

# PRELIMINARY FINANCIAL RESULTS 2024



din 1997

**SIPEX**  
Soluții în construcții



## ISSUER INFORMATION

Preliminary financial report for 2024 - in accordance with the provisions of Law 24/2017 and ASF Regulation 5/2018

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Issuer's name: **SIPEX COMPANY S.A.**

Registered office: **Com. Ariceștii Rahtivani, Parc Industrial Crangul lui Bot, DN 72, KM8, Jud. Prahova, România**

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The preliminary financial statements for the year 2024 presented in the following pages are individual, for SIPEX COMPANY S.A., and are unaudited.



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## CEO STATEMENT



Dear investors,

The year 2024 posed significant challenges for the construction materials sector, influenced by economic and sector-specific factors impacting the market directly. Despite moderate economic growth (+0.9% in 2024), new fiscal measures such as the 1% turnover tax and the removal of tax incentives for the construction sector have affected our industry. In this context, European investments and projects under the National Recovery and Resilience Plan (PNRR) partially supported the market, yet the slow pace of their implementation did not fully offset declines in residential construction.

Despite these challenges, SIPEX has strengthened its position, pursuing sustainable growth through optimized logistics, careful financial risk management, and exploring new strategic partnership opportunities. As a result of these measures, our turnover has increased, alongside the complexity of our operations. Our financial results for the year reflect our 27 years of experience and our ability to adapt swiftly and efficiently to market developments, marking our best year in terms of turnover, surpassing RON 332 million, a 6% increase compared to 2023. EBITDA exceeded RON 17 million, marking a growth of 33.3%, with an EBITDA margin reaching 5.2%, indicating more efficient resource management. However, net profit stood at RON 10.4 million, a decrease of 6.6% from 2023, primarily due to the new minimum turnover tax amounting to RON 3.4 million.

Despite these financial intricacies, we achieved growth across all three sales channels—traditional retail, B2B, and online—strengthening our market position. We have continued to invest in business development, allocating over RON 4 million towards fleet modernization, technological equipment, and logistic solutions essential for operational efficiency and environmental protection. Retail sales remain our largest revenue contributor, yet the most dynamic growth was observed in the B2B channel, where sales increased by 15% due to our involvement in infrastructure and residential projects.

Looking ahead to 2025, we are optimistic about further opportunities in the B2B segment, foreseeing continued growth and market expansion. Our sales advancement has been supported by a strategy focused on careful inventory management, precise sales forecasting, and efficient expense management.

In 2025, we aim to further develop and diversify our product portfolio through partnerships with new suppliers who share our values and maintain logistics centers in Romania. We will also initiate the listing of new Dufa and Profitec products, confident that our partnership with Meffert AG can continue to grow. The strong reputation of these products and the strength of our sales force are compelling arguments in support of this development. Additionally, we are preparing to diversify our activities by integrating a production unit, a crucial step towards enhancing efficiency and competitiveness in the market.



As always, we conclude this annual report with gratitude to the SIPEX team for their sustained efforts in creating added value despite daily challenges. We remain committed to flexibility and long-term success for our company.

We invite you to read the report for further details about SIPEX's activities in 2024. For questions or clarifications, please contact us at the email address [investitori@sipex.ro](mailto:investitori@sipex.ro)

Thank you,

**Constantin Irinel Gheorghe,**  
**CEO SIPEX COMPANY**



## IMPORTANT EVENTS IN 2024

- On **April 22**, the Ordinary General Meeting of Shareholders took place. The legal and statutory quorum for the meeting was established on the first call. Key items approved





included the annual financial statements for 2023, the remuneration of the members of the Board of Directors, and the budget for revenues and expenses for 2024.

