

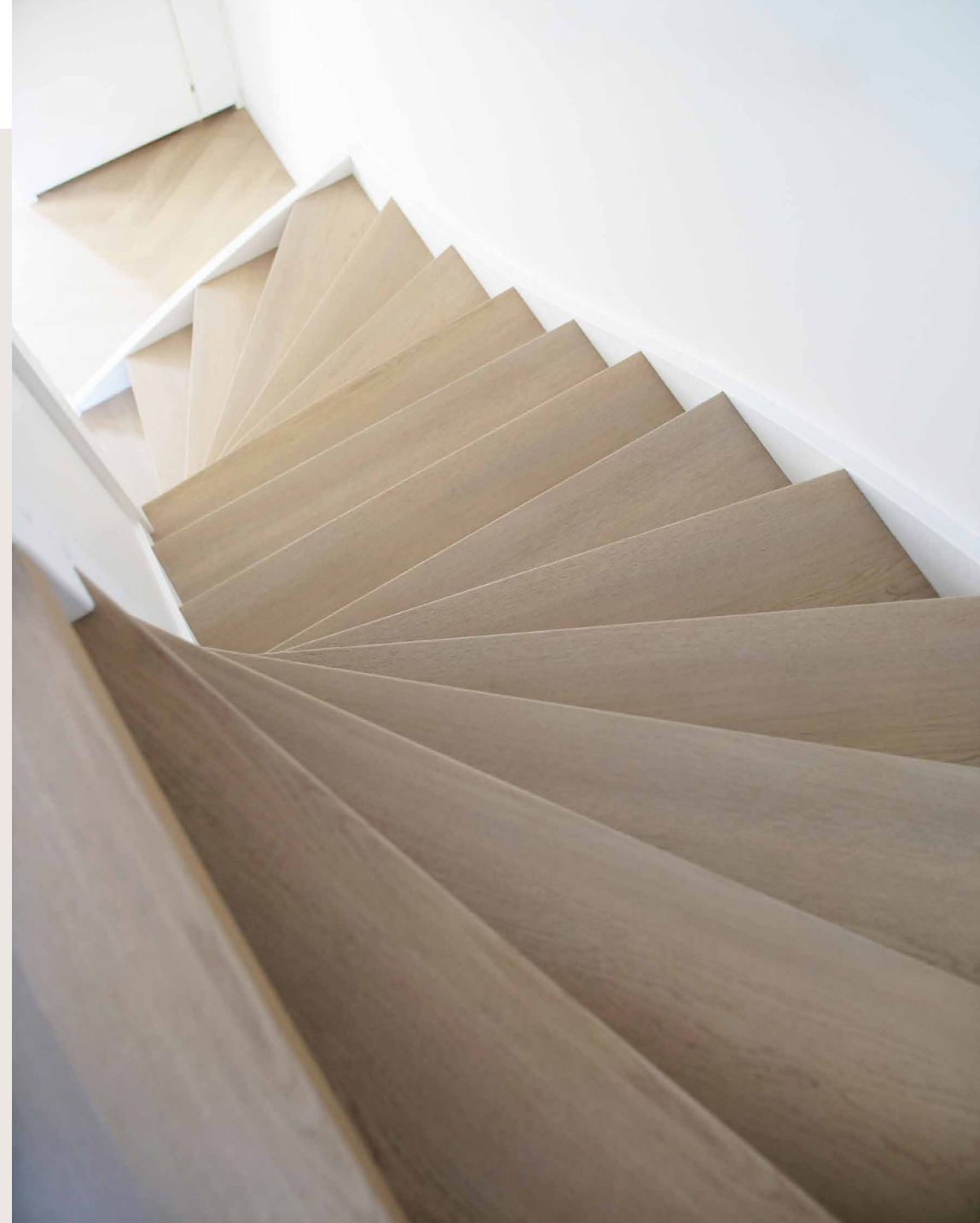


**VIC
STAIRS**

Unlock more value from your customers

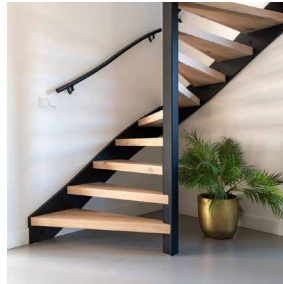
The next step in
LVT Dryback - SPC Rigid Flooring

