PRESS RELEASE

Expansion outlook: Matthäus Kubica appointed country managing director of HORNBACH in Serbia



A wide range of responsibilities awaits Matthäus Kubica, who has been appointed country managing director of HORNBACH in Serbia. © HORNBACH

Bornheim (Palatinate), 24 November 2025. The management board of HORNBACH Baumarkt AG has appointed Matthäus Kubica as country managing director for the new HORNBACH subsidiary in Serbia. The 37-year-old will also assume overall responsibility for HORNBACH's market entry in the Western Balkan state.

'Matthäus Kubica will play a key role in shaping the successful development of our group as country managing director in Serbia. We are delighted to have found such a committed colleague for this important future-focused task,' says Jan Hornbach, member of the management board of HORNBACH Baumarkt AG responsible for the European subsidiaries.

Matthäus Kubica began a dual study programme at HORNBACH in 2008. After various career stages, including department head roles at HORNBACH stores in Switzerland, he took on responsibility as store manager in Biel from 2014 and later in Affoltern am Albis. Alongside his professional duties, he successfully completed a master's degree in business management. In 2020, Kubica became regional manager, overseeing four DIY stores and garden centres in the Alpine republic.

'It is a great honour for me to work together with many colleagues and partners to establish a new subsidiary for HORNBACH. The enthusiasm and sense of connection with Serbia and with the project have been tremendous right from the start. I am very much looking forward to building a team in Serbia with whom we will deliver top performance for our customers. Although the first store in Serbia will not open before the end of 2027, the anticipation is already tangible,' says Matthäus Kubica.

HORNBACH is an independent, family-run, publicly listed retail company. Sales of more than 6 billion euros across Europe make the HORNBACH group one of the five largest home improvement and garden retailers in Europe. Founded in 1877, HORNBACH is the only company in the home improvement industry with a history spanning six generations. The group currently operates 173 DIY stores and garden centres, three specialist BODENHAUS outlets, and online shops in nine European countries. The sales concept and product range are particularly geared to the needs of project customers and professionals. HORNBACH 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), HORNBACH is continually at the forefront of innovation. For decades, HORNBACH has been regarded as a job creator, with more than 25,000 employees now contributing to the company's success.

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