- ✦ On **May 16-17th**, two events took place: the Open Doors Days, a traditional event, and the **SIPEX Investors' Day** held for the second year at the logistics center in Ariceștii Rahtivani. During the event, the **SIPEX** management team presented the company's activities, development strategy, and plans in the capital market. Attendees had the opportunity to see the practical operations at the logistic center and visit the on-site coloring laboratory. Additionally, in collaboration with **SIPEX's** partners, the company organized workshops with practical demonstrations of the distributed products.
- ✦ In **June**, the company was awarded for the second consecutive year by Forbes Magazine at the Forbes Gala - League of Champions event for exceptional performance over the past 10 years. We were recognized among the companies with consistent business growth and maintained profitability throughout the last decade.
- ✦ In **September**, the company signed a partnership with Menlo Electric, one of the market leaders in providing components for photovoltaic power plants. Through this partnership, **SIPEX** aims to deliver a complete package for photovoltaic projects consisting of solar panels, storage batteries, inverters, and cables. **SIPEX** has a clear strategy for organic growth and development by expanding its range of complementary products and continuously adapting its portfolio to market opportunities.

### Strengthening relationships with our customers

Promoting strong customer relationships and increasing their market value (retaining old customers) through organizing a spring campaign in February and March and an autumn campaign during August and September, culminating in a raffle where prizes were offered. The campaign, which concluded at the end of September, builds on those organized over the past 17 years and provides opportunities to meet with participating customers in an informal setting.

### Marketing Campaigns

The marketing strategies adopted by **SIPEX** aimed to attract customers. We created a new brand image with the desire to remain competitive in the market and adopted new web strategies, all different approaches for different customers. We are a company for which traditional marketing is relevant, but the challenges of recent years present the internet as an increasingly important tool for a growing online audience.

Over time, our efforts have focused on current sales, on our products and services. We have carried out campaigns specific to each channel, retail, and business to business, campaigns that have brought us closer to our corporate clients. The campaigns conducted over the past 16 years have created the opportunity for biannual meetings (spring and autumn) with participating clients, in an informal setting, alongside their families, and strengthening partnership relations with them has become our main objective. Together is the experience lived with enthusiasm among employees, those who choose our products every day, and especially with those who help bring our projects to life, our partners. We have communicated this aspect over time through outdoor campaigns.

The goal pursued is increasing the percentage of sales coming from the online environment, enhancing brand awareness, improving social connectivity, and the target audience includes the following:



- retail: small retailers, warehouses;
- B2B: construction companies, project developers, teams of craftsmen, end customers who carry out works on their own;
- the government: renovations, maintenance of public spaces (schools, kindergartens, hospitals, etc.).

## SUBSEQUENT EVENTS

On March 18, 2025, Mr. Lucian Azoitei submitted his resignation from the position of member of the Board of Directors. The Board of Directors acknowledged his resignation and, during the meeting held on February 18, 2025, appointed Ms. Gemile Susli as an interim member until the election of a new member at the General Meeting of Shareholders scheduled for April 28, 2025.

## PRELIMINARY FINANCIAL RESULTS ANALYSIS 2024

In 2024, **SIPEX** recorded a turnover of RON 332 million, marking a 6% increase compared to 2023. This growth was primarily driven by the expansion of sales in the B2B channel, supported by the portfolio diversification and involvement in infrastructure projects that generated higher volumes. The recorded gross profit was approximately RON 14 million, reflecting a 7.5% increase compared to 2023.

**TABLE 1. ANNUAL SALES EVOLUTION BY SEGMENT (LEI)**

Segment	Sales 2023	Sales 2024	Variation (%) 2024/2023
Retail	183,924,033	184,804,671	0.48%
B2B	122,614,854	141,183,174	15.14%
Store & Online	1,199,521	1,542,266	28.57%
<b>Total</b>	<b>307,738,409</b>	<b>327,530,111</b>	<b>6.43%</b>

In 2024, sales experienced a favourable evolution. We strengthened our B2B segment, where recorded sales increased by 15.1% compared to 2023, due to our increasingly active presence in major infrastructure and residential projects. In the Magazine & Online segment, sales grew by 28.6% as a result of more effective promotion: attractive descriptions and images, competitive prices and promotions, and high-quality customer support. The Retail segment recorded a slight increase of 0.5%, supported by a strong sales strategy.

**TABLE 2. ANNUAL PROFIT AND LOSS ACCOUNT EVOLUTION (LEI)**

Indicator	2023	2024	Variation (%)
Turnover	313,409,086	332,145,379	5.98%
Gross profit	12,772,608	13,735,934	7.54%
Net profit	11,107,655	10,372,780	(6.62)%



EBITDA	4.11%	5.17%	25.74%
Gross margin	4.08%	4.14%	1.48%

EBITDA registered a significant increase of 25.74% in 2024 compared to the previous year, reaching RON 17.2 million, up from RON 12.9 million in 2023. The EBITDA margin grew from 4.1% in 2023 to 5.2% in 2024, reflecting improved operational efficiency.