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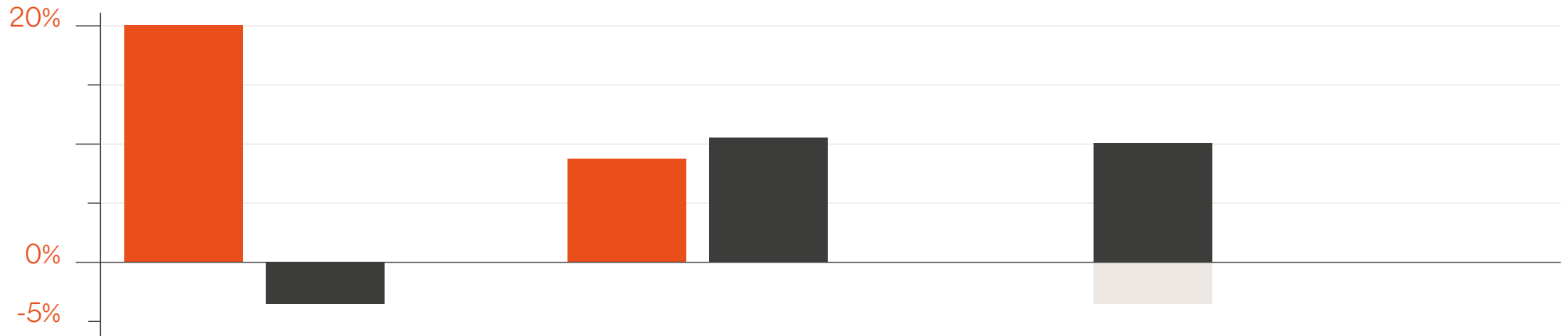


European Flooring Market in Transition

Total flooring market
Europe vs DACH (2022-2026)

Growth LVT Dryback - SPC Rigid
Europe vs DACH (2022-2026)

Growth of LVT Dryback - SPC Rigid
despite a declining DACH market (-3,6%)



- > Europe +1%
- > DACH -3,6%

- > Europe +8,7%
- > DACH +10,6%

- > DACH +10%



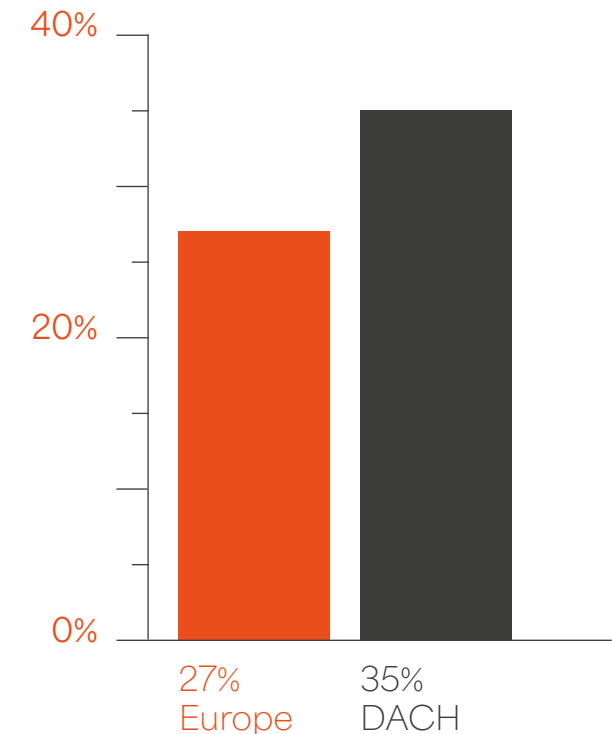
The future of LVT Dryback - SPC Rigid

Share of LVT Dryback - SPC Rigid in Flooring market

Europe total +27%, DACH in specific +35%

Indication of share of product in category:

- > SPC Rigid Click (competes also to Laminate)
- > LVT Dryback
- > Loose lay



> Shortage of craft labor & specialist will also increase demand for Click products (Easy to Install)

Stair transformation market

Total figures (new build & renovation)

- > Approx. 100 million wooden stair treads per year
- > Approx. 91 million concrete stair treads per year

