

BULLETIN



JAN-DEC 2023

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About us

Fluoelektro is a company from Serbia, headquartered in Niš. It was founded in 2005 with the vision of two young individuals, "Let the whole world shine." As a small company, it faced the challenges of the times, technological changes, and constant product and service improvement. Initially, its business was focused on wholesale lighting and electrical materials in the local market. Today, it has a project bureau, a B2B webshop, and distributorships of all leading global brands in the field of lighting and electrical materials. It is a market leader, exporter, importer, constructive partner, and provider of the highest quality solutions.



Niš, January 20, 2023 - FLUOELEKTRO DOO NIŠ, a renowned company with over 18 years of experience, continues to set high standards in the lighting and electrical materials industry. With its unmatched quality of operations and dedication to innovation, this company has become a market leader, providing top-notch solutions for its clients.

Since its establishment in 2005, FLUOELEKTRO DOO NIŠ has successfully responded to market demands, constantly adapting to technological changes, and improving its products and services. Company fully understands the importance of business quality, efficiency, and creditworthiness, and in 2014, it introduced ISO9001, ISO14001, and OHSAS18001 standards to ensure top-quality in every aspect of its operations. All other standards from the ISO group that we possess were implemented between 2014 and 2019.

Commitment to quality and business stability has received recognition from financial institutions, which have awarded them the highest credit ratings. This is the result of their consistent work and dedication, allowing them to establish long-term partnerships with their clients and suppliers. FLUOELEKTRO DOO NIŠ has

built a reputation as a reliable and solvent company that can rely on the support of the financial sector.

With the vision "Let the whole world shine," FLUOELEKTRO DOO NIŠ has successfully developed a project bureau, a B2B webshop, and has become a distributor of leading global brands in the field of lighting and electrical materials. Versatility and ability to provide top-quality solutions have made them a market leader.

"Our team of experts continuously works on innovations and delivering top-notch services to our clients. Throughout the years, we have faced many challenges, but we have managed to stay focused on our mission - providing the best solutions in the lighting and electrical materials industry. We take pride in our tradition and quality and look forward to a future where we will continue to conquer the market and meet the needs of our clients," said founder and CEO Nataša Radonjić.

"Design and Lighting in 2023"

Lighting plays a crucial role in our lives, both within homes and commercial spaces, as well as in public areas. With the advancement of technology, the lighting industry has experienced significant development, providing us with increasing possibilities to create aesthetic and functional environments. Additionally, the lighting design industry has emerged as a distinct sector that combines art and science to create effective and efficient lighting solutions.

One of the key trends in the lighting industry is the transition from traditional light sources, such as incandescent bulbs, to LED (light-emitting diode) technology. LED lighting has become dominant due to its energy efficiency, durability, flexibility, and environmental friendliness. This technology allows for a wide range of colors and light intensities, making it ideal for various applications, from ambient lighting to scenic effects.

The lighting design industry focuses on creatively using light to achieve the desired aesthetic effect and highlight the architecture of a space. Experts in this industry use their knowledge of lighting techniques, materials, and technology to tailor lighting to the different needs of clients. This can include designing lighting for interior or exterior spaces, as well as special effects for theatrical performances, concerts, or other events.

-A modern approach to lighting design also involves the use of smart lighting control systems. These systems enable the adjustment of color, intensity, and light distribution through a remote control or smartphone applications. Additionally, it is possible to integrate lighting with other smart devices in the home, such as motion sensors or home automation systems, to achieve maximum comfort and energy efficiency.

The lighting industry is also focused on sustainability and reducing energy consumption. LED technology, as well as advanced sensor controls, allow for real-time adjustment of lighting according to the presence of people or natural light. This leads to significant energy savings and a reduction in carbon emissions. Moreover, recycling and responsible disposal of old light fixtures also play an important role in a sustainable approach to the lighting industry.

In summary, the lighting industry and the lighting design industry are fields that are constantly evolving and innovating. This industry allows us to create an environment that suits our needs and aesthetic preferences while also respecting energy efficiency and sustainability. With the advancement of technology, we expect the future of the lighting industry to bring even more possibilities.





A summary of the brands in our offering:

As distributors of lighting and electrical equipment, we proudly present a wide range of brands and products that cater to various needs of our clients. Our offering includes renowned global brands such as Signify, Beghelli, Hager, Elmark, Rosa Poland, Pila Lighting, as well as domestic Serbian brands for electrical materials and cables.