The net profit for 2024 amounted to RON 10.4 million, marking a decline compared to 2023, primarily due to the newly introduced minimum turnover tax of RON 3.4 million.

## FINANCIAL – ACCOUNTING SITUATION

### BALANCE SHEET ANALYSIS

At the end of 2024, total assets amounted to RON 134 million, a decrease of 1.65% compared to the previous year. Current assets reached RON 107,7 million, a decrease of 2.3% compared to the previous year, mainly due to a reduction in cash availability.

In 2024, total liabilities amounted to RON 47.5, a decrease of 20.98% compared to the previous year. The long-term liabilities of the company amounted to RON 2.2 million, a decrease of 35.3% compared to the previous year.

Shareholders' equity increased by 13.6% compared to the previous year, from RON 76.1 million to RON 86.5 million. To the increase in shareholders' equity mainly contributed the net profit obtained and the legal reserves.

Balance sheet indicators (the values are expressed in lei)	2023(A)	2024(P)	Variation % 2024/2023
Fixed assets	25,227,983	25,505,940	1.10%
Current assets	110,255,388	107,731,782	(2.29)%
Prepayments	758,439	755,125	(0.44)%
<b>TOTAL ASSETS</b>	<b>136,241,810</b>	<b>133,992,847</b>	<b>(1.65)%</b>
Current liabilities	56,749,975	45,334,316	(20.12)%
Non-current liabilities	3,412,461	2,206,378	(35.34)%
Provisions	0	0	0.00%
Prepaid income	0	0	0.00%
<b>Total debts</b>	<b>60,162,436</b>	<b>47,540,694</b>	<b>(20.98)%</b>
Equity	76,079,374	86,452,153	13.63%
<b>TOTAL LIABILITIES</b>	<b>136,241,810</b>	<b>133,992,847</b>	<b>(1.65)%</b>
<b>Net book value</b>	<b>76,079,374</b>	<b>86,452,153</b>	<b>13.63%</b>

(A) = Audited

(P) = Preliminary

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### PROFIT AND LOSS ACCOUNT

	2023(A)	2024(P)	Variation (%) 2024/2023
Net turnover	313,409,086	332,145,379	5.98%
Other income	7,236,605	7,726,812	6.77%





<b>TOTAL INCOME</b>	<b>320,645,691</b>	<b>339,872,191</b>	<b>6.00%</b>
Material costs	9,324,154	11,015,072	18.13%
Net cost of goods	259,493,164	270,942,772	4.41%
Personnel costs	22,253,014	25,200,917	13.25%
Expenses on adjustment of value of fixed assets	3,321,364	3,508,081	5.62%
<b>Other operating expenses, of which:</b>	<b>14,070,535</b>	<b>15,724,513</b>	<b>11.75%</b>
Costs relating to external benefits	6,905,876	7,826,296	13.33%
Taxes and fees expenses	880,742	1,024,399	16.31%
Other expenses	5,579,453	6,766,479	21.27%
Expenses on adjustment of value of current assets	795,524	107,339	(86.51)%
Provisions adjustments	(91,060)		(100.00)%
<b>TOTAL OPERATING EXPENSES</b>	<b>308,462,231</b>	<b>326,391,355</b>	<b>5.81%</b>
<b>OPERATING INCOME</b>	<b>12,183,460</b>	<b>13,480,836</b>	<b>10.65%</b>
<b>EBITDA</b>	<b>12,875,467</b>	<b>17,157,591</b>	<b>33.26%</b>
<b>EBITDA %</b>	<b>4.11%</b>	<b>5.17%</b>	<b>25.74%</b>
<b>Finance income:</b>	<b>1,135,622</b>	<b>586,965</b>	<b>(48.31)%</b>
Interest received	956,048	566,986	(40.69)%
Other finance income	179,574	19,979	(88.87)%
<b>Finance costs</b>	<b>546,474</b>	<b>331,867</b>	<b>(39.27)%</b>
Interest expense	495,675	309,631	(37.53)%
Other financial expenses	50,799	22,236	(56.23)%
<b>FINANCIAL INCOME</b>	<b>589,148</b>	<b>255,098</b>	<b>(56.70)%</b>
<b>TOTAL INCOME</b>	<b>321,781,313</b>	<b>340,459,156</b>	<b>5.80%</b>
<b>TOTAL COSTS</b>	<b>309,008,705</b>	<b>326,723,222</b>	<b>5.73%</b>
<b>GROSS PROFIT</b>	<b>12,772,608</b>	<b>13,735,934</b>	<b>7.54%</b>
<b>INCOME TAX</b>	<b>1,664,953</b>	<b>3,363,154</b>	<b>102.00%</b>
<b>NET PROFIT</b>	<b>11,107,655</b>	<b>10,372,780</b>	<b>(6.62)%</b>