! Total annual EU Market
• **200+ million** stair treads

> European sales of stair treads currently below 1 million

Current market of stair products

About 50% is

- > Carpet
- > Painted

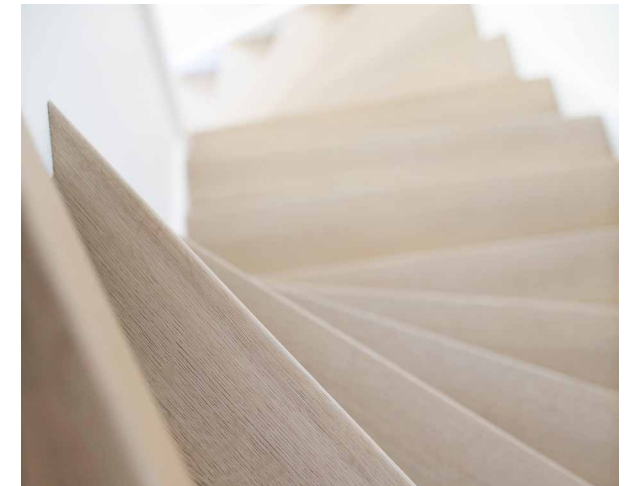
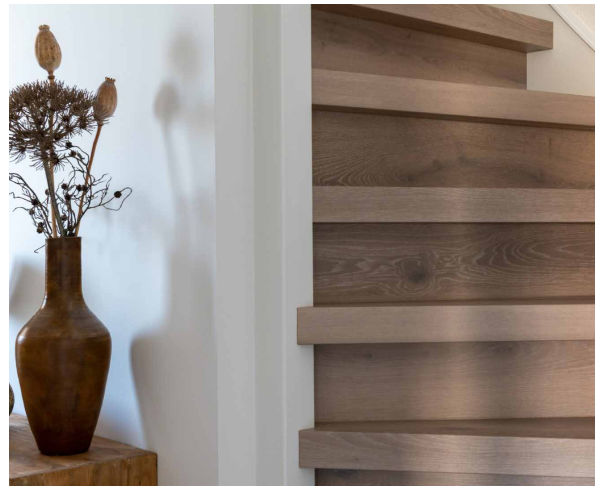
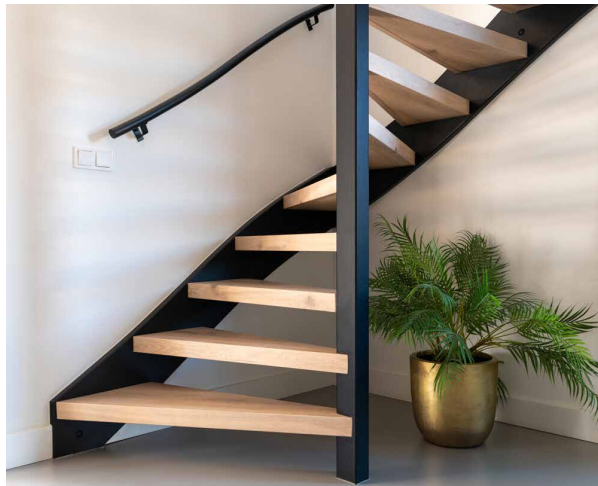
The other 50%

- > Stair treads
- > Laminate
- > LVT Dryback - SPC Rigid

> Many opportunities for LVT Dryback - SPC Rigid



Opportunities for the entire chain



Manufacturer

- > Innovation that meets market demand
- > +15-20% production
- > Strengthen relationships with wholesalers

Wholesaler

- > Additional product category → increased revenue
- > Meet retailers demand
- > Attract new customers

Retailer

- > Respond to demand
- > Offer a complete concept
- > Additional revenue and margin

> Add value to every project!

Market and Opportunities

Increase sales-channel revenue with stair transformation

- Stairs & Flooring belongs together
- The staircase is a fixed element in the interior
- Existing market with huge potential
- Easy cross sell opportunity, the new standard

Market potential for LVT Dryback - SPC Rigid:

- ✓ 5% share - 9.6 million stair treads
- ✓ 25% share - 47.7 million stair treads

