



# Letter from the President of the Management Board

Dear Sirs,

Ceramika Nowa Gala is a manufacturer and distributor of ceramic floor tiles. Our products are sold under two brands: Nowa Gala and Ceramika Gres. Nowa Gala, which is the domestic leader in the high end of the market, offers a wide range of high quality technical and glazed stoneware tiles. As regards Ceramika Gres, its offer includes mainly popular products, however, it is constantly being expanded with upper segment product lines, manufactured using, among others, the modern digital printing technology.

In 2014, a decline in sales was recorded in the whole finishing and building materials industry. The conflict in Ukraine and depreciation of the national currencies of the Eastern Europe countries resulted in a decrease in exports despite sales growth in other foreign markets, and increased competition in the Polish ceramic tiles market. By implementing a strategy involving cost reduction and increased efficiency, our financial performance improved in spite of declining revenues.

Given the unstable political situation in the region, it is difficult to make forecasts for 2015. We will continue our efforts to improve efficiency and profitability, i.e. to implement the main objectives of our strategy for 2014-2016.

I would like to express my gratitude to all trade partners, employees and associates for the joint efforts and commitment, and thank our Customers and Shareholders for their trust in our Company.

Waldemar Piotrowski  
President of the Management Board

Końskie, 19 March 2015