(A) = Audited  
(P) = Preliminary

## INDIVIDUAL BALANCE SHEET

	2023(A)	2024(P)
<b>Intangible assets</b>	<b>85,534</b>	<b>39,987</b>
Patents, Licenses, Trademarks, etc.	81,317	39,987
Advance payments	4,217	0
<b>Property, plant and equipment</b>	<b>25,142,449</b>	<b>25.465.953</b>
Land and buildings	16,630,401	16,058,818
Technical installations and machinery	5,475,423	6,577,592



	2023(A)	2024(P)
Other installations, equipment, and furniture	473,838	478,652
Real Estate investments	527,541	0
Tangible assets under construction	301,675	284,914
Advance payments	1,733,571	2,065,977
<b>Financial assets</b>	<b>0</b>	<b>0</b>
Shares held in subsidiaries	0	0
<b>Total fixed assets</b>	<b>25,227,983</b>	<b>25,505,940</b>
<b>Inventories</b>	<b>33,343,657</b>	<b>35,653,157</b>
Raw materials and consumables	1,983,531	1,558,335
Finished products and goods	29,989,420	32,160,156
Advance payments	1,370,706	2,934,666
<b>Receivables</b>	<b>52,851,686</b>	<b>58,202,149</b>
Trade receivables	47,540,769	51,921,398
Receivables from affiliated entities	0	0
Receivables from affiliated entities	5,310,917	6,280,751
<b>Short-term investments</b>	<b>2,000,000</b>	<b>0</b>
Other investments	2,000,000	0
<b>Cash and bank accounts</b>	<b>22,060,045</b>	<b>12,876,476</b>
<b>Total current assets</b>	<b>110,255,388</b>	<b>107,731,782</b>
<b>Prepayments</b>	<b>758,439</b>	<b>755,125</b>
<b>Total assets</b>	<b>136,241,810</b>	<b>132,992,847</b>
<b>Short-term liabilities</b>	<b>56,749,975</b>	<b>45,334,316</b>
Amounts owed to credit institutions	8,599,999	3,000,000
Advances received on orders	918,453	1,699,365
Trade payables - suppliers	29,749,486	23,685,629
Trade bills payable	11,561,863	11,076,015
Other liabilities, including social insurance liabilities	5,920,174	5,873,307
<b>Long-term liabilities</b>	<b>3,412,461</b>	<b>2,206,378</b>
Amounts owed to credit institutions	0	0
Other liabilities, including social insurance liabilities	3,412,461	2,206,378
<b>Total debts</b>	<b>60,162,436</b>	<b>47,540,694</b>
<b>Other provisions</b>	<b>0</b>	<b>0</b>
<b>Advance payments received</b>	<b>0</b>	<b>0</b>
Investment subsidies	0	0
Advance revenues	0	0
<b>Equity</b>	<b>76,079,374</b>	<b>86,452,153</b>
Subscribed and Paid-in Capital	39,989,348	39,989,348
Capital premium	7,480,655	7,480,655
Revaluation reserves	754,092	673,120
Legal reserves	3,136,253	3,823,050
Other reserves	358,494	358,494
Treasury stock	19,177	19,177
Losses on equity instruments	0	0



	2023(A)	2024(P)
Profit or loss reported	13,910,684	24,460,680
Profit or loss for the financial period	11,107,655	10,372,780
Profit distribution	638,630	686,797
<b>Total liabilities</b>	<b>136,241,810</b>	<b>133,992,847</b>