Our product range comprises an impressive number - more than 11,000! Whether you are looking for electrical materials or lighting solutions, you can rest assured that you will find everything you need in our extensive selection of products. Whether you are involved in professional electrical installations or simply want to refresh your space with new lighting, our broad range of products will meet all your requirements.

Signify is a global leader in the field of lighting, and their most well-known product brands for lighting include **Philips**, Pila, Interact, and Color Kinetics. Signify is renowned for its innovative solutions that combine aesthetics and functionality. Their range includes LED luminaires, smart lighting systems, as well as professional solutions for commercial centers, offices, industrial facilities, and public spaces.

Beghelli is an Italian company specializing in the production of emergency lighting, evacuation, and safety systems. Their products are known for their high quality, reliability, and energy efficiency. In addition to emergency and evacuation lighting, Beghelli offers a wide range of interior and exterior lighting solutions.

Hager is known for its solutions in electrical installations and energy management. Their offering includes various types of circuit breakers, installation equipment, switches, outlets, cabinets, as well as smart building automation systems.

Rosa Poland is a brand specializing in the production of high-quality LED luminaires and aluminum poles for all outdoor spaces. Their range includes lighting solutions for homes, offices, hotels, restaurants, and other commercial facilities.

Elmark is a Bulgarian brand that offers a wide selection of indoor and outdoor lighting fixtures. Their products are characterized by modern design, high-quality craftsmanship, and affordable prices

In addition to these brands, we also offer a wide range of domestic Serbian brands for electrical materials, cables, and lightning protection equipment. Our offering includes various types of switches, outlets, cables, distribution cabinets, and complete electrical installations.

Considering the diversity of brands and products in our offering, our customers have the opportunity to find the best solution that suits their needs, providing them with high quality, efficiency, and aesthetics. Our expert staff is here to provide you with all the necessary information and support in selecting the right product for your project or consumption.

In summary, our range of brands and products includes globally renowned brands as well as domestic Serbian brands for lighting and electrical materials.



About the project bureau with the vision: "We create the light of the future."

Lighting Design is the process of planning and designing lighting for various types of spaces, such as homes, offices, shops, restaurants, theaters, public spaces, factories, industrial halls, schools, healthcare facilities, and more. The aim of this process is to create an optimal environment with aesthetically pleasing and functional lighting.

The significance of Lighting Design lies in the fact that lighting has a significant impact on our perception of space and our productivity. Well-lit spaces can improve our mood, enhance safety, highlight the architecture of a space, and emphasize specific elements or objects. Additionally, proper lighting can help reduce eye strain, improve concentration, and boost productivity.

Lighting Design also plays a crucial role in energy efficiency. Properly planned lighting can reduce electricity consumption, optimize the use of light sources, and decrease emissions of harmful gases. The use of LED lighting, known for its energy efficiency, can further contribute to reducing energy consumption..

The services we provide include

Our company offers Lighting Design services, which means we can assist you in creating suitable lighting for your space. Whether it's a private, commercial, public, or any other type of facility, our team of experts will provide you with quality lighting that enhances the aesthetics of the space and improves functionality.

Our designers have extensive experience working with the Dialux software program, which allows for a detailed representation of lighting in a space. By using these tools, we can simulate various lighting scenes and provide you with a realistic depiction of how the lighting will appear in your space before any implementation takes

place. This gives you the opportunity to visualize and make informed decisions about the lighting design.

In addition to Lighting Design, we also specialize in projects related to energy efficiency when it comes to purchasing LED lighting. LED technology is becoming increasingly popular due to its energy efficiency and durability. Our experts will help you select the right LED lighting that will enable you to save energy and reduce long-term costs.

In our team, we have experts certified in Lighting Design using the Dialux program. This enables us to provide high-quality lighting for various types of spaces, taking into consideration specific client requirements and needs. We adhere to lighting standards such as EN 12464-1:2011 "Lighting of workspaces" and EN 1838:2013 "Emergency lighting and safety lighting." Thanks to our knowledge and experience with Dialux, we can efficiently create optimal lighting solutions that combine functionality, aesthetics, and energy efficiency.

EXPERIENCE AND REFERENCES

Our company, Fluoelktro, takes pride in the extensive list of references we have accumulated over the years. From 2020 to 2023, we have successfully completed over 2500 projects and have more than 5000 satisfied clients.

Customer satisfaction has always been our top priority. We believe in building long-term relationships with our clients, and we are proud of the numerous references and recommendations we have received from them. Their trust and satisfaction serve as the best indicators of our success.

