar with LED technology: many technical solutions related to energy efficiency were developed by us. We also offer LED luminaires with anodized aluminium body which will last as long as our anodized aluminium street columns.

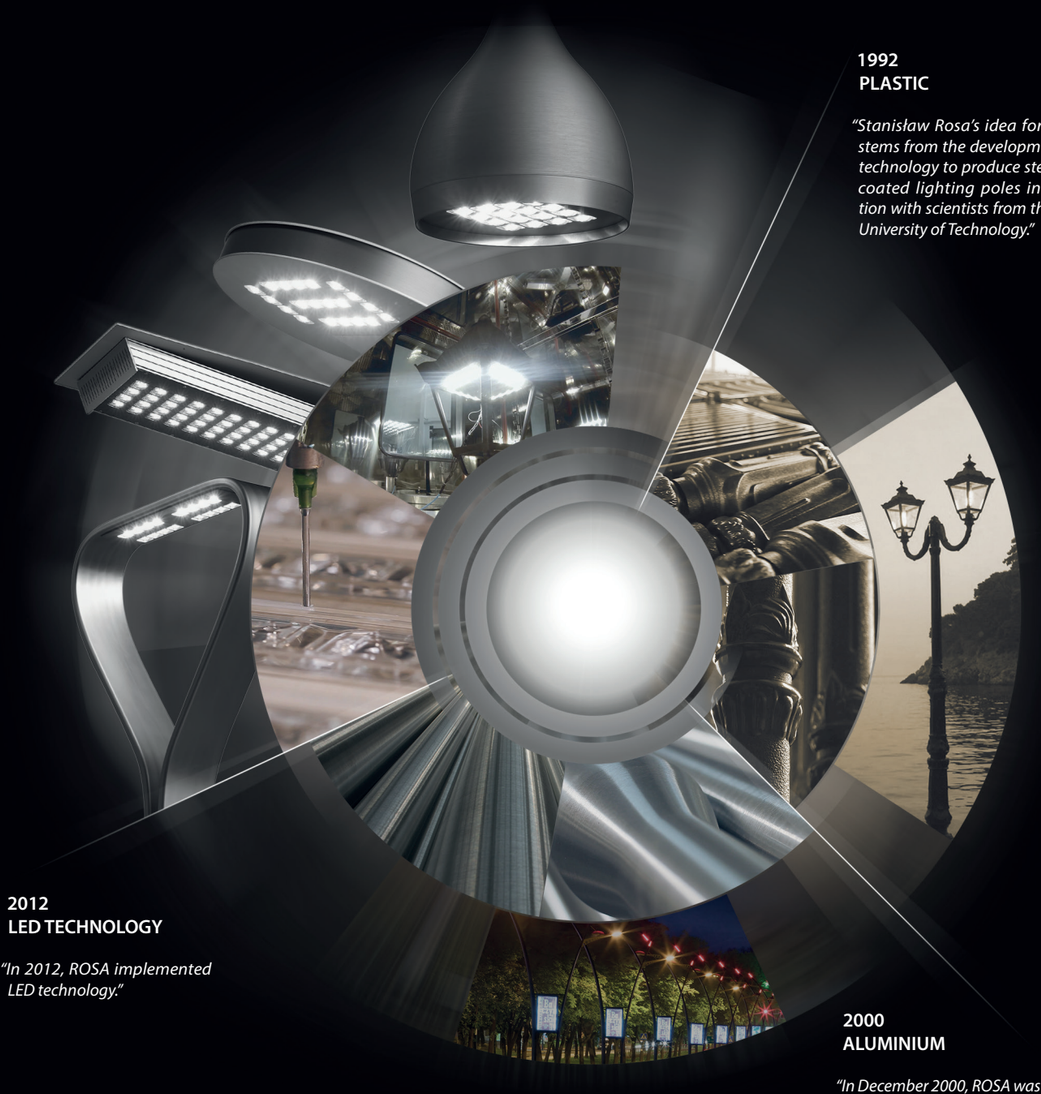
It is 2014 and after 22 years I am proud to say that we offer comprehensive services. We produce virtually anything: concrete elements, columns made using different technologies, extension arms, park luminaires, street luminaires and connection boxes. Complexity of a request is no problem for us. We will strive to find the best solution that will meet our client's expectations. We specialize in custom-made products - unique and one of a kind. We can complete 4-5 new projects for street columns daily, and within one week we can make a new LED luminaire – from design to quality control performed in our laboratory aimed at testing whether the luminaire works properly and emits proper amount of light.

