


E.PIC

goods for children

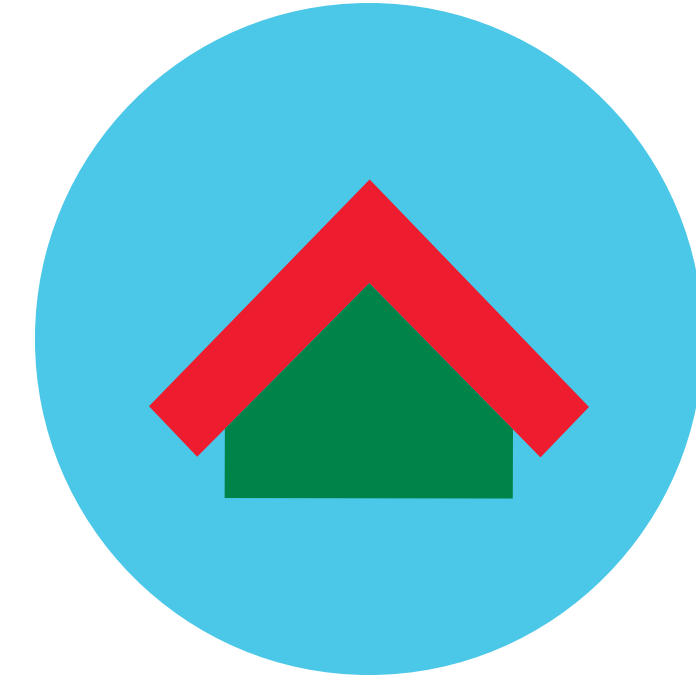
by  **ЕПІЦЕНТР®**

OUR FAMILY



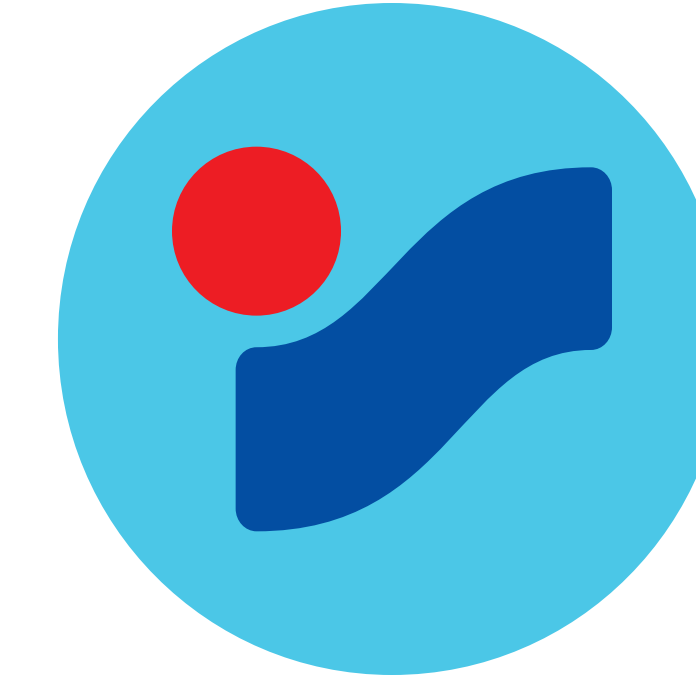
65

“Epicentr”
shopping malls



11

“Nova Linia” building and home
improvement hypermarkets



52

“Intersport”
sports store



OnLine

epicentrk.ua
online shop



160K hectares

of land cultivated by the
“Epicentr Agro” agricultural
holding and 14 modern
elevators



Manufacturing

ceramic tile factories “Epicentr
Ceramic Corporation” and
“Carpathian Ceramics”, woodworking
plant “Osmoloda”



Logistics

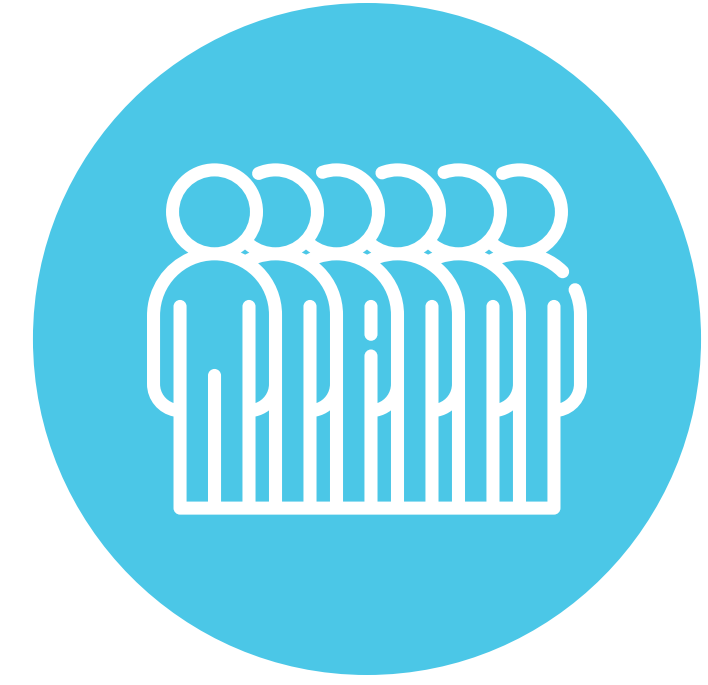
Logistics: Own logistics facilities,
with a total area of 130K m²



5

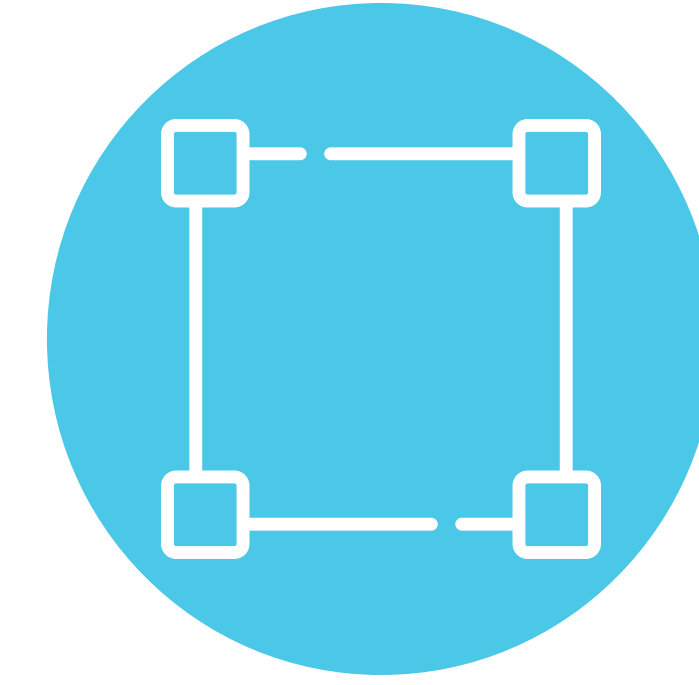
modern “Epicentr” Sports
Complexes.

