

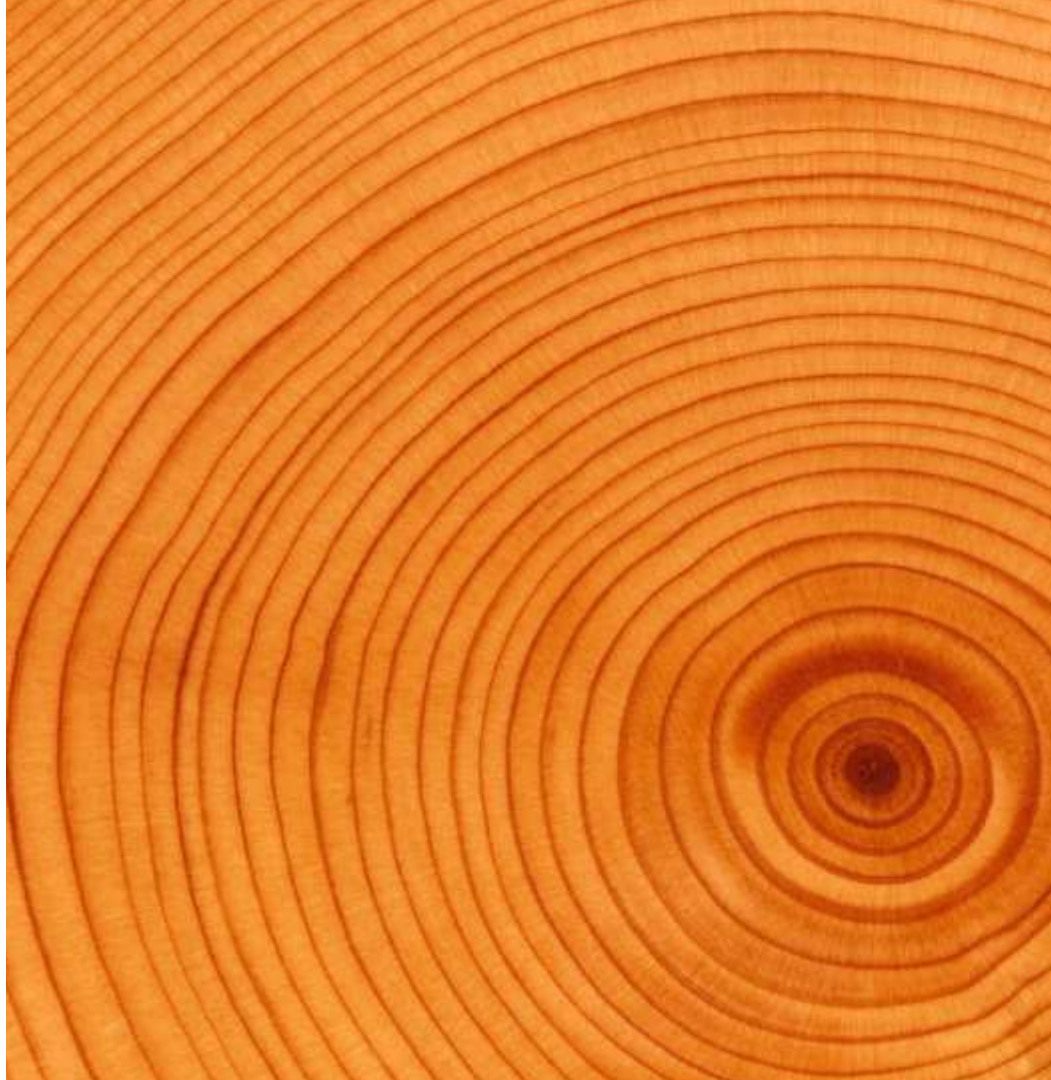
APP TIMBER

A BRIEF INTRODUCTION TO OUR COMPANY



APPTIMBER

May 2020



Fast Facts

APP Timber is European owned and started its operations in 1998 supplying imported wood and related products to Asian wood-based manufacturers



We provide excellent knowledge about raw materials, manufacturing processes and products applications and aim to be **"Asia's most innovative company providing cost effective solutions based on imported wood products from sustainably managed resources"**



Our HQ is located in Malaysia and we have **professional teams** in five major Asian countries and in the Netherlands



We operate **distribution centres** in Indonesia, Malaysia and Thailand where we keep a wide range of various imported wood products suited for each individual market



Our Group employs about 60 staff who are focused on **customer service** whereby we consider both suppliers and buyers as our customers



Our strengths are **global sourcing** of wood products, the continued upgrading of our product range, and services that meet ever-changing market demands



Fast Facts

We are driven by our **Vision & Mission** and set yearly targets as part of our **Strategic Review**, managed by the principles of OKR. Thus, we are identifying what works and what does not, allowing us to make adjustments in improving the company's performance



APP Timber is 100% focused on importing wood products from **legal and sustainable resources**. We are FSC® and PEFC certified and PEFC's 1st Asian based Commercial Stakeholder member