Many years of experience have taught me that in business you must save each penny but invest millions in new technologies, people and development. People: there are no other like those from Silesia! It is because of such honest and loyal colleagues and employees – professionals worth every money – Rosa Group achieved its position and is looking forward to the future.

The year 2001, when we showcased our products at Intel exhibition in Milan, started a new era of cooperation with an international partner. Ever since, 45% of our production is exported not only to European countries but also all over the world. I am fascinated with these places where unconventional products with untypical shapes and colors are used. I would love to implant such way of thinking in Poland... and I would also like to master my golf skills. Golf requires total concentration. If you are not focused, you are not going to win. Just like in business.

I invite you to read our catalog in which we would like to introduce Rosa Group and encourage you to cooperate with us. We offer quality, reliability, flexibility and professionalism, all based on the principles of corporate social responsibility – see for yourselves.

Stanisław Rosa



1992
PLASTIC

"Stanisław Rosa's idea for business stems from the development of the technology to produce steel, plastic coated lighting poles in cooperation with scientists from the Silesian University of Technology."

2012
LED TECHNOLOGY

"In 2012, ROSA implemented LED technology."

2000
ALUMINIUM

"In December 2000, ROSA was the first company in Poland to start production of aluminium columns."

The past that shapes the future

Stanisław Rosa's idea for business stems from the development of the technology to produce steel, plastic coated lighting poles in cooperation with scientists from the Silesian University of Technology. This happened in 1992, and in 1998 the production was launched. In December 2000, ROSA was the first company in Poland to start production of aluminium columns. Own innovations also played a major role here. The year 2001 marks a milestone in cooperation with international partners. ROSA's offer was recognized at International Exhibition Intel in Milan. In 2003, the company implemented the Integrated Quality Management System ISO 9001:2000, which was thereafter adjusted to PN-EN ISO 9001:2009 standard.

In November 2005, ROSA VOSTOK, a daughter company handling product distribution to eastern markets, was established in Russia. In 2008, we launched our own anodizing plant which to this day remains one of the most state-of-the-art technological lines in East-Central Europe. Two years ago, in 2012, ROSA implemented LED technology. In January 2014, a new daughter company, ROSA S.H.A., was registered in Slovakia. In the nearest future, this company will expand to Slovakian, Hungarian and Austrian markets. Three decades, three complementary businesses, working for one result: a professional and reliable company in the outdoor lighting industry, offering its services all over the world. Today and in the future.

Investing in common future

Currently, all over the world, there is a shift in the awareness of societies and a change in national policies directly affecting the development of lighting industry. Some concern the environment and others relate to strict requirements of a modern consumer. Responsible business is watching these changes closely, and so is ROSA. Companies from the outdoor lighting industry implement effective recycling programs as well as introduce innovative technologies extending durability and efficiency of outdoor lighting products. Contemporary market is dominated by LEDs. With the greatest care for the future, the largest international brands participate in the process of perfecting this breakthrough technology, from design to production. Still, in the 21st century, the product itself is not enough.

Consumers demand not only products or services but added value, comfort, security, care for health or aesthetics at the highest level. They expect that the product they purchase is global and the company they purchase it from is not anonymous – it is present on international market now and it will also be in the future. Hence we strive to make the ROSA brand a well-known and renowned manufacturer of high quality outdoor lighting products which is flexible, efficient, reliable and versatile while doing business with its clients, and, moreover, which is socially responsible and involved not only locally but also globally. That's who we are!

We invest in the future comprehensively

ECO by ROSA

ROSA's own solutions related to ecology. Recycling, anodizing, energy efficiency, everyday operation of factories based on environmentally friendly solutions.