IMPORTANT FIGURES



63 mln

buyers visit our shopping malls



1,5 mln m²

is the total shopping area of the shopping malls



34K

employees of the group of companies



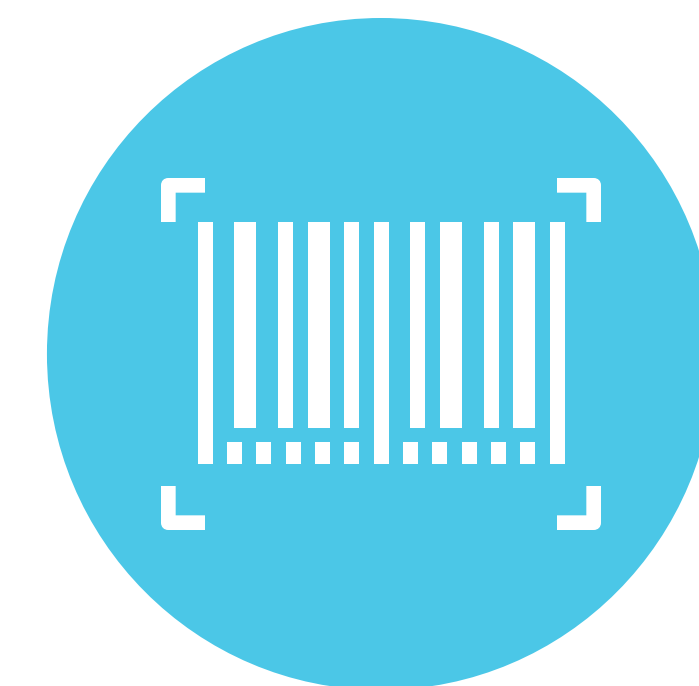
52,6 billion UAH

is a turnover of the chain stores in 2019



4,6 billion UAH

of taxes and mandatory payments paid in 2019



500K

articles is the range of the largest shopping center



3000+

suppliers successfully cooperate with the company



2300

groups of products represented in chain stores.

FOUNDERS OF THE EPICENTR K LLC GROUP OF COMPANIES



Hereha
Oleksand Volodymyrovych

founder of the “Epicentr K” LLC



Hereha
Halyna Fedorivna

founder and the chairman
of the board “Epicentr K” LLC



Surzhyk
Tetiana Fedorivna

founder and first deputy of chairman
of the “Epicentr K” LLC

ACHIEVEMENTS



2006-2019 у.

Winner of the international festival-competition “Choice of the Year”



2007 у.

Winner of the national award “Ukrainian Trade Olympus”



2008 у.

Winner of the business competition “Brand of the Year”



2010 у.

Winner of the national business rating “Industry Leader”



з 2010 у.

member of the European DIY Retail Association



2010-2017 у.

winner of the rating “TOP-100 best companies of Ukraine”



з 2012 у.

member of the European Business Association



2018 у.

