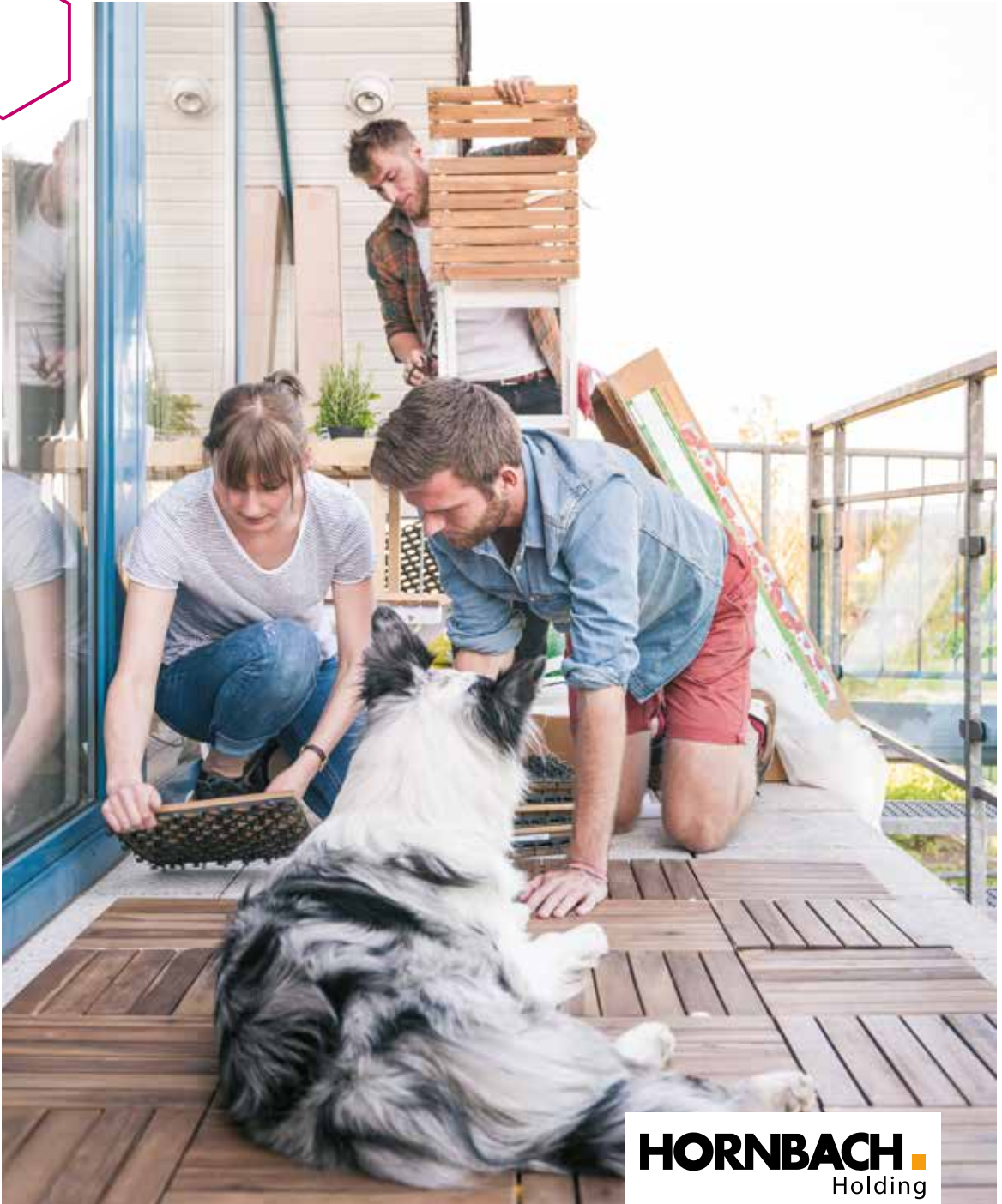


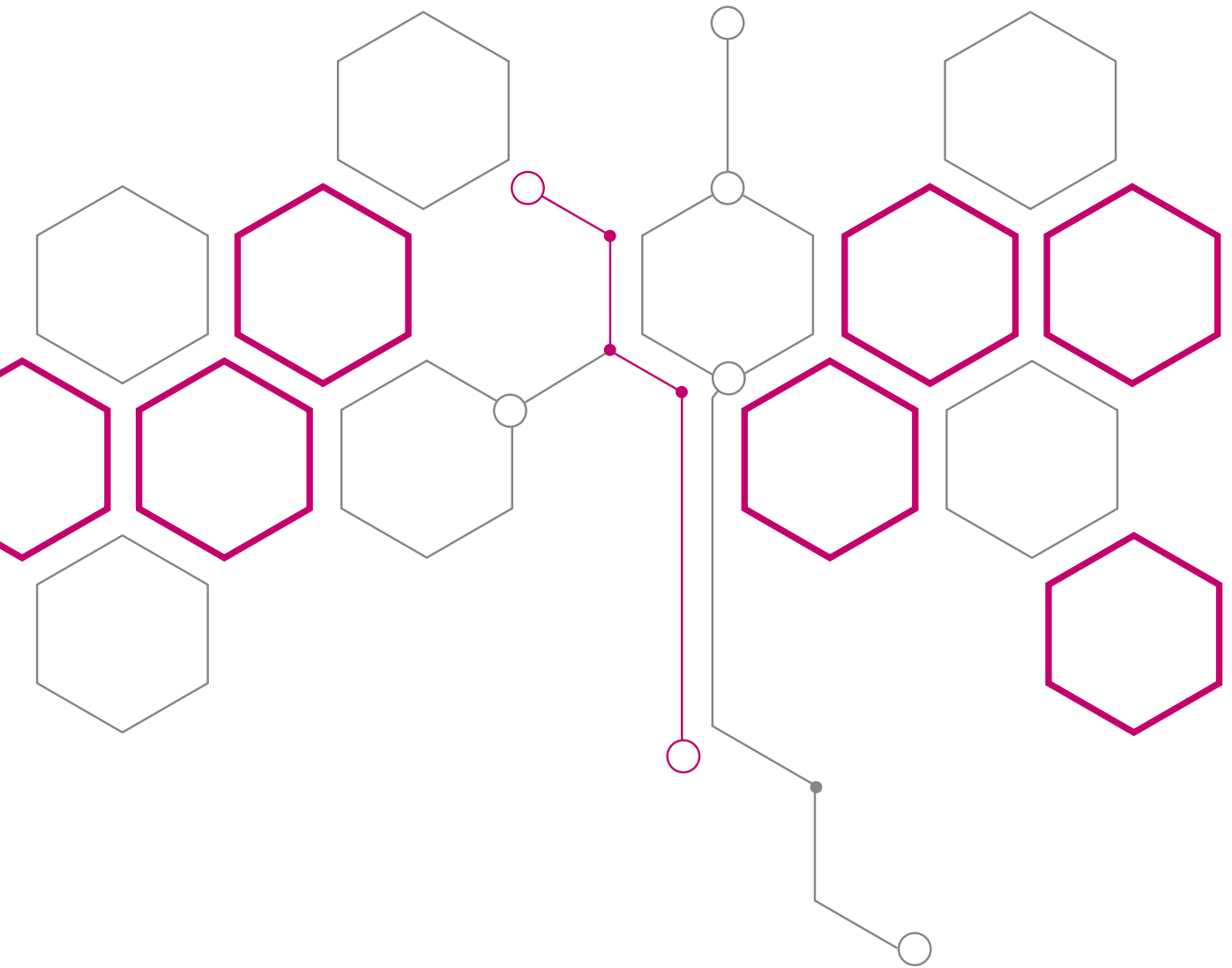
HORNbach

PROJECT STORIES

Holding AG & Co. KGaA Group ANNUAL REPORT 2015/2016



HORNbach Holding



DIY STORE 2.0

A license to plan, buy and build: HORNBACH's virtual DIY store and garden center is always open and just a click or two away from DIY fans and professionals wherever they are. Whether still at the office or already up to their elbows in mortar, customers can find all they need for their project at HORNBACH's homepage – materials, instructions, and additional services all included. When it comes to the crunch, the local DIY store with its well-trained staff is still the best place to go for all-round advice. We accompanied a few customers for whom the online shop and the stationary HORNBACH store go hand in hand – people who start their projects online and then successfully put them into practice.