(A) = Audited  
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## OUTLOOK

### OUR SHORT- AND MEDIUM-TERM STRATEGY IS BUILT AROUND THE FOLLOWING DIRECTIONS:

- Diversification of the product portfolio:**
  - Market Analysis: Conducting an in-depth analysis of the demand in the target market to identify opportunities for product diversification.
  - Partnerships with Manufacturers: Establishing or expanding partnerships with new and existing manufacturers to include innovative and sustainable products in the company's offering.
  - Customer Feedback: Implementing a feedback system to understand customer needs and adjust the product offering accordingly.
- Development and expansion of work points:**
  - Location Assessment: Strategically identifying locations for new distribution centers based on market demand analysis and logistical accessibility.
  - Infrastructure Investments: Allocating financial resources to modernize the infrastructure in existing workplaces and establish new centers.
  - Technology and Automation: Integrating advanced technologies and automation solutions to enhance operational efficiency in distribution centers.
- Adjustment of the personnel policy with a focus on employee retention:**
  - Professional Development: Offering training and professional development programs to support employee growth and align their skills with company objectives.
  - Organizational Culture: Strengthening an organizational culture that promotes commitment, innovation, and job satisfaction. The effective implementation of these action plans requires a strategic approach, properly allocated resources, and commitment from the management team.

**Taking into account the established strategic directions, the company will focus on the following actions to achieve its short- and medium-term objectives:**

- Constant monitoring of the competition to identify market trends and adjust the product offering accordingly.
- Improving logistical processes to reduce delivery times and increase customer satisfaction.
- Identifying and opening new distribution centers in strategic regions to cover a wider market area.
- Developing strategic partnerships with major companies in the industry to increase B2B sales.



5. Replicating the good and excellent results achieved in certain workplaces across all 12 owned locations.
6. The current context requires us to adapt our development strategy, and in the coming period, we aim to supplement our product package with some new ones.
7. Investments in areas where we have our own logistics centers.
8. Scaling up the fleet of vehicles to cover as much of the national market as possible.
9. Focusing on the needs of small artisan teams.
10. Identifying and directly offering to construction companies of all sizes across the country.
11. Creating personalized offers for individuals who carry out construction and/or renovation works on their own.
12. **SIPEX** is considering opening a production unit with funding from European funds in Ariceștii Rahtivani commune, for which it has taken the first steps by acquiring a plot of land with an area of 74,996 square meters.

## ABOUT SIPEX COMPANY S.A.

From its early years of activity, SIPEX has experienced significant development, which has supported the company in its efforts to open regional logistics centers, aiming for strategic regional and national representation, as well as fast delivery of **SIPEX** products and services throughout Romania.

Currently, the company benefits from national representation and distribution through a network of 12 logistics centers in different regions of the country, which operate as working and distribution points. The company's headquarters, located in Ariceștii Rahtivani commune, Prahova county, has direct access to the national road DN7, covering a total area of 21,000 square meters, hosting a showroom, offices, storage spaces, platforms, equipment, and machinery.

The 12 logistics centers are situated in: Ariceștii Rahtivani (Prahova), Bucharest, Pantelimon (Ilfov), Focșani (Vrancea), Bosanci (Suceava), Carcea (Dolj), Budești (Vâlcea), Cluj, Dumbrava Roșie (Piatra Neamț), Iași (Iași), Timișoara (Timiș), and Prejmer (Brașov), opened in the following order:

- ◆ **1997 SIPEX COMPANY** starts its activity with the first storage and office space in Ploiești, Gh. Doja 138 (operating until 2007);
- ◆ **2000** The branch in Bucharest opens, located at Timișoara Blvd. No. 100, Sector 6, Bucharest;
- ◆ **2002** The first warehouse in Ploiești opens, located at 27 Vestului Highway, Ploiești, Prahova county;
- ◆ **2005** The Focșani branch opens on Munteniei Road, T83P435, Focșani, Vrancea county;
- ◆ **2007** The new headquarters with the "Ceresit" showroom is inaugurated in Ariceștii Rahtivani, DN 72, km 8, Prahova county;
- ◆ **2011** The Cluj branch opens on Traian Vuia Boulevard, No. 206, Cluj-Napoca, Cluj



county;