We coordinate the development and production of **custom-made Asian wood products**, mainly using FSC certified imported wood for export to Europe, USA, and other countries



Our Vision

To be the trusted partner
and customers' ultimate
choice for legally sourced
sustainable timber solutions



Our Mission

To provide excellent service to global partners and be market leader in innovative timber and service solutions



Our Core Values

- Integrity
- Reliability
- Commitment to be the best
- Teamwork



Our Core Qualities

- Global Sourcing
- Providing Imported Timber Solutions
- Customer Service



APP Timber Operations, Warehouses & Supply Programs

- 📍 APP Timber Operations**
- China - Guangdong, Shenzhen
 - India - Ahmedabad, Gujarat
 - Indonesia - Jakarta, Semarang, Surabaya
 - Malaysia - Johor, Kuala Lumpur (**HQ**)
 - The Netherlands - Rotterdam
 - Thailand - Bangkok
 - Vietnam - Ho Chi Minh

- 📍 APP Timber Warehouses**
- Indonesia
 - Malaysia
 - Thailand

- 📍 APP Timber Supply Programs**
- Africa
 - Australia
 - Europe
 - New Zealand
 - North America
 - Russia
 - South America
 - Turkey



Business Units



INDUSTRY

Imported **wooden products** such as lumber, panels, and veneer for industrial manufacturers of products such as furniture, flooring, doors, etc

Brands:
auric



URUFOR



TRC



SURFACES

The supply of veneers and the latest **melamine designs on high-quality PB and MDF boards** for all kinds of interior decorative applications

Brands:



PACKAGING

Custom-made **packaging solutions** from 100% natural fibre boards called **ecoFIBRE** replacing non-biodegradable products

Brands;
NORDIC



EXPORT

The **export** of SE Asian **custom-made products** using FSC certified wood, targeting the construction and renovation industries overseas

Brands:



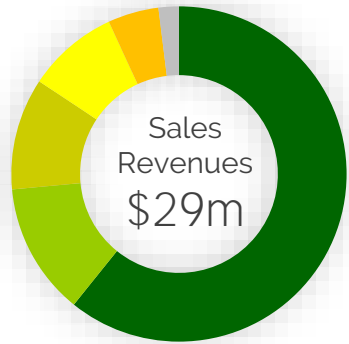
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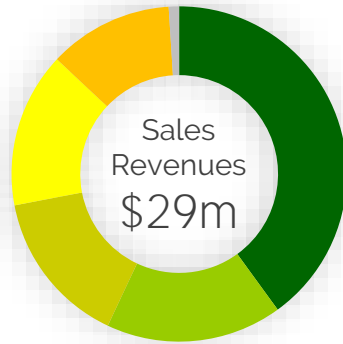
Business Activity Analysis*

Product Diversification



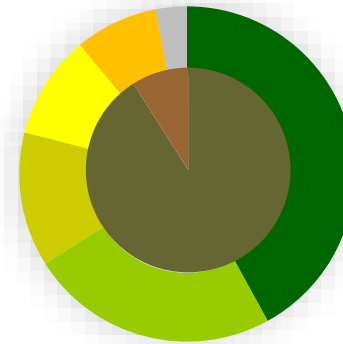
- Sawn Timber 62%
- Dimension Timber 13%
- Veneer 11%
- Product 9%
- Panels (MDF, PB, Plywood) 5%
- Logs 2%

Product Origin



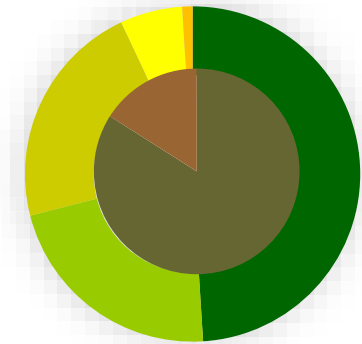
- South America 40%
- Europe 17%
- Asia 15%
- Oceania 15%
- North America 12%
- Africa 1%

Country Diversification



- Indonesia 42%
- Vietnam 24%
- Malaysia 13%
- Others 10%
- Thailand 8%
- China 3%
- Import to Asia 91%
- Export from Asia 9%

Market Diversification



- Furniture 49%
- Others 22%
- Doors 22%
- Flooring 6%
- Panels 1%
- Port to port sales 84%
- Warehouse sales 16%

*based on 2019 results

Why APP Timber



Profound expertise in doing business in Asia with **both European and local staff**



Our **global sourcing** and **growing supply networks** allow us to meet changing market demands



Our **wide range of imported wood solutions** and strong partnership with suppliers worldwide



Presence in all major Asian markets and **long-term business relations** with a wide and diverse customer base



Our in-house **technical expertise** allows to assist customers with **specific product development**



A thorough understanding of our customers' demands with regard to **quality, on-time shipment and documentation**



Warehouses in 4 major South East Asian markets



Focus on **sustainability** in full compliance with leading certifying bodies such as **PEFC** and **FSC®**



Full compliance with **legality programs** such as **EUTR** (Europe) and **Lacey Act** (USA)



APP Timber acts a **partner** rather than a traditional trader

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