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Decorator Albert Brandt is painting a HORNBACH customer's apartment. The customer selected the desired color in advance on the internet and then had the paint individually mixed at the store.



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Since ordering a state-of-the-art lawn tractor at HORNBACH's online shop, pensioner Karl-Heinz Köhler can regularly be seen doing his rounds in the garden.



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The three students Max, Frederik and Pia want to pep up the large south-facing balcony surrounded by greenery in their shared apartment, and that on a tight budget. They find their inspiration online.



A FESTIVAL OF COLOR

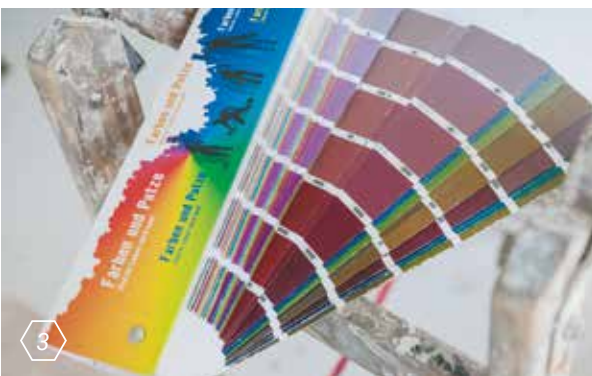
Albert Brandt was commissioned by HORNBACH's tradesman service to paint a customer's apartment. The professional decorator picks up the paint selected by the customer and mixed at the store.





1. Good preparation is half the battle. The wallpaper, now 30 years old, has to be stripped before the deep burgundy color can exude a new sense of wellbeing.

2. One-stop solution: Having received the order from HORNBAACH, the decorator collects all the materials he needs for the job from his local store.



3. Mixing the desired color online: The customer already selected the right color for his walls at home and communicated this to HORNBAACH as a color code. The paint mixing system is one of the best in the world, with millions of shading options.

4. The paint mixing process is finished in just 15 minutes. Now all it needs is a thorough stir from a second machine.



1

4

1. Things are getting colorful! Albert Brandt applies the first swathes of paint. To help make speedy progress, all of the preparations, such as masking and pre-coating, were performed in advance.

2. News from the customer: The adjoining room is now also to be painted with the new favorite color. No problem for the decorator. To save time, he orders more of the specially mixed paint from HORNBACH online.

3. Thanks to the color code on every lid, HORNBACH can mix and supply more of the exact same shade of paint years later. Using his smartphone, Albert Brandt orders more new material for the apartment.





3



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4. The decorator's assistant brings the replenishments to the apartment the next morning. He also has some new equipment with him. This way, the second room will definitely be finished today.

5. After this brief organizational break, the decorator can get straight back to work. It's not just the walls – the customer also wants the flooring renewed. There is still much to be done.

GARDENING WITH 8.18 HORSEPOWER

Pensioner Karl-Heinz Köhler is in fine fettle, but his lawnmower is showing signs of its age. Together with his grandson Paul, he buys a modern lawn tractor online at HORNBACH to regain control over his 3,000 m² of grounds.



Despite his advanced years, Karl-Heinz still insists on looking after his large garden. Even his worn-out lawnmower is no reason to give up. He simply orders an up-to-date model at HORNBACH's online shop.





1. It's spring and the air is full of the smell of freshly cut grass. About time for Karl-Heinz to get to work in the garden.

2. Despite all the nostalgia, the sprightly pensioner has accepted that his old lawnmower is fitter for a museum than for his lawn. His trusty working companion is full of rust. It's time for a new mower.

3. »There's a huge selection of inexpensive models on the internet« says grandson Paul at every family gathering. His grandfather asks him for assistance. Together, they click their way through the models on offer in HORNBACH's online shop.

4. The digital world has no age limits. Karl-Heinz Köhler finds a state-of-the-art lawn tractor and the price is also right. The fully assembled machine is delivered to his house in no time.