➤ Floor + Staircase = Complete interior, a perfect match

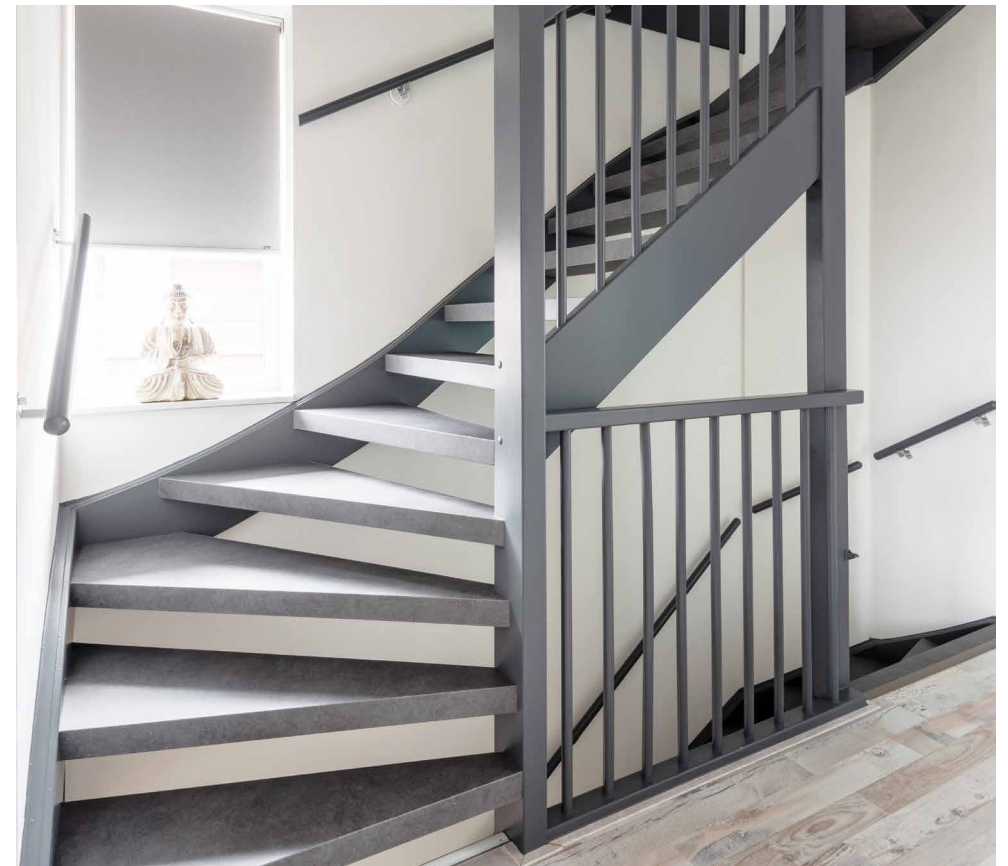


Our solution

LVT Dryback - SPC Rigid stair transformation



- ✓ Innovative, premium quality
- ✓ Durable with long lifespan
- ✓ Seamless design
- ✓ Quiet and sound-absorbing
- ✓ Easy to maintain
- ✓ Safe: Anti-slip



> Perfect match with existing floor decors

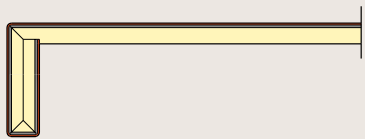
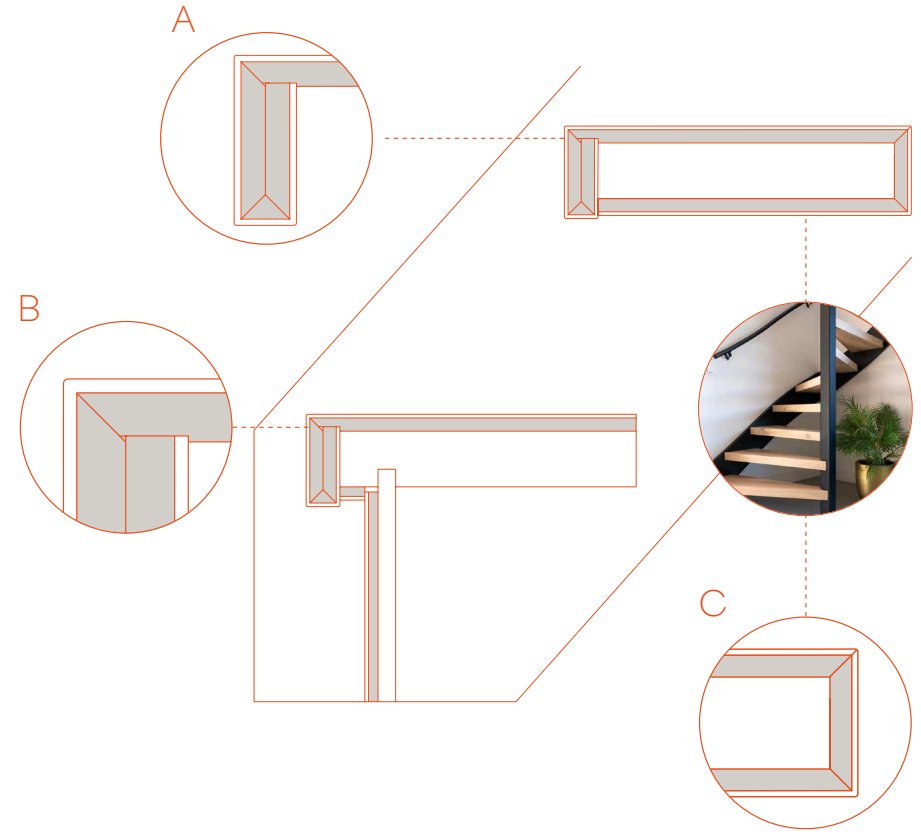