the best retailer in Ukraine in the segment of household goods and comfort

SHOP-IN-SHOP

THE COMPANY IF DEVELOPING CONCEPTUAL STORES INSIDE SHOPPING CENTERS



DECO GALLERIES



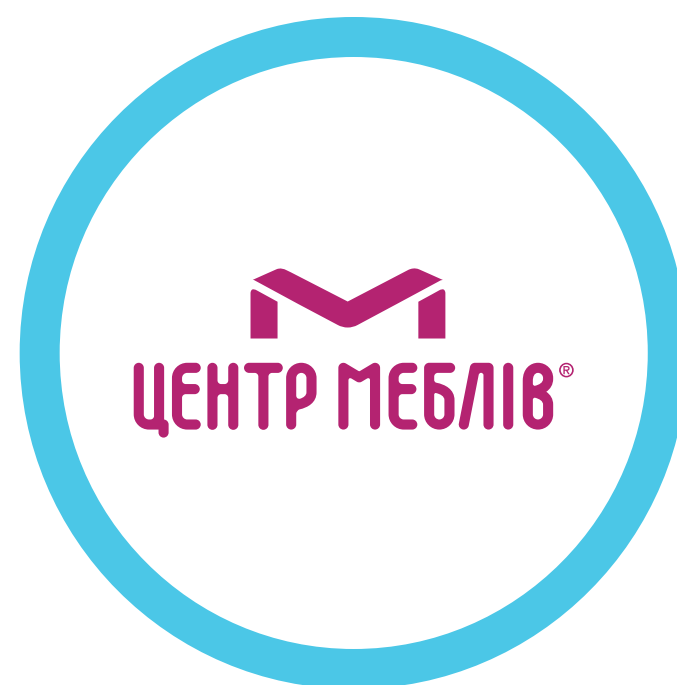
GARDEN CENTER



E.PIC



WRITE & DRAW



FURNITURE CENTER



INTERSPORT



**HOUSEHOLD
APPLIANCES CENTERS**



AUTO MALL



MON CHERI



MILITARY



**"BUKET" FLORISTIC
CENTER**



LAPKI



CERAMIC CENTER



LIGHTING STUDIO



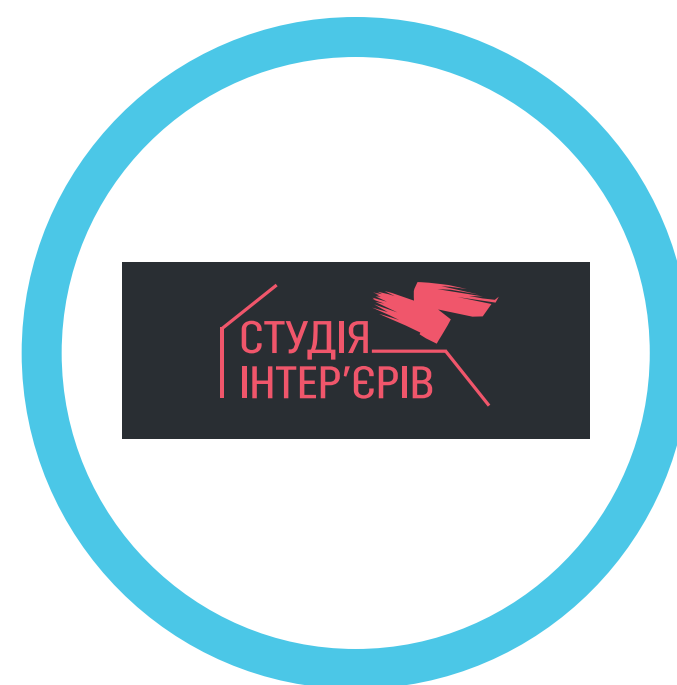
**PHARMACY
"АПТЕКА 100+"**



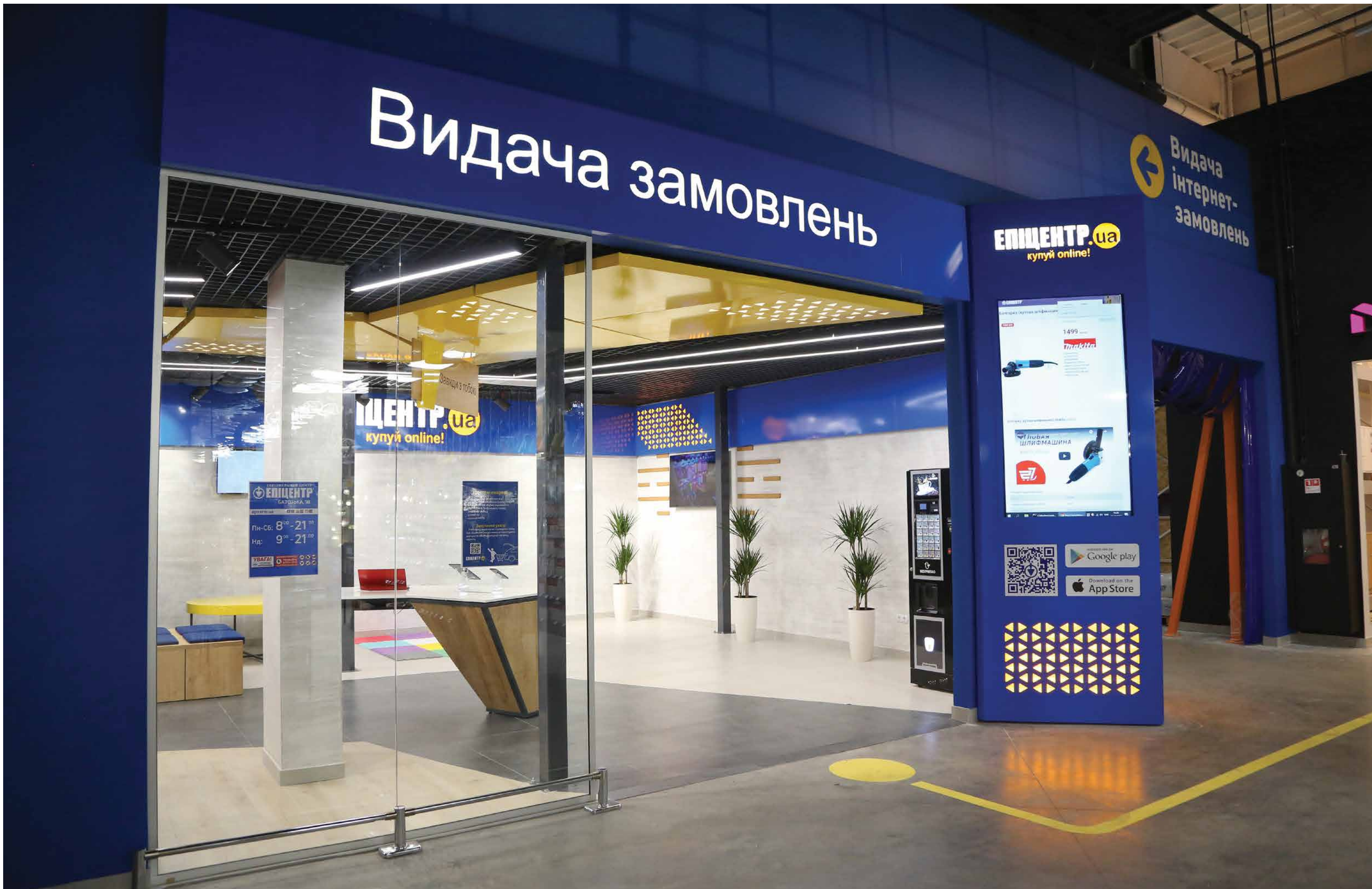
FOOD MARKET



ALL4REST



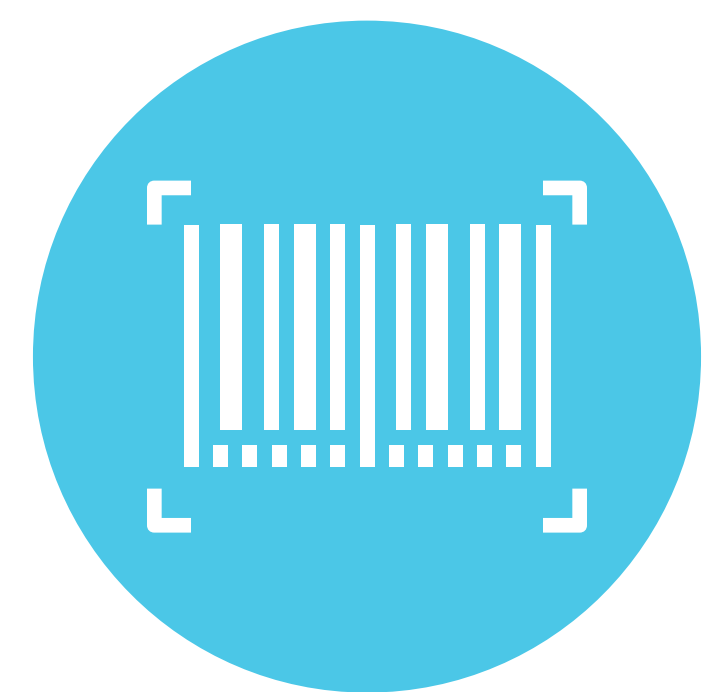
INTERIOR STUDIO



EPICENTR.UA



among TOP-3 largest online stores in Ukraine



>1 mln

products in
assortment



160K

accomplished orders per month



14th mln

attendance per
month



80

distribution centers



E.PIC

PRODUCTS FOR CHILDREN



E.PIC children's stores offer a wide range of products for children from 0 to 14 years - toys, clothing, food, hygiene and care products, children's furniture, products for creativity and recreation.

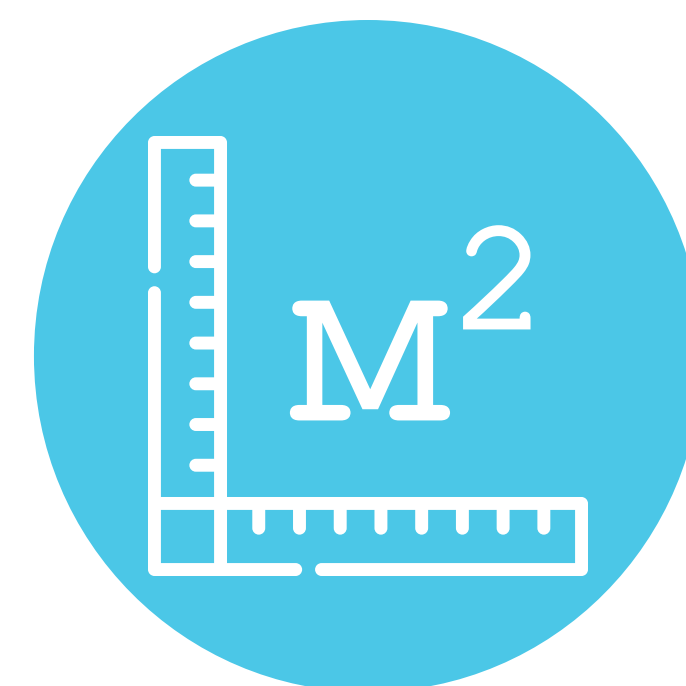
The range of E.PIC stores is one of the largest on the Ukrainian market - more than 70 thousand items.

E.PIC has children's animators, trampolines, play areas and mazes.



