



The Desjoyaux family



* A successful brand



“All the greatest success stories
begin with an encounter...”

Success never happens by chance. It is the result of encounters, exchanges, and sharing ideas and beliefs around a basis of solid values such as perseverance and a passion for innovation.

Piscines Desjoyaux is currently the world's largest swimming-pool manufacturing group, and a brand whose leadership is known and recognised globally. From the outset, we have always strived to fulfil our ambition of enabling as many people as possible to make the pool of their dreams a reality.

When I say “we”, I am of course thinking of my father; but also the 5,000 members of our group who are flying the **Desjoyaux** flag high and proud across all five continents.

And I am also thinking of all those who will be joining us in the future, to help us fulfil our ever-growing ambitions.

Jean-Louis Desjoyaux

A handwritten signature in blue ink, appearing to read 'JL Desjoyaux'.



Take the lead... Choose Desjoyaux
www.desjoyaux.com

Join

the Desjoyaux family

«The brand's main concern is the customer»

J-C. Cedrych, concessionnaire (83)

*** Are you looking to change your job? Any wish to expend your business with a new business opportunity?

Are you willing to change your life and become your own boss?

General Managers, managers, employees, businessman... **The Desjoyaux Group hires any profiles!**

Be part of the Desjoyaux family, it is basically being online with our brand values: family, dynamism, pleasure, open-mind and accessibility.

A family business for all families!



No technical background needed to become a Desjoyaux dealer: trainings are our responsibility!



«With the brand, it is a win-win relationship»

B. Petrel, concessionnaire (56)

** A pioneer in the swimming pool industry*



The first Desjoyaux pool dates back to 1966, when Jean Desjoyaux, an artisan mason, decided to pursue his ambition of making the joy and comfort of a personal, family pool available to everyone. He built the first Desjoyaux pool for his own family. Success is born.

A swimming pool at home is now on the way.

*** **1966 - 2016**
4th generation
50 years of know-how



*The Desjoyaux brand

With more than 200,000 pools installed worldwide, Desjoyaux Pools is nowadays the largest exclusive network retailing inground swimming pools.

Acting as a leader it means excel every day and anticipate the future market expectations.

This is why Desjoyaux Pools massively invests in the research and development field to offer more and more innovative products.

Listed on the Paris stock exchange, we are the market reference, exporting our unique technology and know-how all around the world.



*First worldwide network
80 countries
500 showrooms around the world

*An industrial leader



Since 1991, Desjoyaux Pools owns a unique industrial plant in Europe, with its headquarter based in Saint Etienne, France. An entire automatized site permitting production cost control and competitive prices.

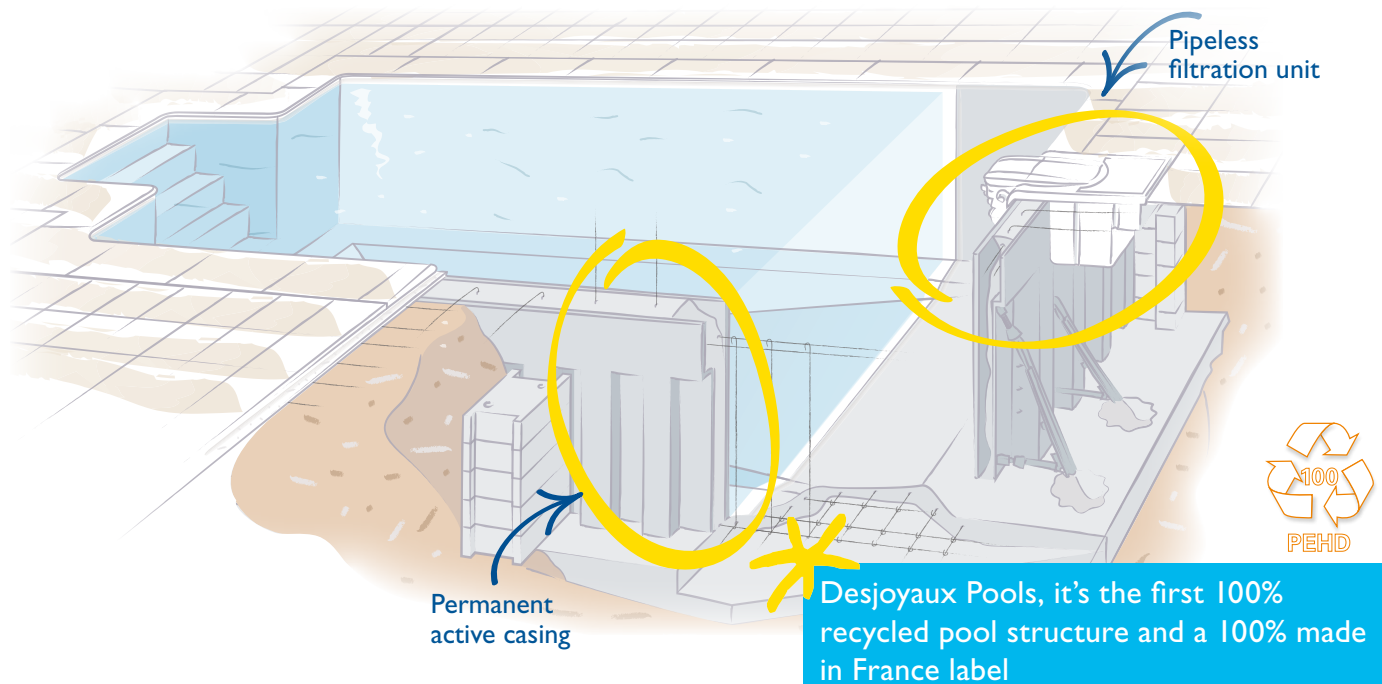
The Desjoyaux Pools production facility extends over a 45,000 m² site in France (14 hectares of land reserve).