Our solution

Innovative manufacturing

Patented stairnosing solutions

- A Unmatched strength due to triple folding
- B Stair nosing, seamless in finish, without profile and in the same finish as the floor
- C Unique! Also suitable for open stairs



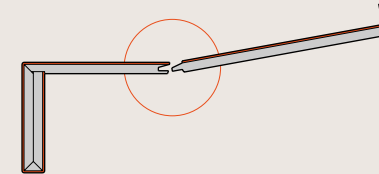
LVT Dryback

The VICstairs Original, our most sustainable solution. Made with an MDF core.



SPC Rigid Slab

Our cost-effective and slimmer alternative with a composite core.



SPC Rigid Click

A flexible solution, always matching the flooring collection, with a composite core.



VICstairs portfolio

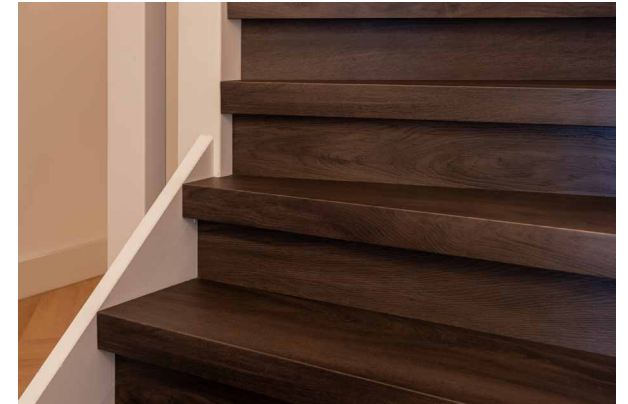
LVT Dryback



SPC - Rigid Slab



SPC - Rigid Click



Licensing



Special Projects



All featuring the
unique VICstairs
patent





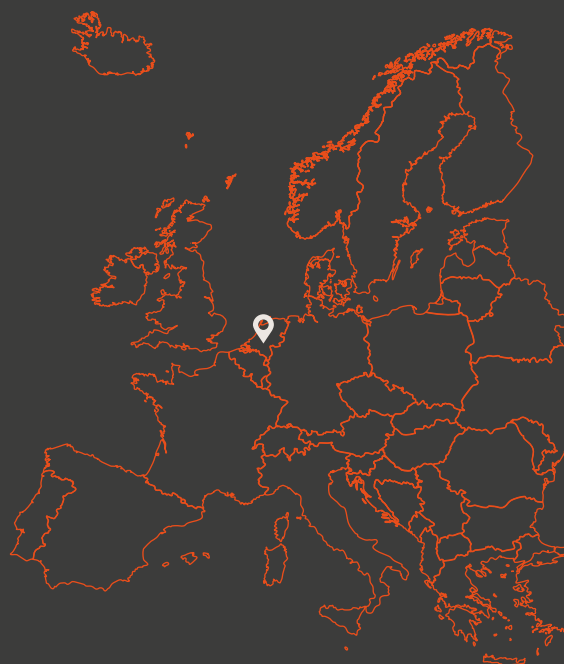
Take advantage

Grow your sales with VICstairs
staircase makeovers





Design for
the flooring
industry



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Version 2026