ROSA LED

ROSA's own solutions related to LED, its technology and design.

MORE THAN PRODUCT

Security, Quality, Design. Our products are made on the basis of our own patents, with attention devoted to every detail and focus on their smooth and long operation.

INTERNATIONAL

55 countries today. Tomorrow – everywhere our products and services are in demand. We are open to the world.

We invest in the future comprehensively

F FOUNDATION

We offer comprehensive services, from foundations to final product.

U URBAN

Our offer includes tasteful and excellent-quality outdoor lighting products dedicated to urban space, roads, streets, bypasses, bridges and city structures.

T TECHNOLOGY

We use the best Polish know-how in our production process. We are innovative and technologically advanced.

U UNIQUE

We offer unique, exceptional, one of a kind, custom-made products, and their fast and reliable manufacturing.

R RECYKLING

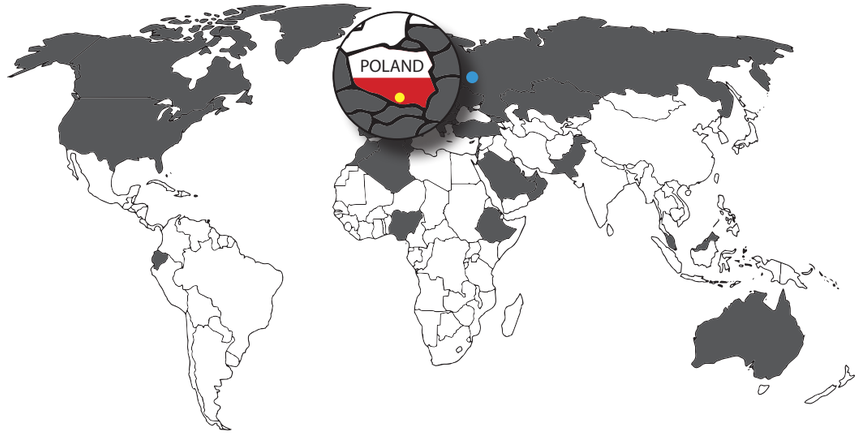
We guarantee recycling of aluminium street columns and light masts as well as plastic coated poles because we care for the environment.

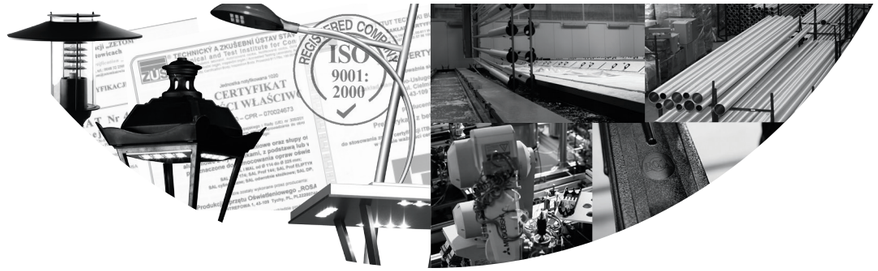
E ENERGY

We have proven that our luminaires are highly efficient.

The facts that speak for themselves

The ROSA Group, founded by Stanisław Rosa in 1992, has been operating on the outdoor lighting market for more than 20 years. In Poland we employ approx. 250 people in 3 factories located in Tychy. We distribute our products on the Russian market through our daughter company, ROSA VOSTOK, and on the Slovak market through ROSA S.H.A. Moreover, we export them to 55 countries around the globe. The total area of our factories amounts to 24,000 square meters. We own 18 certificates confirming quality, and our everyday operations are run on the basis of Quality Management System ISO 9001:2009. We received more than 75 awards and prizes in national and international competitions. We own 9 unique patents for technology and manufacturing of our products. Due to application of ROSA LED luminaires, we can achieve even up to 76% of energy savings on the whole project. We grant a guarantee of up to 10 years on LED luminaires and of up to 20 years on our anodized columns.