Our company is women-owned, which is a rarity in this sector, but we take pride in it because we have managed to establish ourselves and achieve success in a highly competitive market. We have a team of experts who have been with us for more than 5 years, which is a testament to our stability and the quality of services we provide.

Over the years, we have gained rich experience in designing lighting and electrical installations for various types of properties. Our team possesses the knowledge and skills to provide the best lighting solutions, considering aesthetics, functionality, and energy efficiency.

In addition to design, our offerings include the sale of lighting and electrical materials. We collaborate with reputable suppliers and offer a wide range of products that meet the diverse needs of our clients. Our team is knowledgeable and provides support in selecting the best solution for each project.

Our past experiences have been extremely positive, and the satisfaction of our clients is our greatest recommendation. We have worked on numerous projects in various industries, such as commercial properties, residential buildings, public spaces, and many others. Our ability to deliver a high level of service while respecting deadlines and budgets sets us apart from the competition.





REFERENCES

Our company can boast an impressive portfolio of references that testify to our expertise and commitment to quality. It's important to note that while we may not have directly collaborated with all the investors, our projects were carried out in cooperation with reliable contractors.

One of our significant projects is the construction of a business facility for Tigar Tyres (Michelin) in Pirot. Although we did not directly collaborate with Tigar Tyres as the investor, our company provided top-notch services and products in collaboration with our sub-distributor.

Henkel, a leader in chemical products, is also among our references. Our company worked with contractors on all Henkel facilities in Kruševac, providing them with top-of-the-line equipment and services.

DCP Hemigal from Leskovac, Femid from Bela Palanka, and the New Production Line at the Vlasinka Water Factory are also part of our reference portfolio. The Coca-Cola Factory is another significant project we worked on. Dahop UTVA doo from Aleksinac, Krug Factory "Vodogradnja" from Doljevac, and the Adient seating factory in Kragujevac are also included in our impressive portfolio.

Our company has also been involved in the construction and renovation of public spaces such as central squares in Kruševac, Niš

(King Milan Square), and Leskovac. Although we did not directly collaborate with local authorities, our company provided excellent planning and sales support to the contractors on these major projects.

Street lighting and general roadway lighting, such as the roundabout at "Delta" in Niš, the interchange near Vladičin Han, and the city park in Vranje, are also part of our portfolio.

Furthermore, our company has been involved in the construction and renovation of schools, museums, hotels, preschool institutions, and other public facilities throughout the country.

Business Standards

In this edition of our newsletter, we want to focus on the standardization efforts undertaken by our company, Fluoelektro, and how they contribute to our ongoing success. As a leading player in our industry, we aspire to be an example of excellence and reliability for our clients, partners, and employees.

To achieve this goal, we are committed to adhering to the highest standards. Our company holds ISO 37001:2016, ISO 50001:2018, ISO 27001:2013, ISO 45001:2018, ISO 14001:2015, and ISO 9001:2015 certifications, which are internationally recognized standards in their respective fields. These standards represent our dedication to ethical business practices, energy efficiency, information security, occupational health and safety, environmental protection, and the quality of our products and services.

The **ISO 37001:2016** certification for the anti-bribery management system affirms our commitment to combating corruption in all aspects of our business. This standard helps us identify and reduce corruption risks, ensure transparency and integrity in our activities, and maintain a high level of accountability.

The **ISO 14001:2015** certification for environmental management system attests to our dedication to preserving nature and minimizing our negative impact on the environment.

The implementation of this standard allows us to identify and reduce our environmental footprint, monitor our resource consumption, and promote sustainable practices.

The **ISO 50001:2018** certification for the energy management system confirms our commitment to sustainable development and reducing our negative impact on the environment. The implementation of this standard enables us to identify ways to reduce energy consumption, optimize our processes, and use resources more efficiently.

The **ISO 27001:2013** certification for information security management attests that we have taken all necessary measures to protect information from unauthorized access, misuse, or loss. This standard helps us ensure the confidentiality, integrity, and availability of information, providing security to our clients and partners.

The **ISO 45001:2018** certification for occupational health and safety management confirms our dedication to creating a safe and healthy work environment for our employees. This standard helps us identify and manage risks, promote injury and illness prevention, and provide conditions for productivity and well-being in the workplace.

The **ISO 9001:2015** certification for the quality management system confirms our commitment to providing products and services of top quality. This standard helps us identify and meet the requirements of our clients, establish efficient processes, continuously improve our system, and ensure a high level of customer satisfaction.

Our company, Fluoelektro, takes pride in its dedication to achieving and maintaining these standards. They are integrated into all aspects of our business and represent the foundation of our culture of quality, safety, environmental protection, and ethical business.