1. Karl-Heinz only has to wait 4 to 5 workdays for his order to arrive. Until then, he follows his grandson's advice and »chills« on the bench in front of his house.

2. The lawn tractor has now arrived at HORNBACH and is freed of its packaging.





3. As well as the delivery service, Karl-Heinz Köhler also opts for the assembly service. With expert hands, the HORN-BACH employee has the new garden machine ready to use in no time.

4. A delivery service brings the lawn tractor to the pensioner's doorstep on time. As requested by Karl-Heinz, the mower even has a full tank and is ready for immediate use.

5. A scenic drive: Karl-Heinz can hardly wait to glide over his extensive lawns with 8.18 horsepower for the first time. He is delighted by the numerous technical functions. Garden chores have never been more fun!



FLAT SHARE WITH A VIEW

The three students Max, Frederik and Pia have had enough of overpriced inner-city flat shares. On the outskirts they find an apartment with a large balcony surrounded by greenery. Before hosting their first barbeque, they need to make things cozier. Their budget is tight, but they don't want to do without anything at their favorite spot.

The three get together to plan their project online.



1

1. Where does the younger generation get its inspiration for projects? On the internet! Max, Frederik and Pia browse HORNBACH's online shop for wood tiles, plants and balcony furniture.



2

You get more for your money on the edge of town. That's why the three students opted to share an apartment surrounded by greenery. The business administration and sports science students plan to pep up their large balcony ready for summer.



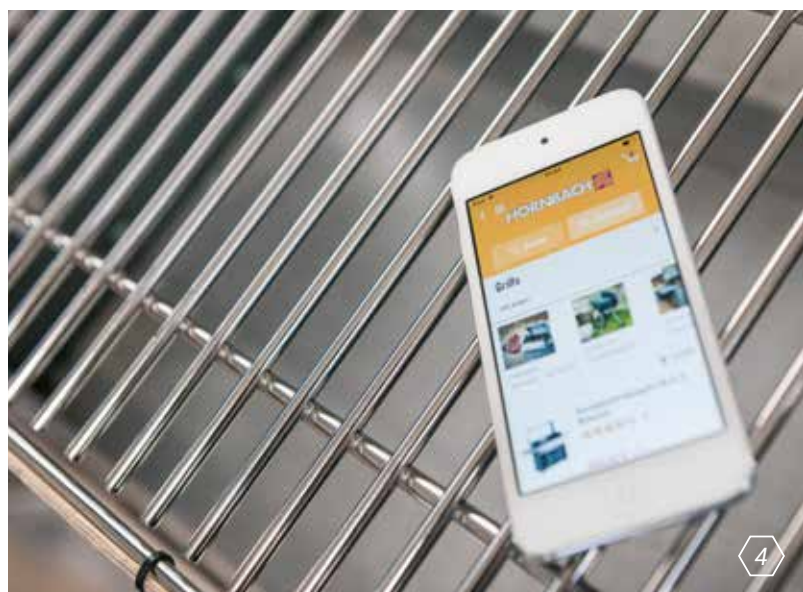
2. Pictures are not always enough, so Max and Pia go to the town's HORNBACH store and have a look round. After all, the prospective furniture has to be tried out!

3. This is the kind of professional gas barbeque set Max hopes for when he finishes his studies. Dreams cost nothing!

4. To make sure they don't exceed their student budget, the two use the HORNBACH store's free W-Lan to compare prices. No better offers to be found. HORNBACH's permanent low price policy is rock-solid. What's more, customers pay the same whether they buy online or offline – we make no distinction there.



3



4





1. Max and Pia have found what fits their tight budget. Everything they need to liven up their balcony fits into the transporter.

2. Off with the moss. While the other two are at the DIY store, Frederik cleans the slabs where the wood tiles will be laid.

3. Endless sunshine on the south-facing balcony. Pia plants a balcony box with fresh herbs.

4. The three young academics know all about teamwork from their studies. The wood tiles can be quickly and stably clicked together. The furniture is also quick to assemble.

5. After the work comes the reward. The new party zone is ready after just one day's DIY and a budget of Euro 500. The smell of barbeque food is in the air.

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