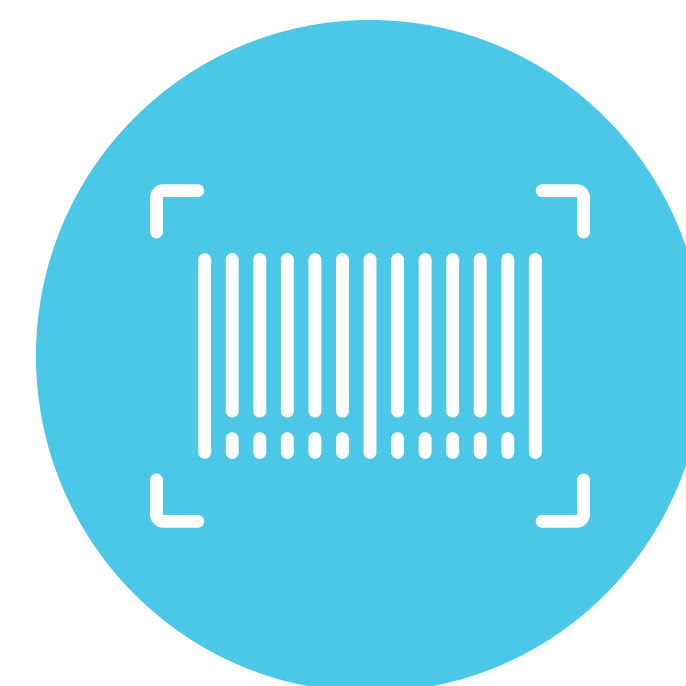
45

shop-in-shop
stores



55K. m²

is the total area of
shops in the chain
store

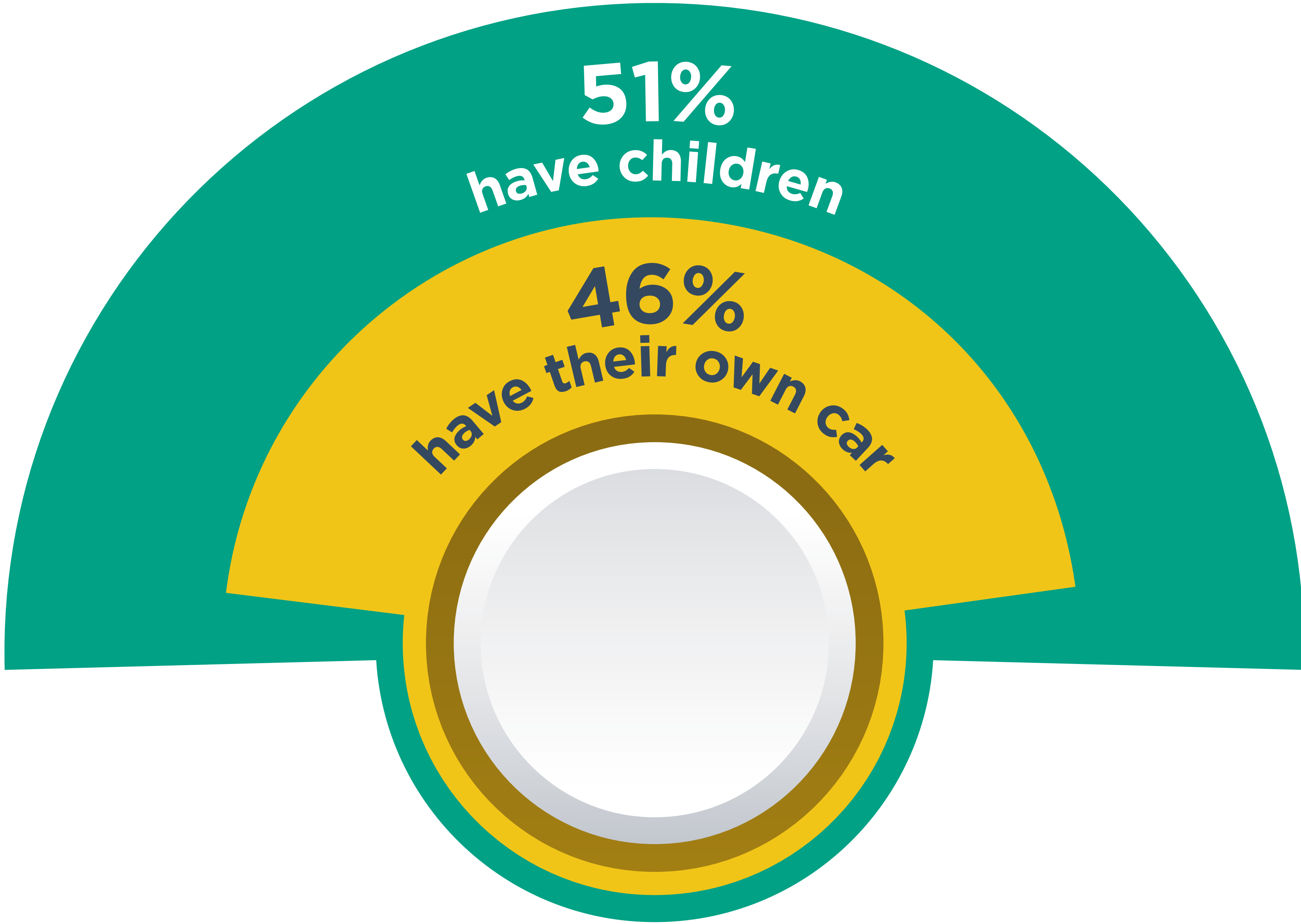
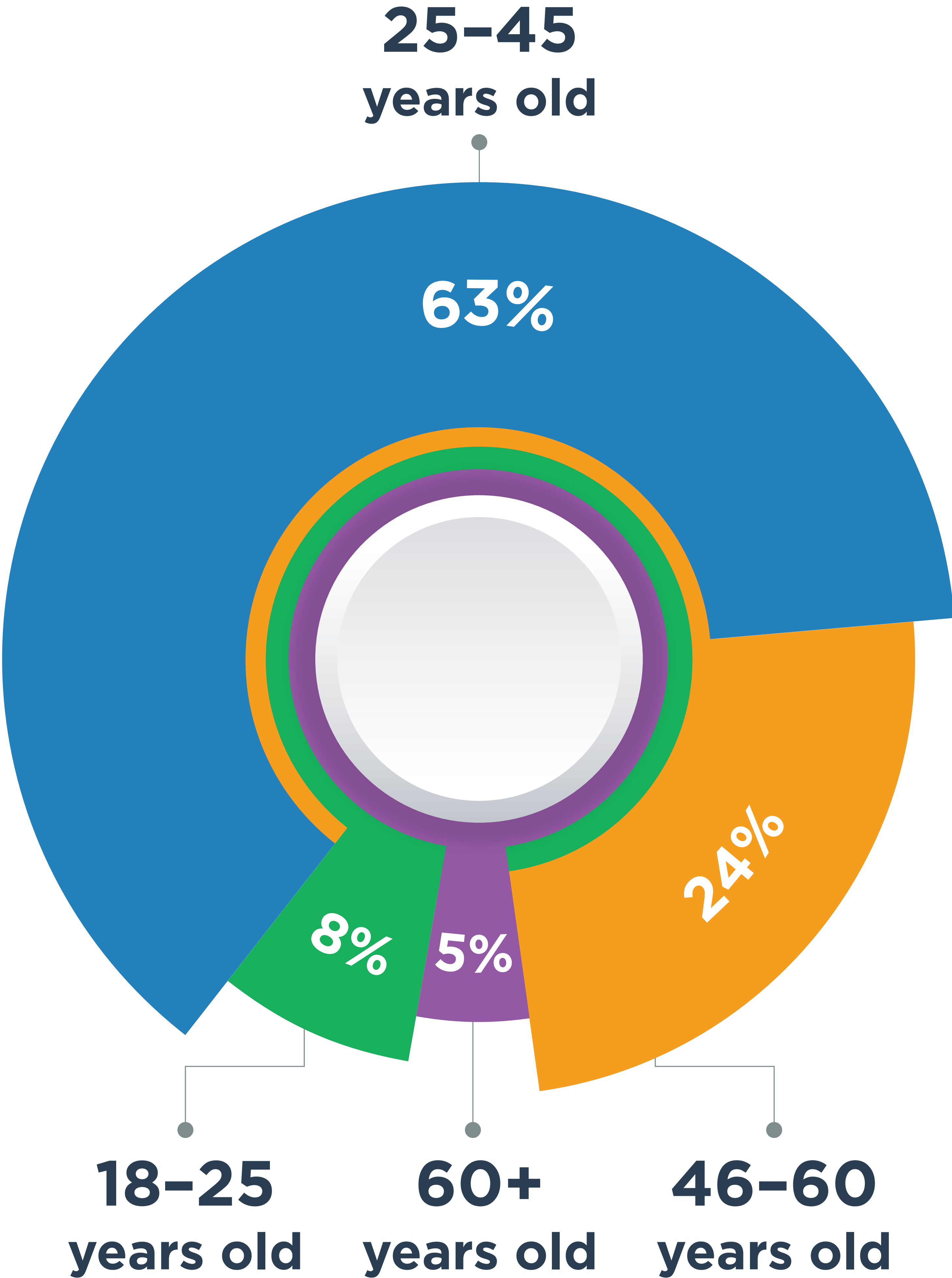