The implementation and maintenance of these standards bring numerous benefits, both to our company and our clients. Through the application of these standards, we:

1. Enhance the efficiency and productivity of our processes, resulting in a better experience for our clients and cost reduction.
2. Reduce the risks of non-compliance with legal and regulatory requirements, protecting us from potential fines and reputational damage.
3. Increase the transparency of our business, building trust with our clients and partners.
4. Improve our reputation as a reliable and responsible business partner.

5. We create a safe and healthy working environment for our employees, enhancing their motivation, engagement, and productivity.

6. We minimize the negative impact on the environment by reducing emissions, managing waste, and using resources more efficiently.

These standards are part of our ongoing improvement and continuous development. We continually adapt and enhance our processes to remain in line with industry changes and the demands of our clients.

Our commitment to these standards is a clear indicator of our responsibility to our clients, employees, the community, and the environment. They are a testament to our ongoing effort to provide the best possible services and products and to achieve sustainable growth and success.

We believe that the application of these standards is a key factor that sets us apart from the competition and makes us a leader in our industry. We will continue to evolve and improve to meet and exceed our clients' expectations and achieve top-notch results.





Financial Indicators in the previous period

In this edition of our newsletter, we would like to present some of the financial indicators of our company, Fluo elektro. These indicators are vital for assessing the financial stability and success of our company.

The first important piece of information we want to share is our credit rating, which stands at A++. This rating reflects a high level of financial strength and stability within our company. The credit rating is the result of an analysis of our financial reports, liquidity, indebtedness, and other critical factors. This top-tier rating demonstrates our ability to meet financial obligations and provide security to our clients and partners.

Furthermore, we'd like to introduce our return on assets (ROA) and return on equity (ROE) rates. The return on assets stands at 11.67%, while the return on equity is 12.96%. These indicators signify the efficiency of our asset and capital management. A higher return on assets indicates our success in generating income from our operations relative to asset investments. The return on equity demonstrates how effectively we utilize the capital invested in our company. These impressive results reflect our continuous focus on profitability and sustainable growth.

Another significant financial indicator we wish to share is our Altman Z-Score, which for the past 3 years, has been 22.34, more than 4 times higher than the company's safe operating zone.. The Altman model is developed to assess financial stability and predict insolvency of companies. This high score suggests a low likelihood of encountering financial difficulties in the future. This result is a consequence of our robust financial planning, risk management, and continuous monitoring of our financial performance.

All these financial indicators are a result of our dedication to quality, efficiency, and sustainability. With our ability to maintain stability, profitability, and financial security, we can provide optimal conditions for our clients, partners, and employees.

We will continue to evolve and progress, delivering top-notch products and services in line with our clients' expectations. Our goal is to remain leaders in our industry, setting new standards of excellence and achieving financial success..

The data used in this text is sourced from the checkpoint.rs platform.

Our company, Fluoelektro, is a proudly family-owned business with two generations actively involved in its management and leadership. The General Director, Natasa Radonjic, represents the first generation that has successfully guided the company for many years. Her wealth of experience, expertise, and dedication are key factors that have enabled the growth and development of our company.

The second generation, son Petar Radonjic plays an important role as a proxy holder in our company. Petar has inherited a passion for business from his mother and contributes to the further development of the company through his knowledge, skills, and innovative ideas.

This family connection within our company brings an additional advantage as it is built on trust, shared values, and a long-term vision. The determination and commitment of these two generations form the foundation of our success and continuous growth.

Combining the experience and knowledge of the first generation with the fresh ideas and perspective of the second generation allows us to be innovative, flexible, and competitive in the market. Our family-owned company is dedicated to providing top-notch service to our clients and meeting their needs and expectations.

We believe that family values and a commitment to work contribute positively to the atmosphere and team spirit in our company. This enables us to achieve synergy among all members of our professional team and deliver the best results for our clients.

As a family-owned company, we are proud of the legacy we are building and our commitment to providing excellent products and services. With Natasa Radonjic as the General Director and Petar Radonjic as a proxy holder, we continue to grow and develop as leaders in our industry.

Our expert team

Our expert team at Fluoelektro is a key factor in our success and commitment to providing top-notch service to our clients. In the project sales sector, we have a Director of Project Sales who is responsible for leading the team and achieving sales goals. Their experience and expertise enable us to efficiently manage projects and provide solutions that meet our clients' needs.