With more than 60 million euros invested on its production site and tools during the last six years, this family business pursues its first commitment: the made in France quality.



*A unique product range

Desjoyaux Pools caters for the needs of every market segment and opens up to a new way of life. Pools, spas, equipment, maintenance products, renovation, services... A complete product offer with a limitless size and shape pool range, adapted to all budgets.



*The business model

A tailored made support from the opening to the optimization of the activity result

- *The Desjoyaux advantages
- No royalties
 - No entry fees
 - A profitable investment
 - A low investment
 - Territory exclusivity

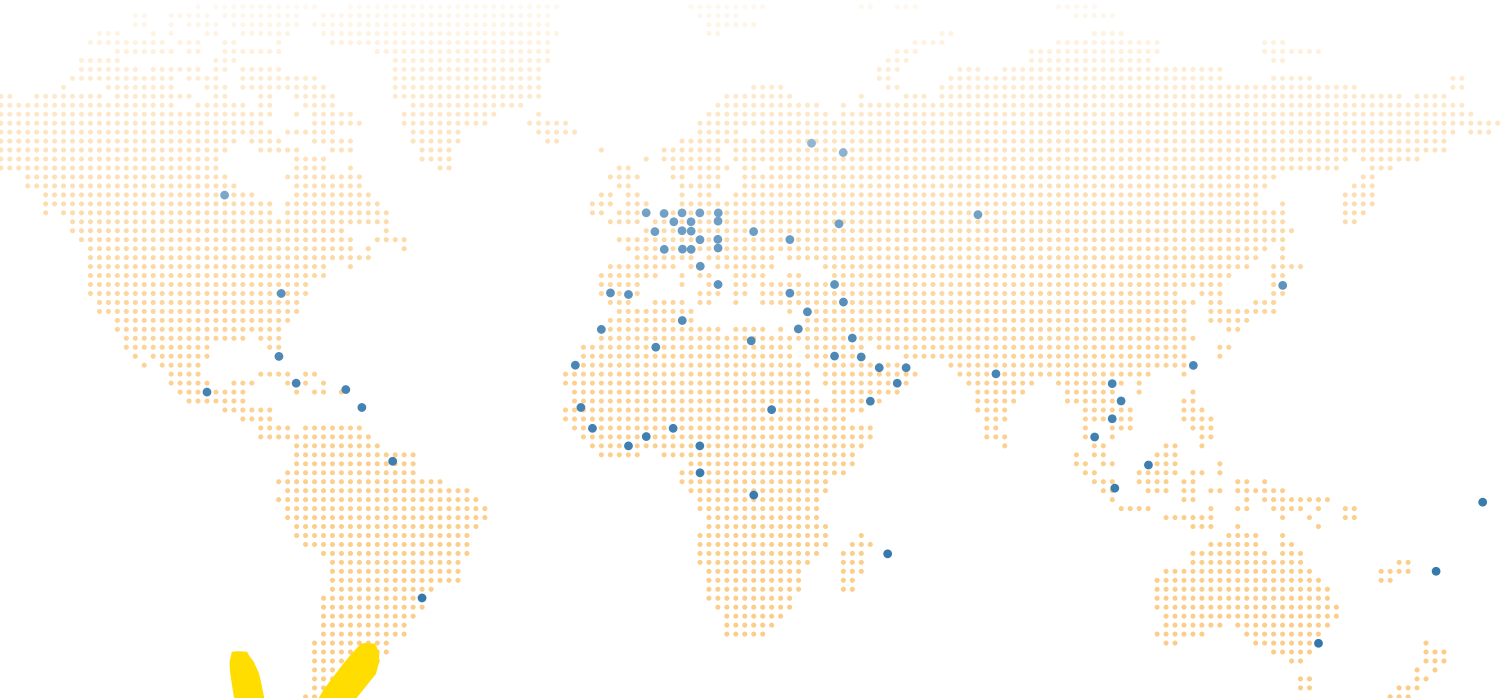
- *The quality strength
- A mastered supply chain
 - Quick and efficient shipments
 - An anticipated replenishment

- *The know-how strength
- The proximity thanks to 500 showrooms worldwide
 - Credibility
 - Efficiency

- *The marketing and communication strength
- A well-known and recognized brand
 - Leads generation
 - Marketing and communication support



- *The training strength
- International training school
 - Sales training
 - Installation training
 - Management training



200,000 pools around the world



RCS 301 464 590 - 2016

50 years of pools experience



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