75K

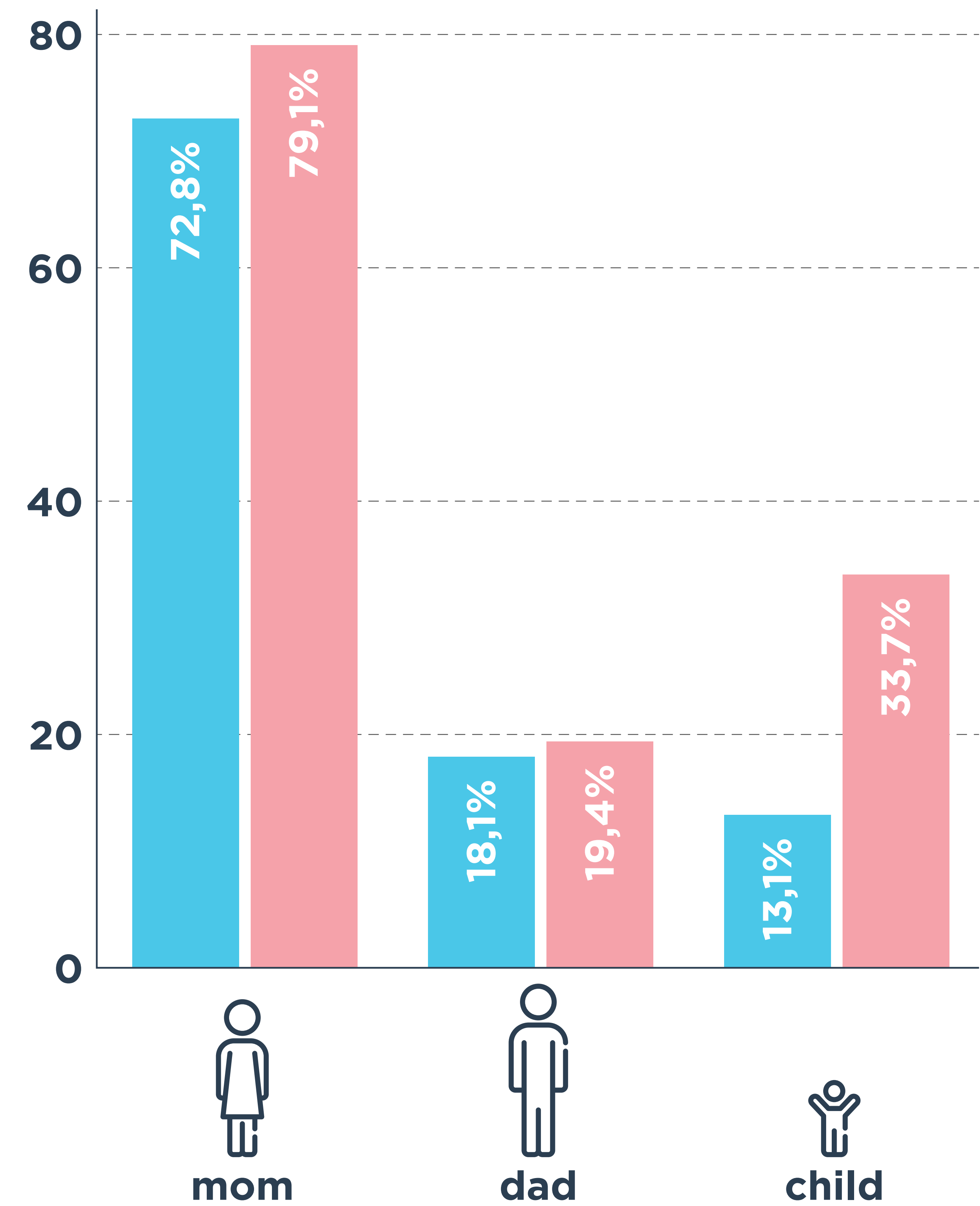
is the total number of
product items



THE TARGET AUDIENCE OF E.PIC

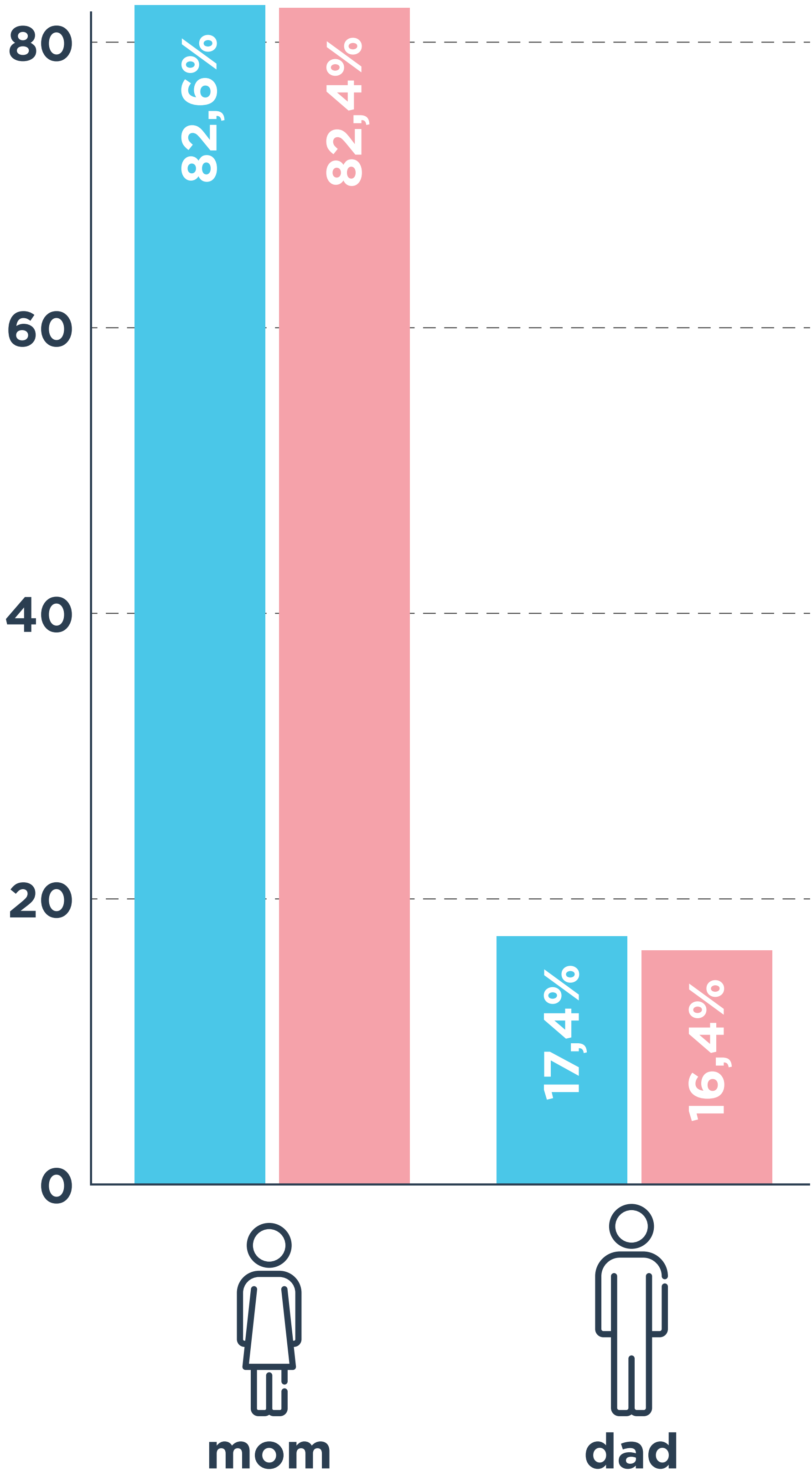


DECISION MAKER TO PURCHASE TOYS



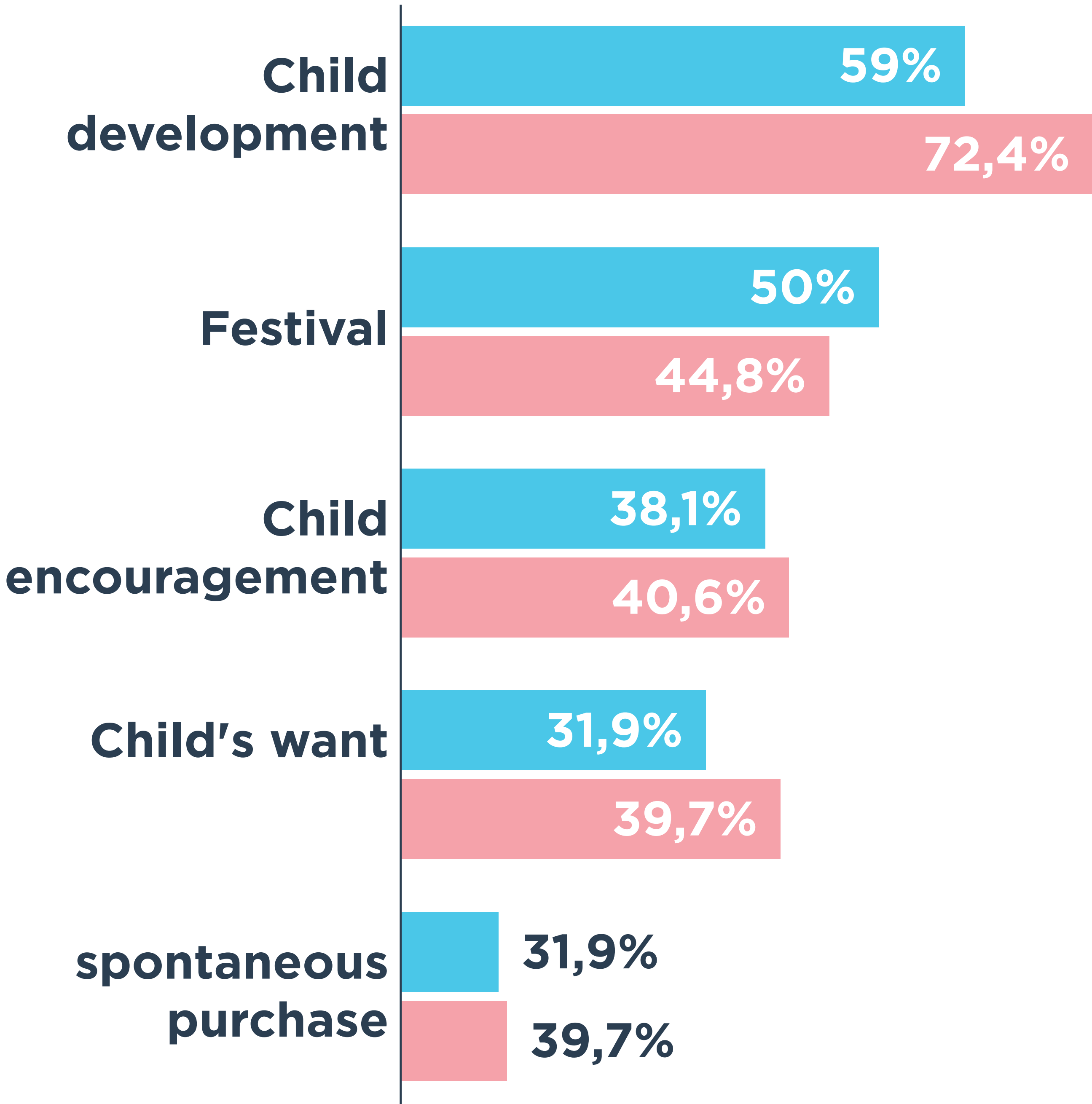
The influence on the decision to buy a toy by a child increased by 61% by 2018 and 89% by 2017