In addition to the Director of Project Sales, we also have Project Managers responsible for leading and managing specific projects. Their role is to coordinate all project activities, monitor progress, and ensure that projects are completed within set deadlines and quality standards.

In the sales sector, our team consists of a Sales Director and sales representatives. The Sales Director is responsible for leading the sales team and achieving the company's sales goals. Their experience and strategic leadership enable us to achieve sales growth and maintain strong relationships with our clients.

Sales representatives are key members of our sales team responsible for establishing contact with potential clients, presenting our products and services, as well as negotiating and closing deals.

In the lighting design sector, we have certified lighting designers who are experts in using the Dialux program. These professionals are responsible for designing lighting solutions for various types of facilities, utilizing the latest technologies and techniques. Their knowledge and experience allow us to provide efficient, aesthetically pleasing, and energy-efficient lighting solutions to our clients.

Our team also includes a Financial and Administrative Secretary responsible for managing financial records, preparing reports, and performing administrative tasks. Their accuracy and efficiency ensure that our financial operations run smoothly and comply with all relevant regulations.

Finally, we have a colleague who works on organizing all the logistics in our company. Their role is crucial for the timely and efficient fulfillment of orders, warehouse management, and coordination of transportation. Their ability to effectively manage logistics operations ensures that our products reach our clients on time.



Corporate Social Responsibility (CSR) - Awards and Recognitions



Fluoelektro is proud of its long-standing commitment to corporate social responsibility. As part of its program, the company has undertaken several significant projects that have contributed to community development and the promotion of cultural heritage.

One of the largest projects was the donation of lighting for the Cathedral Church of Niš of the Serbian Orthodox Church. Fluoelektro proudly supported this project, which involved installing modern and efficient lighting within the church. This donation provided better conditions for religious ceremonies and visits by the faithful while creating an aesthetically pleasing environment.

In addition, the company also supported decorative lighting for the facades of several churches, including the Church of Saint Panteleimon, the Church of Saint Petka, the Church of Saint Nicholas, and the Church of Saint Basil of Ostrog. This initiative enriched the appearance of these churches, creating beautiful visual effects and enhancing their recognition within the community.

Fluoelektro collaborated with the Naissus Business Club in donating a monument to Patriarch Irinej. This donation represents an exceptional contribution to the cultural heritage of the city of Niš and symbolizes the company's support for religious institutions.

. One of the recognitions that Fluoelektro has received is the Golden Plaque from the Union of Craftsmen and Entrepreneurs Employers. This recognition highlights the company's outstanding contributions to the development and prosperity of the economy. Fluoelektro has been recognized as a leader in the craftsmen and entrepreneurs sector, setting high standards of excellence and innovation.

The Chamber of Commerce of the Republic of Serbia awarded Fluoelektro a special recognition for its significant contribution to economic development. This prestigious award emphasizes the crucial role that Fluoelektro plays in improving the economic situation in the country. The company is recognized for its dedication to innovation, business excellence, and job creation.

The company also partnered with the Israel-Serbia Business Club in donating lights for the illumination of 800 chalkboards in primary and secondary schools in Niš. This initiative aimed to improve educational conditions in the local community by providing better lighting and visibility in classrooms.

Thanks to these projects, Fluoelektro has received numerous accolades and awards for its socially responsible work. Their dedication to the community and the preservation of cultural heritage is recognized and appreciated at the local and national levels.

These awards are recognition of our continuous efforts and engagement in various areas of corporate social responsibility.

Hilandar Medal - This prestigious award, presented by the Serbian Orthodox Church, recognizes our support for various humanitarian projects and initiatives.

Gramatas of the Niš Eparchy - Thanks to our longstanding partnership with the Niš Eparchy, we received this recognition, highlighting our support for the church and religious events.

Gratitude from the Historical Archive - This recognition was awarded to us for our support in preserving cultural heritage and promoting the historical heritage of our local community.

Gratitude from the Municipality of Svrljig - Due to our activities in the field of social responsibility, the municipality of Svrljig decided to award us this recognition as a sign of gratitude for our contribution to the development of the local community.

Gratitude from the Red Cross Municipality of Crveni Krst - Our support for Red Cross humanitarian actions has been recognized and rewarded with this gratitude.

Gratitude from NURDOR - Through our longstanding sponsorship and donations, we have supported the work of the National Association of Parents of Children with Cancer (NURDOR), and this gratitude is recognition of our contribution to the fight against this serious illness.

Gratitude from the Serbian Army - Multiple expressions of gratitude received from the Serbian Army are recognition of our cooperation and support in the realization of projects.



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