Our anodizing plant is currently the largest facility of this type in East-Central Europe.We anodize elements of up to 10 meters long, in 12 unique colors. The plant has a total capacity of 45 thousand amperes. Computer controlled production line consists of 27 process tanks. Our offer includes 21 product groups related with outdoor lighting: aluminium park columns; plastic coated poles; extension arms and arm systems; wall brackets; park luminaires; lighting columns; street aluminium columns; extension arms and wall brackets; light masts; extension arms for light masts; street luminaires; floodlights; lowering and raising columns; connection boxes; columns for traffic lights; flag poles; decorative elements; concrete footings; reinforcement baskets; garden lighting; industrial luminaires. We also offer custom-made products.

ROSA Group's headquarters in Tychy

ROSA VOSTOK's headquarters in Smolensk

ROSA's market presence

Our products in harmony with nature

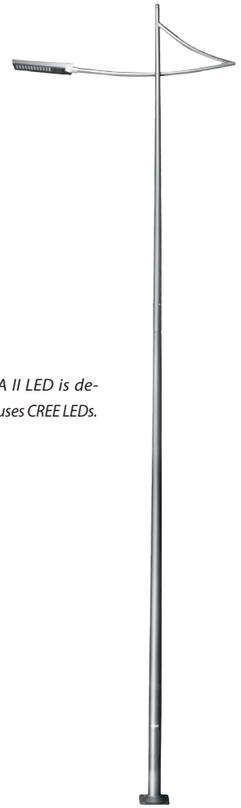
Cities, roads, buildings. All elements of the space we live in need light for us to feel safe, to be able to act, and also to enjoy the beauty of the world surrounding us. Our long experience enabled us to create an extensive offer dedicated to this space.

ROSA products are easy to assemble and guarantee long-term and maintenance-free operation. Manufactured in an environmentally-friendly process, they are designed to be used without any damage to the environment.

Roads and Highways

Currently, aluminium columns are most often used for such investment projects as construction of highways, bypasses and streets, as well as in every urban space in need

URSA II LED
Street luminaire URSA II LED is designed to light streets. It uses CREE LEDs.



DROP LED
Park luminaire DROP LED is designed to light footpaths, streets, parks and green squares. It uses CREE LEDs..

Modern city

The system of lighting urban spaces requires not only columns but also proper luminaires. Our offer includes luminaires dedicated to urban space and buildings related to the

of such products. ROSA developed, implemented and patented a state-of-the-art technology of production of cylindrical-conical seamless aluminium columns. The base plate and cone are welded by a welding robot, which guarantees high precision, quality of the weld, pleasant appearance and repeatability with required parameters. ROSA's aluminium columns have varied diameter and unusual shapes; interesting extension arms may also be added to them. All aluminium columns from standard ROSA offer are anodized, which ensures their durability. Due to anodizing, columns are UV resistant and noncorrosive; they also do not chip off, and their colors are long-lasting.

city. We manufacture 22 types of luminaires made in LED technology as well as 13 luminaires using high-pressure light sources. We are fluent in regulations and standards which impose, on countries and, consequently, local authorities, the obligation to think about energy efficiency in economic and ecological categories. Our products are not only easy on the eyes but they also consume limited amounts of energy. Lowering and raising columns, enabling access to extension arms and luminaires from the ground, perfectly complement our offer. Their inclination angle is from 0° to 90°. They may be used in sport areas, car parks, gardens, by residences, road junctions, in ports, on railway platforms and at airports, or at ski slopes – everywhere access to the column is difficult.

Our products in harmony with nature

Parks and Gardens

For creation of an old period atmosphere or for such investment projects as promenades, city parks, streets or gardens, our plastic coated poles are the products of choice. They are noncorrosive, weather and UV resistant. They are also protected against the

MIRA LED
Park luminaire MIRA LED is designed to light footpaths, parks and green squares. It uses CREE LEDs.

TAURUS LED
Industrial luminaire TAURUS LED is designed to light e.g. production halls, warehouses and gas stations. It is made from aluminium with excellent parameters of thermal conductivity.

effects of salt, ammonium and other caustic substances. We can adjust the plastic coating to any climate zone – from below -30°C to above +40°C. We offer 3 versions of plastic coated poles: traditional, classic and composite. We are also able to satisfy the most extravagant tastes of lovers of good lighting of private gardens.