- ✦ **2012** The Craiova branch opens in Cârcea village, Crângului Street, No. 2, Dolj county, and the Piatra Neamț branch opens in Izvoare village, Dumbrava Roșie commune, Serei Street, No. 7, Neamț county;
- ✦ **2015** The Iași branch opens on Chimiei Boulevard, No. 12, Iași, Iași county, and the Suceava branch opens in Bosanci village, Sucevei Street, No. 81, Suceava county;
- ✦ **2017** The Timișoara branch opens on Buziașului Avenue, No. 162, Timișoara, Timiș county, and the Râmnicu Vâlcea branch opens in Racovița village, Budești commune, No. 284, Vâlcea county;
- ✦ **2018** The Pantelimon branch opens on Biruinței Boulevard, No. 189, Pantelimon, Ilfov, with 5000 sqm of storage and office space. The branches in Brașov also open, in Prejmer village, Brașovului Street, No. 162, Brașov county, and in Ploiești, Laboratorului Street, No. 10, Prahova county.

The **SIPEX** team, structured into specialized departments, coordinates projects from start to finish, with a full range of resources and product packages to support continuous activity. The company's main activities include selling products and solutions distributed by **SIPEX** and providing technical advice for selecting and implementing products.

The sales department's main objective is to develop business relationships and strengthen **SIPEX COMPANY's** position as a national leader in the Romanian construction materials market. The **SIPEX** Sales Department operates through 3 channels:

- ✦ **Online:** **SIPEX** is present in the e-commerce segment through its owned Online store. The application used directs orders to the nearest branches so that delivery can be made as quickly as possible. The store provides access to various campaigns that **SIPEX** launches at different time intervals. The 12 **SIPEX** logistics centers are equipped with the necessary equipment to ensure fast deliveries to each location from which orders are received.
- ✦ **Retail:** Traditional retail, consisting of stores of various sizes other than DIY (Do It Yourself) ones. Sales to these stores are made through dedicated agents, coordinated by regional managers and the National Sales Director. They have access to an SFA system (tablets connected to the ERP system with real-time inventory access), ensuring that orders taken quickly enter the ERP system.
- ✦ **B2B – This market segment is composed of the following partners:**
  - 1. Construction companies** (that carry out construction works for various investors or develop their own residential or industrial projects). These partners are assigned to a dedicated team for this market segment and also have access to an order platform, „[sipexcomenzi.ro](http://sipexcomenzi.ro)”, created specifically for them. The same platform provides them with information about stocks, balances, order statuses, prices set for various projects, etc.
  - 2. Developers** (investors who choose to negotiate material and construction system prices directly with a distributor). They are allocated to a dedicated team, which together with supplier representatives, provides them with the best technical and commercial solutions.
  - 3. Teams of small craftsmen** (the same **SIPEX** sales representatives try to offer them the best solutions and services (transportation, coloring, technical solutions) so that they become



promoters of the product packages that **SIPEX** sells.

**4. Individuals** (who build on their own or renovate their own properties). The dedicated sales teams propose to them the purchase of various products from the **SIPEX** package.

The distribution and sales activity of construction materials takes place in all 12 branch offices (warehouses).

The sales department is led by two National Directors, one for each sales channel: Retail and B2B. In their role, the National Sales Directors oversee the dedicated sales teams, Retail or B2B, in each **SIPEX** branch office.

### The logistics department

From its early years of activity, **SIPEX** has experienced significant development, which supports the company's efforts to open regional logistics centers, aiming for strategic regional and national representation, as well as rapid delivery of **SIPEX** products and services throughout Romania.

The main objective of the technical department is to provide technical advice to clients in choosing the materials needed for their projects, focusing on both quality and quantity aspects, through:

- ◆ contacting and maintaining collaborative relationships with clients in their operational area, staying updated on ongoing projects in the area, regardless of their size;
- ◆ promoting the products and systems marketed by the company to specialized designers, contractors, and ultimately to end-users;
- ◆ elaborating technical and commercial offers for the **SIPEX** product package;
- ◆ providing the best technical solutions for each project by creating personalized offers;

The procurement department ensures optimal supply of specific products in the company's field of activity across all locations. It maintains an optimal level of stocks with the best products, solutions, and prices, covering all customer requirements. It maintains constant contact with manufacturers to stay updated on the latest industry developments in terms of products and specific technologies.

