

## ABOUT VIZIR GROUP

Founded in 2013 as THAU BENELUX and renamed in 2020, **VIZIR** is a single-owned holding company that provides a wide range of **Retail Services** and Outsourced **Field Marketing Solutions**. **THAU, PEOPLE AT THE POINT OF PURCHASE** and **DO IT FOR ME** are combined under the **VIZIR** holding and embraces all of the associated challenges through shared and split services, making convenient use of “**The Best of Three Worlds**”. Our main objective is to support retail growth of our clients businesses within rapidly changing and challenging domestic and European markets. Our main Service pipeline runs from Amsterdam, Antwerp, Brussels to Paris and Marseille. Employees and client relationships are at the heart of what we do : to win in the marketplace you must first win in the workplace. Vizir associate companies and their employers are passionate and Service driven, forging experience, knowledge and commitment into Operational Excellence.

**PEOPLE AT THE POINT OF PURCHASE** (or short P3) founded in 2000, is a **Field & Retail Installation Specialist** and has delivered consistent Service Excellence to retailers, brands and manufacturers for more than 21 years. We provides a wide range of Field Installation Services all designed to highlight clients product or service in a busy, highly competitive Food and Nonfood marketplace. Our goal is to become an integrated element of our clients marketing and sales departments by providing unrivalled installations and outstanding visibility. No business can afford to ignore return on investment : **Marketing warehouse, logistics** and **retail installation** services are smoothly aligned enabling us to work within imposed or agreed price agreements. Whether it's a retail store, pharmacy, car dealership or food market, our clients like our consistency. This is was(what?) we are famous for.

**THAU** has been trading since 2004. From day one a clear strategic choice was made to offer **Retail Services** to the Nonfood market with a main focus on DIY & Garden. We believe that having a clear identity prevails at the end. And after 17 year, we are proud of our identity and the choices we have made in the past! As a full-service **Field Marketing Agency**, we provide clients peace of mind by offering a seamless integration of **Operational Marketing Solutions** that focus on the same goal: our clients success. Field Marketing efforts are no small endeavor. Our dedicated teams work together to combine tailor-made **Marketing Warehouse, order picking** and **logistics, retail merchandising, fair & exhibition** management and **customized sales** solutions. Our role is to understand our clients key objectives, use our experience to help develop, execute and report clients Field Marketing plans through sophisticated easy-use reporting platforms. At THAU we truly believe we can **make brands come alive**.

**Home installation Services** by **DO IT FOR ME** (or short **DIFM**) is a spin-off of THAU, established at 2020 ‘however’ with a first mission executed in 2015. Do It For Me is an installment company working together with varied International brands and domestic retailer (Shop in Shop format) ensuring an optimum handling from A to Z: going from **measurement, product logistics, full installation, maintenance** and **service visits** or **repairs**. Consumers have become drivers of innovation. End-users search for quality time, service and price frustrations, willingness to spend and incapacity to deliver perfect DIY home projects, sets brands and retailers in innovating mode. Instead of selling “product-as-a-service,” DIFM deliver “**product-with-a-service**.” The result is awesome customer experience that can only be delivered with a human touch. DIFM combines technology automation with specialized labor to deliver a complete solution to a business problem. It's as much about **people-powered customer service** as it is about **product-powered efficiency**.

## ORIGIN

Our CEO – Mr Peeters Christian – is fascinated by Napoleon Bonaparte : *“There are of course questionable actions or decision by this historic personality, but I admire many of his achievements. His success is the result of a strong strategy, a constant evaluation of the circumstances and the ability to provide the right answers thereto. ‘I do not recognize titles, but merits’ is one of his statements. We value that credo at VIZIR , where employees are rewarded based on their merits, as they serve the common interest.”*

### Link with the past

The **VIZIR** was - beside Marengo - one of Napoleon's most famous war horse among his 130 personal horses. A small Arab stallion, the Emperor mounted it from 1805 and took it during his exile to Saint Helena.

### Link with the present and corporate philosophy VIZIR

- **Work power:** you can find the symbolism of horses in their appearance and behavior, their freedom, but especially in their strength and endurance. Just like the various companies under VIZIR, we see ourselves as a free labor force for our customers. Available anytime, anywhere for operational interventions;
- **Protection:** A visor is a transparent part of a helmet that protects the user's face. For Vizir, protecting the interests of our customers is always main objective;
- **Focus:** A sight is an optical aiming device on a weapon, a level device or a camera. At Vizir we keep our focus on the goals of our customers;
- **Function:** The term vizir is a other name for a high-ranking official, a (sometimes religious) government adviser or minister of a ruler.

## VISION & MISSION STATEMENT

- To put employees and clients at the center of interest : it’s crystal clear that it’s all about people;
- To provide clients with the most complete and satisfying service experience possible : the devil is in the details and never satisfied with mediocrity;
- Our real value is how clients talks about us : the service realizations of Vizirs employees is their best legacy. Establishing trust is better than any sales technique.

## VALUE & NORMS

### **The Vizir mentality:**

- Services that matter, that is our ambition;
- Our core values are the foundation of everything we do at Vizir;
- Our Norms form the basis of our behavior, both internally and towards our clients.

As a Vizir employee I believe in:

### **Open and sincere communication**

- We talk to each other and not about each other;
- We dare to hold each other accountable for behavior;

- We give honest feedback to colleagues and customers;
- We always do this with respect for the other.

#### **Freedom and participation**

- We report correctly on the progress of a project, both internally and to the customer;
- We set clear objectives and deadlines and stick to them;
- We can always justify choices made, with the best end result in mind.

#### **Originality and authenticity**

- Thau provides original and exclusive services;
- Each realization starts from a well-defined goal, behind which Thau can fully support itself;
- Quality is paramount in every project. Sometimes this is synonymous with saying 'no'.

#### **Customer and people-oriented work**

- We deal correctly with both our colleagues and customers;
- We always strive for the best solutions for our customers;
- We are meticulous and conscientious in our work;
- We keep our agreements with colleagues and customers and do not make any commitments that we cannot keep;
- We guarantee all our customers at least one personal visit per year.

As a Vizir employee I always behave accordingly.