PURCHASER OF TOYS



Mom is the main buyer of toys for the baby 4.7 times more often than dad.

PURCHASING OF TOYS

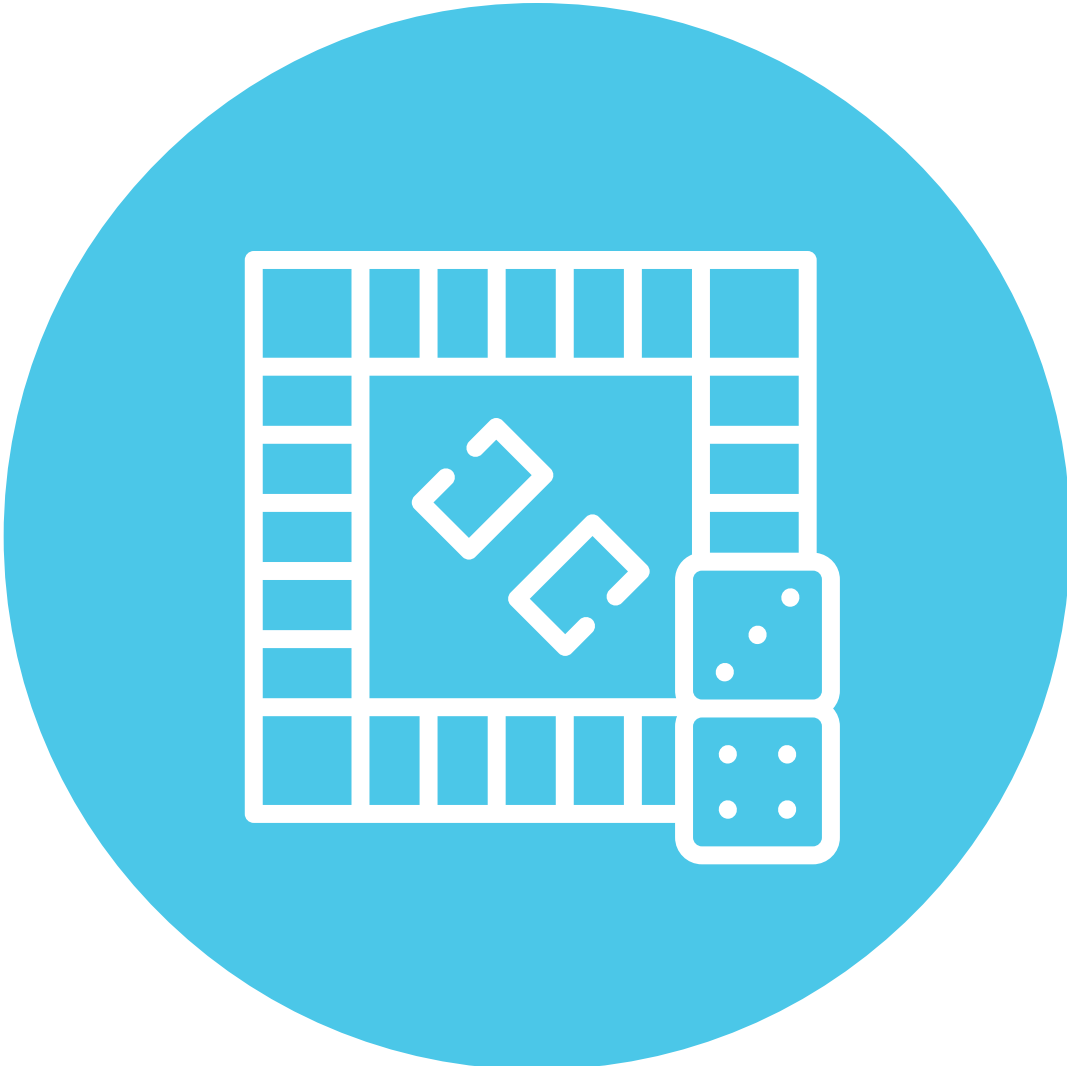


The main incentive to buy - is a child development, and its rate rose 22%

2018y. 2019y.