**SIPEX** has attracted and selected internationally recognized companies from the beginning, with whom it has developed long-term partnerships (Henkel Romania - for over 20 years, Saint-Gobain Construction Products Romania - for over 15 years, Firos - for over 12 years, SANEX SA, Knauf, Austrotherm, Swisspor SA, Wienerberger, Tondach Romania, Brikston Construction Solutions SA, Holcim SA, ACO, Holver, Kronospan Trading, Romstal, Policolor, TeraPlast). **SIPEX** also holds licenses for Düfa and Profitec and sells washable paints, primers, and undercoats under these brands in the Romanian and Bulgarian markets, following a 10-year exclusive agreement with the German group Meffert AG in 2017. Products from the **SIPEX** portfolio are manufactured in several factories, depending on their offerings, capacities, and services.

### **THE RANGE OF PRODUCTS DISTRIBUTED BY SIPEX:**

- ◆ Washable paint - dispersions: Ceresit, Profitec, düfa, Mesterică, Kraft, Spor, Deko;





- ✦ Tools and accessories: Mesterică;
- ✦ Products for roof and floor renovation: Ceresit, Mesterică, Tegola, General Membrane;
- ✦ Varnishes and stains: Sadolin, Hammerite, Spor, Deko;
- ✦ Primers: düfa, Profitec, Ceresit, Mesterică, Kraft, Spor, Deko;
- ✦ Products for masonry: Leier, Cemrom, Structo, Tenco, Porotherm;
- ✦ Roofs: Tondach;
- ✦ Thermal insulation system: Ceresit, Mesterică;
- ✦ Thermal insulation with mineral wool: Isover, Rockwool;
- ✦ Thermal insulation materials made of polystyrene: Swisspor, Austrotherm, Hirsch, düfa, Mesterică;
- ✦ Decorative plaster: Ceresit, Mesterică, Kraft, Vinarom, Deko;
- ✦ Suspended ceilings, moldings: Rigips, Mesterică Décor;
- ✦ Metal profiles and accessories: Rigips, Mesterică;
- ✦ Polyurethane foam, silicones: Ceresit, TTK;
- ✦ Floor screeds: Ceresit, Mesterică, Baumit;
- ✦ Waterproofing systems: Ceresit, Mesterică, Baumit, General Membrane;
- ✦ Fillers: Ceresit, Mesterică, Rigips, Baumit, Weber;
- ✦ Grout: Ceresit, Baumit;
- ✦ Standard and flexible adhesives: Ceresit, Mesterică, Baumit, Weber;
- ✦ Ceramic products: tiles and ceramic tiles: Cesarom;
- ✦ Thermo-hydro-sanitary products: Romstal;
- ✦ Underfloor heating systems: NeoTer;
- ✦ OSB, Tego, parquet, and wooden panels: Holver;
- ✦ Wastewater and rainwater retention and cleaning systems, drainage solutions: ACO;
- ✦ Paving and curb systems: Elis Pavaje, Semmerlock;
- ✦ Welded mesh, corrugated panels: Fier CTC, Intertranscom;
- ✦ Concrete additives, sealants, repair mortars: Ceresit;

## THE MANAGEMENT TEAM

The leadership of the company is carried out by Mr. Constantin Irinel Gheorghe, Chairman of the Board of Directors of SIPEX, and General Director of **SIPEX** since 1997. He graduated from the Faculty of Materials Science and Engineering at the Polytechnic University of Bucharest and from the National Institute of Administration (INA) Bucharest. He was an assistant professor at the faculty he graduated from between 1992 and 1994. Constantin Irinel Gheorghe also serves as Vice President of the Federation of Construction Employers, a representative organization in the Romanian construction market.

**The other 2 members of the Board of Directors are:**



- ✦ Constantin Gheorghe – member of the **SIPEX** Board of Directors since 2021, since 2004 Economic Director of the Company, graduated from the Faculty of Finance and Accounting at Artifex University in Bucharest.
- ✦ Lucian Azoitei – member of the **SIPEX** Board of Directors since 2021 and a Non-Executive Director, graduated from the Law Faculty at the University of Bucharest.

