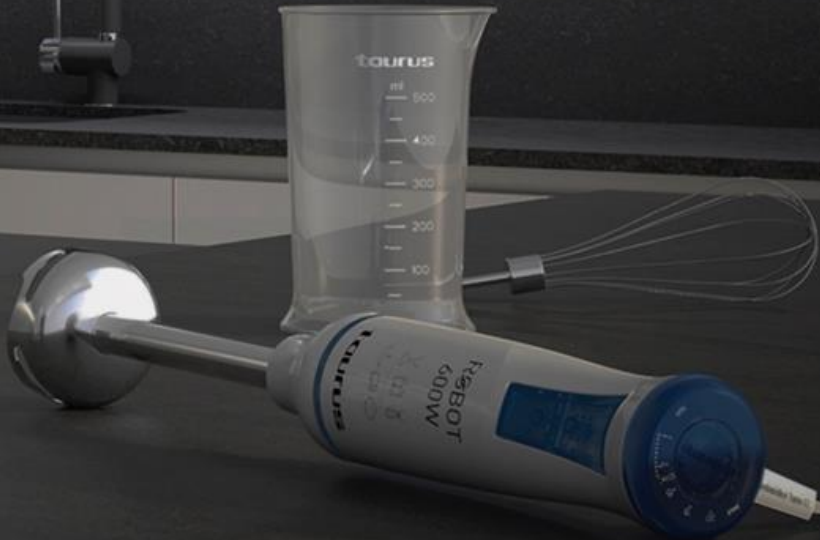


taurus group

Corporate Presentation



› Taurus Group

Founded in 1962, **Taurus Group** is a leading company in **small domestic appliances** aiming firmly at new product development, strong R+D investment and internationalization. Nowadays the company has subsidiaries in 10 countries and presence in over **120 countries** worldwide.































The following are the **17 brands** included in the Company's Portfolio, one of the most important assets of Taurus Group: Taurus, B+D, Solac, Mellerware, Inalsa, Práctika, Alpatec, White&Brown, Casals, Mycook, Taurus Professional, Minimoka, Turmix, Coffeemotion, Lucky y Winsor.





More than 50 years later, Taurus Group keeps the commitment of **making home life more comfortable** for people

► About Taurus Group

- *Multilocal Group*
- *264 new products every year*
- *7 R+D centers worldwide*
- *Production in 5 Countries*
- *6 new patents worldwide every year*
- *Present in more 120 countries, global market*
- *R+D projects*
- *15 mill. units sold worldwide every year*

» **World locations**

SPAIN Oliana	   
SPAIN Vitoria	 
FRANCE	 
PORTUGAL	
ITALY	
MOROCCO	 
MEXICO	   
PERÚ	 
SOUTH AFRICA	   
INDIA	   
CHINA	   

	LOGISTIC CENTERS
	R&D CENTERS
	PRODUCTION CENTERS
	SUBSIDIARIES



taurus group

› Business & Brand's Portfolio

SMALL APPLIANCES

taurus

solac

Mycook

WHITE & BROWN

MINIMIKA

práctika

WAX

mellerware

INALSA



CLIMATIZATION

taurus
ALPATEC



HORECA

taurus
PROFESSIONAL



POWER TOOLS

casals



taurus group

› Subsidiaries & Brands

SPAIN	FRANCE	PORTUGAL	MOROCCO	MEXICO	PERÚ	SOUTH AFRICA	INDIA
taurus solac ALPATEC  Mycook MINIMIKA taurus PROFESSIONAL  	ALPATEC  WHITE & BROWN taurus solac MINIMIKA	taurus solac ALPATEC  Mycook MINIMIKA 	taurus solac MINIMIKA	taurus 	práctica taurus	mellerware. taurus <i>Lucky</i> solac 	INALSA mellerware. taurus

taurus group

> Brands

taurus

Small appliance brand with more than 50 years in the market. Outstanding skills and organizational resources to develop New Products. **Leader in the kitchen category.** Since 1962, we have worked to offer design and quality with a single goal, to make your life easier.

solac

Spanish brand since 1916. **Solac** are constantly aware of this dynamic, our products are a perfect combination of design and practicality. Reference brand on steam with compact ironing centers and coffee makers.

MINIMOKA

Minimoka is a time-old coffee brand with more than **30 years of history.** Acquired in 2011 it has become the Group's benchmark brand for coffee and hot drinks. Technology and tradition has united, delivering the best-tasting coffee, even connoisseurs.

ALPATEC

Created in 1988 located in Sens (Bourgogne), it was bought by Taurus Group in 2011. The success of **White&Brown** is based in quality, innovation and design. **ALPATEC** specialized in air conditioning, offers solutions for temperature comfort.

práctika

Founded in Perú in 1986, is dedicated to development and commercialize small domestic appliances and cookware. **Práctika** joins Taurus Group in 2012.

casals

The historical Spanish brand with 130 years on the market, launched its first portable drill in 1921. Acquired by Taurus Group in 2010.

mellerware

Creative hosewares, born in South Africa in 1982 and was bought by Taurus Group on 2006, as the first action on the African market. Products produced under **Melleware** brand.

Lucky

Taurus Group incorporated the South African firm **LUCKY DISTRIBUTION** in 2012. With market presence of 16 years, has an important portfolio from furniture to electrical hairdressing appliances and accessories.

INALSA

Leader and reference brand in small appliance on India. Leader in food processors with more than **60% of the Indian market.** **Inalsa** is synonymous of innovation.

The Turmix brand was acquired by the group in the 70's. **Turmix** is a well known brand that has become the naming for all kind of blenders. Operates in the national market.

taurus PROFESSIONAL

This products line designed for **Horeca professionals.** Constantly in touch with top chefs, has led Taurus to develop premium quality products that are highly valued and appreciated by the industry experts.

Factories



Factories

TAURUS OLIANA

4.000 m²

9 injection machines

Hand blenders 100.000 units

Mycook: 75.000 units

Rowzer, coffee grinder, flat griddle: 100.000 units



TAURUS CHINA

2 Join Ventures

140 factories under Taurus Quality Assurance



TAURUS MÉXICO

7.500 m²

14 injection machines

Jar Blenders : 900.000 units

Fans: 860.000 units



TAURUS INDIA

6.000 m²

Juicer Mixer Grinder: 150.000 units

Food processors: 400.000 units

Mixer Grinder: 200.000 units



TAURUS SOUTH AFRICA

10.000m²

10 Injection machines

Kettles (corded, cordless and glass):

1.100.000 units

Dehydrator: 150.000 units



Thanks a lot to trust **taurus**group