Even more

Our varied offer of outdoor lighting products is enriched by flag poles, industrial lighting, lighting for such facilities as gas stations, bridges or traffic lights. Flag poles are made putting great attention to each detail, with the poles destination in mind. Worth

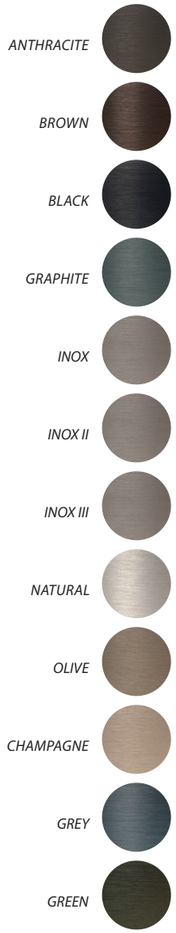
mentioning are also industrial luminaires LIBRA LED and TAURUS RED, applied e.g. in gas stations or production halls. A new solution, developed to meet our Clients' needs, are lighting LED columns: Core, Stick and Cut. We offer them in sets (a columns with extension arm, luminaire and light source). Their exceptional design and multi-purpose nature make it an attractive and desired product from ROSA's offer.

Innovations are our asset

If you want to be competitive, you have to be innovative. ROSA has known and practiced this rule for more than 20 years. We started with a unique technology of manufacturing steel, plastic coated lighting poles, still used today. Ever since, we have designed customized and exclusive technological lines for producing individual elements of outdoor lighting offered by ROSA. Many machines are one of a kind and innovative, e.g. our rolling mills. We often make extension arms manually, which creates an interesting and unconventional end shape.

Polish know-how and innovations are not only valued in ROSA but they are also a basis of its successes with new solutions. We develop methods of manufacturing our products ourselves or with the help of scientists. As a result, we own many unique patents and ground-breaking utility models and industrial designs. We can boast of e.g.: utility model for closing the wiring chamber of a lighting pole or patents for the method for shaping circular cross-section structural elements, particularly made of aluminium, with constant or variable cross-section along their axis and high slenderness ratio, or a patent for the method of forming column cones, particularly made of cylindrical aluminium pipe, used as straight or curved lighting poles. The cone and base plate are welded by a welding robot, which guarantees high precision. Our unconventional technical solutions allow us to make a body of a luminaire according to client's design. Rollers forming a part of our LED luminaires production line are digitally controlled.

The anodizing plant is no doubt our technological gem. As the only manufacturer, we apply the method of interference coloring of aluminium for profiles of up to 10 meters long as well as the method of electrochemical coloring. This allows us to offer a wide color palette and 27 process tanks – the longest in Poland. We use anodizing to protect the surface of aluminium columns and extension arms from corrosion. We exclusively offer anodized luminaire body. Our technological line enables anodizing aluminium elements up to 10.5 meters long. Due to anodizing, outdoor lighting products manufactured by our company have pleasant appearance; they are long-lasting, UV resistant and noncorrosive. Our anodizing plant is also opened for other manufacturers of products made from aluminium for whom anodizing is a necessary or attractive solution for protecting external surfaces.



ROSA – more than a product...

Design

"I would like our products to adorn urban space" - these are the words of Stanisław Rosa, the founder and owner of the ROSA Group. And he does everything he can to make that happen. The design of MIZAR LED luminaire, created by Paweł Balcerzak, a lecturer at the Academy of Fine Arts in Warsaw, was deemed one of the 120 most interesting designs produced in Poland since 2000. In 2013, it was made a part of *"Polish Design: Uncut"* album. In 2012, we started cooperation with Italian design studio EMO. Led by designer Lukasz Bertoli, the Italian team created the first designs for luminaires: DROP – classic, with a subtly drawn wave on the luminaire, and FLEXI – with futuristic shape, using aluminium shaping properties to the maximum. The latest idea from Italian designers and ROSA concerns three lighting columns: Core, Cut, Stick, all made in LED technology.

