



the
people

be energized

The people are the energy of asmara.
Our teams, customers, producers, and
manufacturers.
We all work hard and constantly evolve.
Because we listen,
because we think along.
We add human value to everything we do.

educated

Every single **employee** contributes.

They can appreciate the skills of others and
share ideas. This way, every asmara custo-
mer gets the best we have.





03

MANAGING PARTNERS

19

WORKING SHAREHOLDERS

09

COUNTRY MANAGERS

1194

EMPLOYEES

17

OFFICES

41

BUSINESS UNITS

35

SHOWROOMS

393

PARTNER FACTORIES

127

CUSTOMERS

asmara in numbers

thinking along and working together



we are strong

we listen

we are real

we take responsibility

we value

asmara

comes from the Indonesian language and means love and passion.

We love what we do and have the passion to learn, to create, and to share with others.



love & passion





our people's initiatives

IMAGE BANK

AN ONLINE COLLECTION OF ASMARA'S IN-HOUSE DEVELOPMENTS, WITH REAL-TIME ACCESS FOR CUSTOMERS.

KNOWLEDGE BANK

CONCENTRATED ASMARA KNOW-HOW. INVENTED BY AN EMPLOYEE, THIS INTERNAL ONLINE TOOL HAS BECOME AN ENCYCLOPEDIA FOR THE WHOLE COMPANY.

FLO & DRIVE

IN-HOUSE TECHNOLOGY TOOLS DEVELOPED AND USED FOR MERCHANDISING AND QUALITY MONITORING.

3D

SINCE 2018, WE HAVE INTEGRATED TECHNOLOGY INTO CUSTOMER SUPPORT TO SAVE TIME AND RESOURCES. CLO 3D USERS WORK FROM 7 LOCATIONS.

our customers

We have long relationships with many of our customers. For some, we design up to 70% of their collections.

We establish partnerships when we work deeply with a customer, listen to their needs, and find creative solutions.



our production partners

**Thanks to the people who make our
wishes come true.**

They deserve our respect because they
have joined us on the road to sustainability.

Some producers are already far ahead.

For the people on site,
this means rapid development work.

We support them wherever we can.





we care

We have always believed in giving back.
We invest in development and partnerships
that help us become sustainable faster.

And we support people where our offices are
with our locally operated foundations.

