

PRESS RELEASE

Radu Oniga new regional managing director at HORNBAACH in Romania



From 1 March, Radu Oniga will be the regional managing director in charge of the HORNBAACH stores in Romania. © HORNBAACH

Bucharest/Bornheim (Pfalz), 29 February 2024. With the start of the new HORNBAACH fiscal year on 1 March 2024, Radu Oniga will take over as regional managing director of HORNBAACH in Romania. He succeeds Mugurel-Horia Rusu, who has held the position of regional managing director there since 2005. In Romania, HORNBAACH Baumarkt AG currently operates nine combined home and garden centres with drive-ins, as well as the online shop hornbach.ro.

Born in Romania, Radu Oniga studied business administration at the University of Bucharest. He then worked as a buyer for non-food products in food retailing. He joined HORNBAACH in 2006 as a buyer (merchant) for the timber, building materials, and joinery product category. In 2017, the 43-year-old also took over the regional management of e-business and in this role played a key role in driving forward the development of the Romanian web shop and the digitisation of the business model. 'Radu Oniga will use his many years of experience to continue our successful growth in Romania. We are delighted to have found such a committed and experienced colleague for this important task,' says Jan Hornbach, member of the management board of HORNBAACH Baumarkt AG responsible for the European national companies.

Mugurel-Horia Rusu, whose career began at HORNBAACH in Austria in 1996, played a key role in the development of the Romanian national company. Since the opening of the first Romanian HORNBAACH store in Bucharest in 2007, he managed the business there. After handing over responsibility to Radu Oniga, Mugurel-Horia Rusu will continue to support the HORNBAACH group with his expertise in an advisory capacity. 'Mugurel-Horia Rusu has been a formative manager for the colleagues in our national company for more than 18 years. He was very active in the operating business and established HORNBAACH as the number 1 for projects in Romania as well. We appreciate his commitment to the positive development of the company in Romania and thank him wholeheartedly for his many years of successful work,' says Jan Hornbach.



HORNBAACH is an independent, family-run, and publicly listed major company that generated net revenue of 6.3 billion euros in the 2022/23 fiscal year (balance sheet date: 28 February 2023). This makes the HORNBAACH group one of the five largest home improvement and garden retailers in Europe. Founded in 1877, HORNBAACH is the only company in the home improvement industry with a history spanning six generations. The company currently operates 169 home and garden centres, two specialist stores, and online shops in nine European countries. The sales concept and product range are particularly geared to the needs of project customers and professionals. HORNBAACH guarantees its customers permanently low prices, making it the price leader in the industry. The company's high quality of advice and excellent service have been recognised in numerous independent tests and studies. With pioneering achievements such as the first combined home and garden centre (1968), the first megastore (1980), and the first home centre with a drive-in facility (2003), HORNBAACH is continually at the forefront of innovation. For decades, HORNBAACH has been regarded as a job creator, with more than 25,000 employees now contributing to the company's success.

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