Laboratory

Our laboratory allows us to meet strict quality requirements of the products we offer. It is equipped with a salt chamber to test corrosion, an aging effects chamber to analyze the effect of sunlight on products, a dust chamber to determine the IP rating, a testing machine to examine mechanical properties, a climate chamber to assess the impact of high and low temperature on products, a metallographic microscope, an electronic research stand, and a photogoniometer to determine photometric and electrical properties. *"Proper approach and technical resources are currently a basis for developing new design solutions and improving the existing ones. Test results enable setting directions and avoiding mistakes, thanks to which we don't leave the success of our products to chance"* – says Michał Filipowicz, director of our laboratory. According to him: *"Searching for materials which will allow finding the best durability, we verify and compare suppliers of aluminium and producers of paint and zinc coating; we also control our own anodizing process. To ensure that our products look nice and tasteful for a long period of time, we test the resistance of materials to changes of color after exposure to sunlight. We put great emphasis on thermal conditions of operation of our luminaires because they have a direct influence on durability of optical systems and maintenance of their light parameters."* Our laboratory also performs the function of production quality control. The control process, taking place at each production stage, ensures high quality of our products and guarantees their durability. ROSA's anodizing plant also houses a chemical laboratory.

Passive safety

ROSA's aluminium columns are most often used for investment projects related to the construction of highways, bypasses, expressways or city streets. This made us place special attention to the issue of passive safety of our products. Looking at how road infrastructure affects traffic safety and, first and foremost, considering all possible threats for people, extra attention must be focused on the effects of a collision or crash on its participants. The scale of injuries mostly depends on the level of resistance or energy absorption by an object in relation to a vehicle hitting the obstacle, temporary speed reduction or angle of impact. International regulations recommend using products with passive safety. For aluminium columns SAL and MAL up to 12 m high, we obtained the 100:NE:2 certificate, which confirmed their passive safety. This means that in the case of a collision with such column, the risk of death or serious injuries is significantly reduced.

Quality

We hold all necessary certificates obligatory in the EU. We are especially proud of QUALANOD, an internationally recognized certificate granted to highest quality anodized coating for architectural purposes. This certificate is verified each year. ROSA products also have CE marking which confirms meeting EU requirements for product safety and quality and which is granted by independent research institute (Technical and Test Institute for Construction Prague). On the basis of this document we issue declarations of conformity for our lighting columns. In 2003, ROSA implemented the Quality Management System PN-EN ISO 9001:2009. The system is verified annually by internal and external audits,and all processes in the company are constantly monitored, reviewed and improved.

We invest in ROSA brand image

Brand image

The essence of positive image is reputation related to the company's offer and products. Strong brand identity is guaranteed by information about the company and its product: available, clear and precise. Our products are manufactured in innovative technological processes focused on the protection of the environment. We continually improve their quality. We spare no expense on LED technology. We also invest in information, promotional and media relations policies. We participate in trade fairs and industry events. We receive awards and prizes.

Trade fairs

Presence at trade fairs is one of the oldest and most effective ways of attracting clients and winning their loyalty. Therefore, for us it is one of the most interesting aspects of creating company image.We are also convinced that such events are a form of market activation and they set trends in our industry. That is why we have been present on trade fairs devoted to lighting for many years. Our stands could be visited at trade fairs in Frankfurt, Moscow, Dubai and Milan. We also cannot be missed at the largest Polish trade fairs.

Awards and prizes

It is nice to receive awards and be recognized. Awards lift our spirits; they force us to try harder and seek better solutions. When the company is awarded, we are all proud; when a product is recognized, we are happy our clients get what is best. This is always a motivator which sets directions for the future. So far, we received 75 awards! Among them are such prestigious awards as the award of the President of the Republic of Poland, Lech Wałęsa, which we received twice at *"Light"* fair in Warsaw. We also value awards important from the point of view of our employees and their families which make us proud to be working in the company awarded the title of Tyski Lider Przedsiębiorczości (Leader of Entrepreneurship from Tychy). We also received the main award *"The Greatest Trade Fair Discovery"* for new, previously unknown products on the Russian market.