The Board of Directors and the General Manager of **SIPEX** are supported in their leadership activities by a management team consisting of the Chief Financial Officer, Marketing Director, National Sales Director for the Retail Channel, and National Sales Director for the B2B Channel, as follows:

- ✦ Constantin Gheorghe – CEO of **SIPEX** since 2004;  
Before joining the **SIPEX** team, he held the position of Financial Director at International Clothing Manufacturers SRL and has over 20 years of experience in the financial and accounting field. He is also a member of the Body of Expert Accountants and Authorized Accountants of Romania since 2012.
- ✦ Sorina Macsen – Director of Marketing since 2004;  
After 12 years of experience in multinational companies such as Shell Romania and Metro Cash & Carry, Ms. Macsen joined the **SIPEX** team and is currently the Marketing Director. She studied Materials Science and Engineering at the Polytechnic University of Bucharest and graduated from the Faculty of Marketing and International Business (Marketing specialization) at Spiru Haret University Bucharest in 2010. She is also a Quality Auditor and Environmental Auditor.
- ✦ Marian Ghiță – National Sales Director for the B2B Channel since 2015;  
Marian Ghiță joined the **SIPEX** team in September 2004 and has held various positions within the company, including sales representative and B2B division manager. Since 2015, he has been the National Director for the channel dedicated to clients in the construction industry. He graduated from the Faculty of Management at the Petroleum and Gas University in Ploiești.
- ✦ Cristian Burtea – National Sales Director for the Retail Channel since 2017;  
Graduate of the Faculty of Management - Business Administration at U.P.G. Ploiești, with 21 years of experience in sales. Cristian Burtea joined the **SIPEX** team in 2017 and has held various positions in sales throughout his career.

## TARGET MARKET OF THE COMPANY

The company's sales and distribution activities are carried out through 3 channels:

### Retail

Traditional retail, consisting of stores of various sizes other than DIY (Do It Yourself). Sales to these stores are made through dedicated agents, coordinated by area managers and the national sales director. They have access to an SFA system (tablets connected to the ERP system with real-time inventory access), ensuring that orders taken are quickly integrated into the ERP system.

**B2B**, which includes:



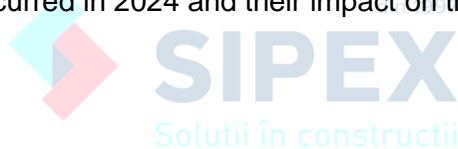
1. Construction companies (which carry out construction works for various investors or develop their own residential or industrial projects). These partners are allocated to a dedicated team for this market segment and, at the same time, have access to an ordering platform called „**sipexcomenzi.ro**” created specifically for them. The same platform provides them with information about stocks, balances, order statuses, prices set for various projects, etc.
2. Developers (investors who choose to negotiate prices for materials and construction systems directly with a distributor). They are assigned to a dedicated team, which together with the supplier's representative, provides them with the best technical and commercial solutions.
3. Teams of small craftsmen (the same **SIPEX** sales representatives try to propose the best solutions and services to them (transportation, coloring, technical solutions) so that they become promoters of the product packages that **SIPEX** sells.
4. Individuals (who build on their own or are renovating their own properties), these dedicated sales teams propose the purchase of various products from the **SIPEX** package to them.

## Online

**SIPEX** is present in the e-commerce segment through its owned online store, which is currently undergoing updates to be accessible from various devices (laptop, phone, tablet). The application will allocate orders to the nearest working points, ensuring fast delivery times. The store provides access to various campaigns that **SIPEX** launches at different intervals. The 12 **SIPEX** logistics centers are equipped with the necessary equipment to ensure fast deliveries to each location from which orders are received.

## MANAGEMENT STATEMENT

The management of the company confirms that the preliminary financial results for the period 01.01.2024 - 31.12.2024 accurately reflect the assets, liabilities, income, and expenses of **SIPEX COMPANY S.A.** The administrator's report also provides an accurate and true picture of the events that occurred in 2024 and their impact on the financial statements.



**Gheorghe Constantin Irinel**  
Chairman of the Board of Directors