TOYS



**board
games**



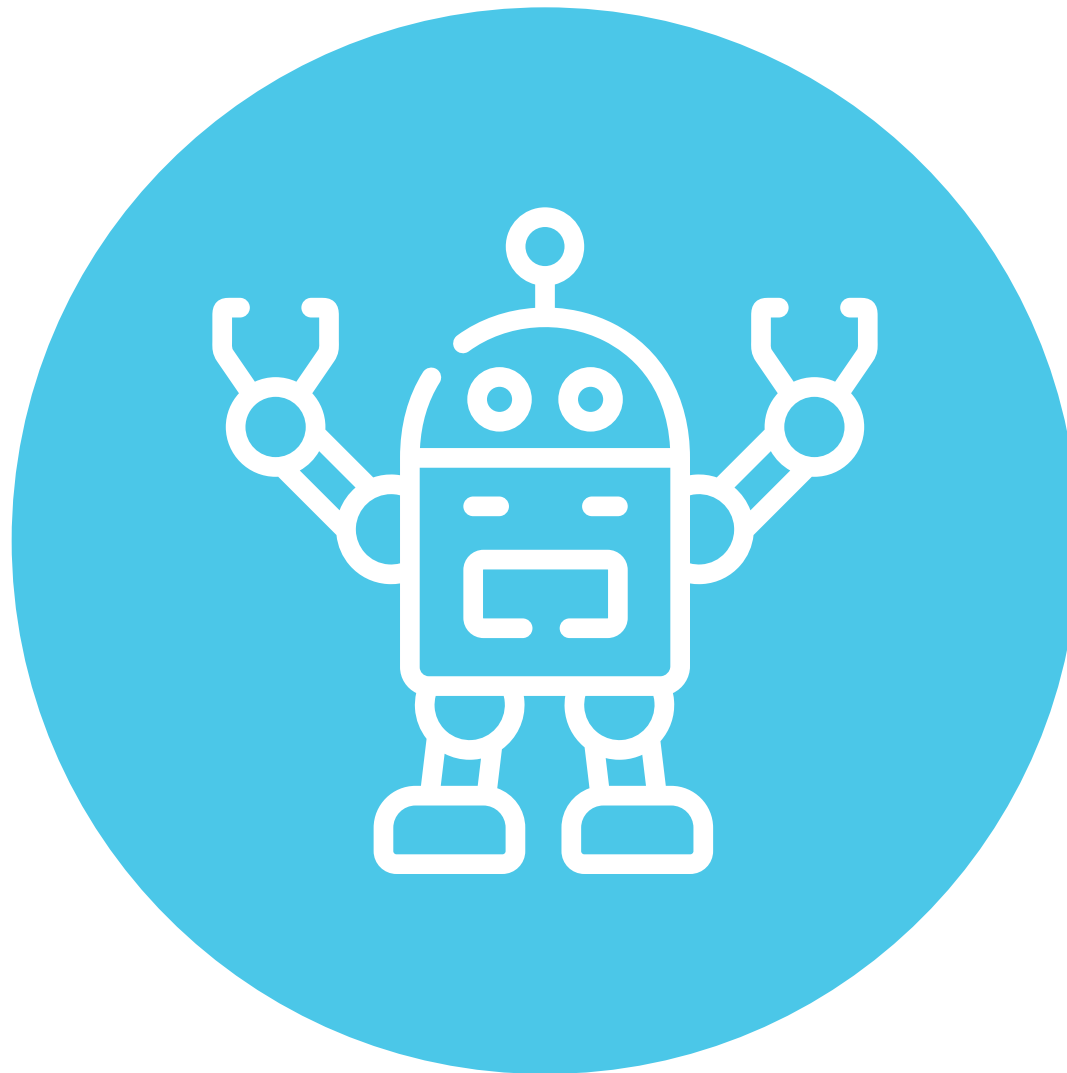
**creativity
and leisure**



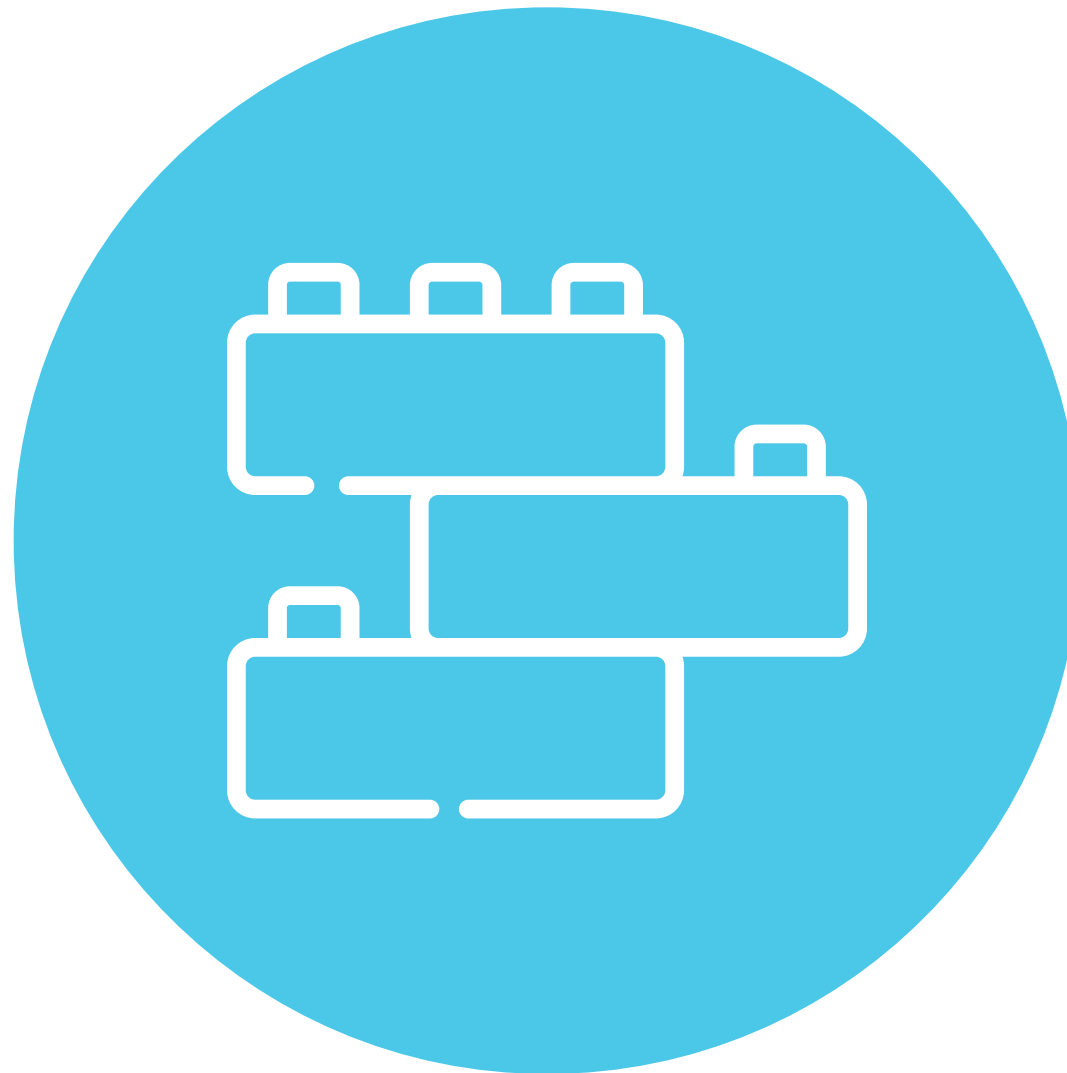
**toys for
0-3 years old**



**toys
for girls**



**toys
for boys**



**toy
constructor**



**children's
literature**



**soft
toy**

INFANT PRODUCTS



**infant
food**



**baby care
products**