Media relations

There are two sides to our cooperation with the media. On the one hand, through trade magazines, we consistently inform our business partners and clients about novelties or implemented innovative solutions. We promote or advertise our attractive offer using the language of benefits to encourage prospective clients to cooperate with us. On the other hand, we respond to every interest from the media and we are delighted when economic or news media notice and mention us. Stanisław Rosa – the founder and owner of the ROSA Group – is always an great partner for interviews with journalists. Our history of determination and creativity combined with vision and business skills has been published many times.

ECO by ROSA

It is our own environmental protection program. It includes ecological education, creation of pro-ecological habits and behaviors among our employees and partners, as well as the process of adapting production technology to standards and laws related to environmental protection. ECO by ROSA does not mean declarations and fine words about being responsible for our planet. ECO by ROSA means specific actions undertaken each day, hour after hour. It is our investment in common future.

Firstly

We segregate waste which, after grinding (e.g. plastic), is sent for re-use or provided to specialist companies which recover raw materials or turn them into alternative fuels. To reduce greenhouse gas and CO_2 emission, we recover industrial heat from operating machines. For instance, we use the heat from heat pumps to heat production halls. Ventilation systems in our plant are equipped with cross-flow heat exchangers enabling the air being pushed outside to heat the air supplied to the hall. In winter, in ventilation shafts, e.g. capturing hoods, even 98% of air after purification is redistributed to the hall. Thanks to such solutions, we reduce the consumption of natural gas for heating production halls and offices. We collect runoff and thaw water in drainage system and treat it in an oil separator. After treatment, such water is discharged to municipal sewerage system, thus significantly reducing pollution of groundwater. Production line in our anodizing plant was equipped with modern machines which have a much lower impact on the environment. Our automatic, state-of-the-art process sewage treatment plant neutralizes sewage and reduces contamination. The heat recovery system allows for reusing heat generated during production to heat process tanks. We also invest in cogeneration units which produce power and heat needed in production processes.

Secondly

Our aluminium columns equal three times longer durability achieved due to fully recyclable and anodized material (reuse of aluminium allows for 95% reduction in energy consumption and 100% reduction of waste). Anodized coating is permanently bound with aluminium which prevents chemical contaminants from polluting the soil. What is more, it does not chip, peel or break off. Our plastic coated poles are extremely durable since they are non-corrosive. We also handle their recycling. Our luminaires made in ROSA LED technology ensure A++ energy efficiency class. In general, LEDs are environmentally friendly because they do not emit UV light or IR light; they also consume less energy, consequently reducing emission of CO2 released during production of electric energy. Outdoor luminaires are made from renewable materials, mostly aluminium, which may be recycled. As the only company on the market, we also anodize our luminaires. ROSA LED products meet the requirements of international directives and standards, complying with RoHS and REACH Directives.

Thirdly

Our modern laboratory keeps constant restrictive control over the whole production process. Our mission is to provide innovative and ecological solutions which enable saving energy. One of our core values is awareness. It makes us care for the environment.

ROSA News

September 2013

The CEO of the ROSA Group, Stanisław Rosa, architects and director of the Russian daughter company, ROSA VOSTOK, visit a plot near Smolensk where new headquarters will be constructed. All arrangements have been made. The foundation stone will be laid soon.

January 2014

A team of Italian designers from EMO led by Lukasz Bertoli, in cooperation with specialists from ROSA, is finishing works on a new luminaire. What will it look like? Will it be economical and attractive in terms of design? We will find out soon.

January 2014

The ROSA Group registered a new daughter company, ROSA S.H.A. Its headquarters are in Nové Zámky in Slovakia. We congratulate all our new colleagues and wish them success!

ROSA GROUP
ul. Strefowa 1
43-109 Tychy
Poland
www.rosa.pl

Secretary's Office
tel.:/fax: +48 32 738-89-01
e-mail: sekretariat@rosa.pl

Sales Department
tel.: +48 32 738 89 11
fax. +48 32 329 13 29
e-mail: sprzedaz@rosa.pl

Commercial Director
tel.: +48 32 738 89 10
e-mail: dyrekcja@rosa.pl