**infant
clothing**



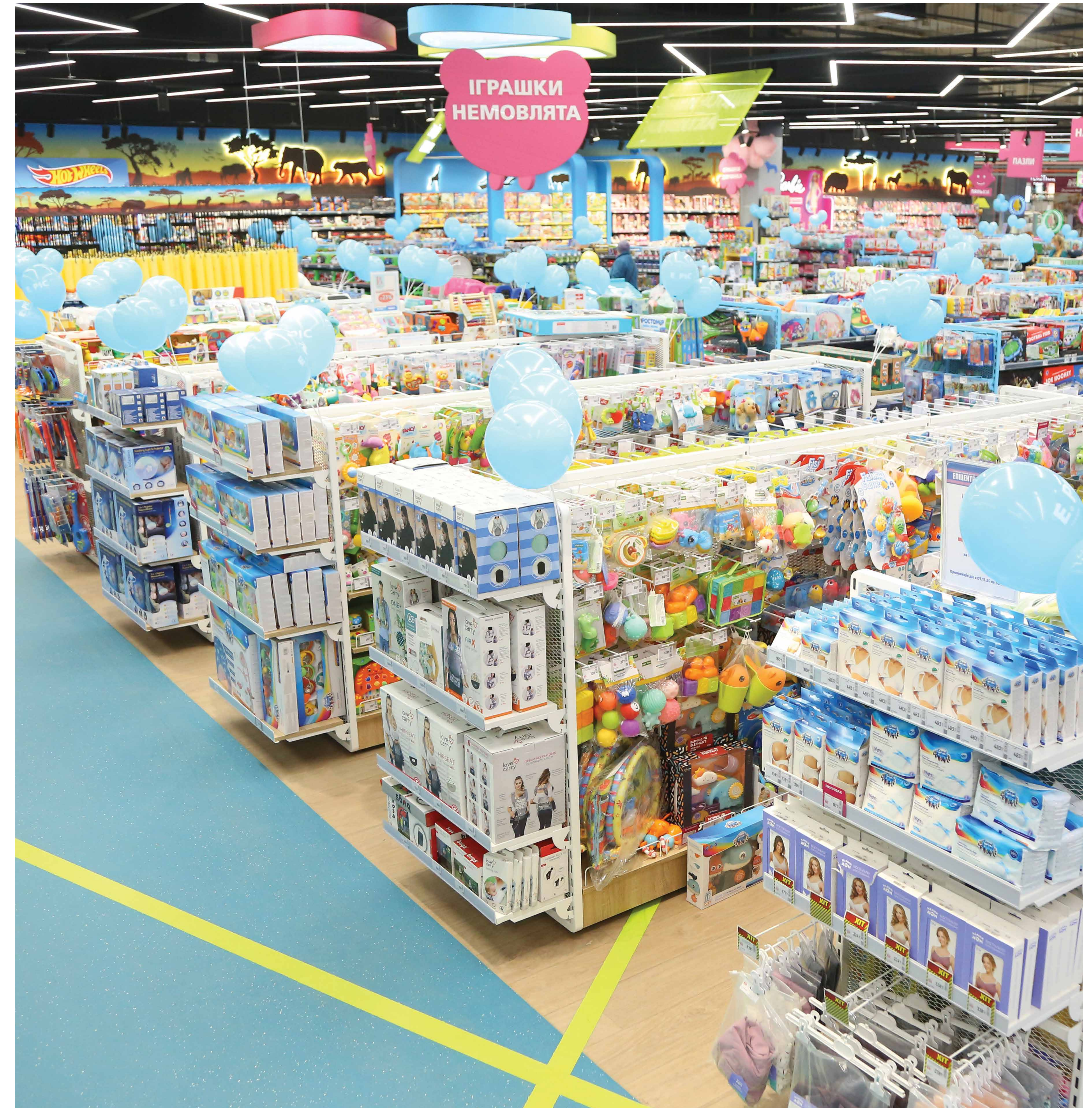
**pregnant care
products, clothing
and underwear**



**diapers and
napkins**



**infant
textile**

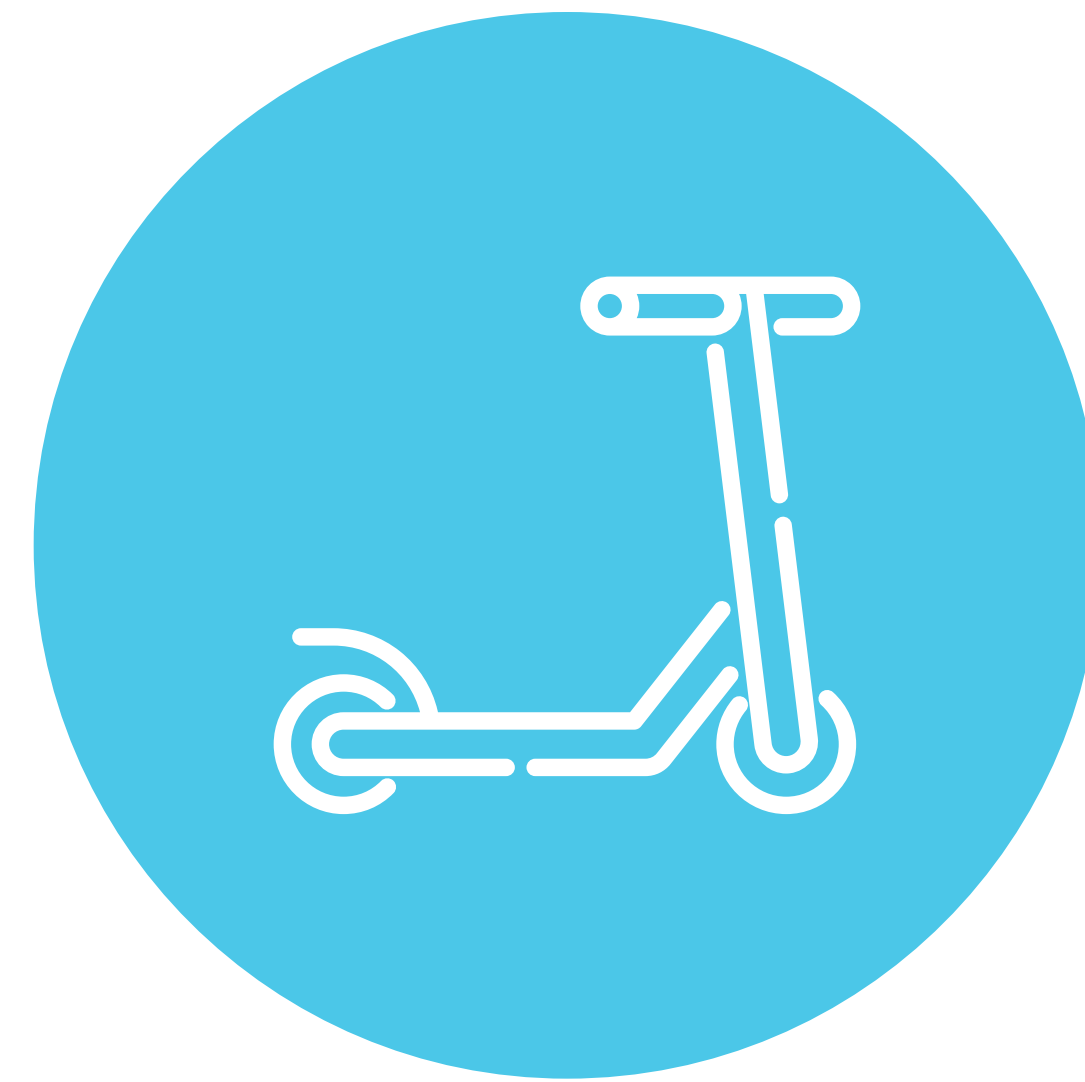




FURNITURE AND RECREATION



summer active games



Children's transport



Playgrounds



nursery (play room)



Strollers

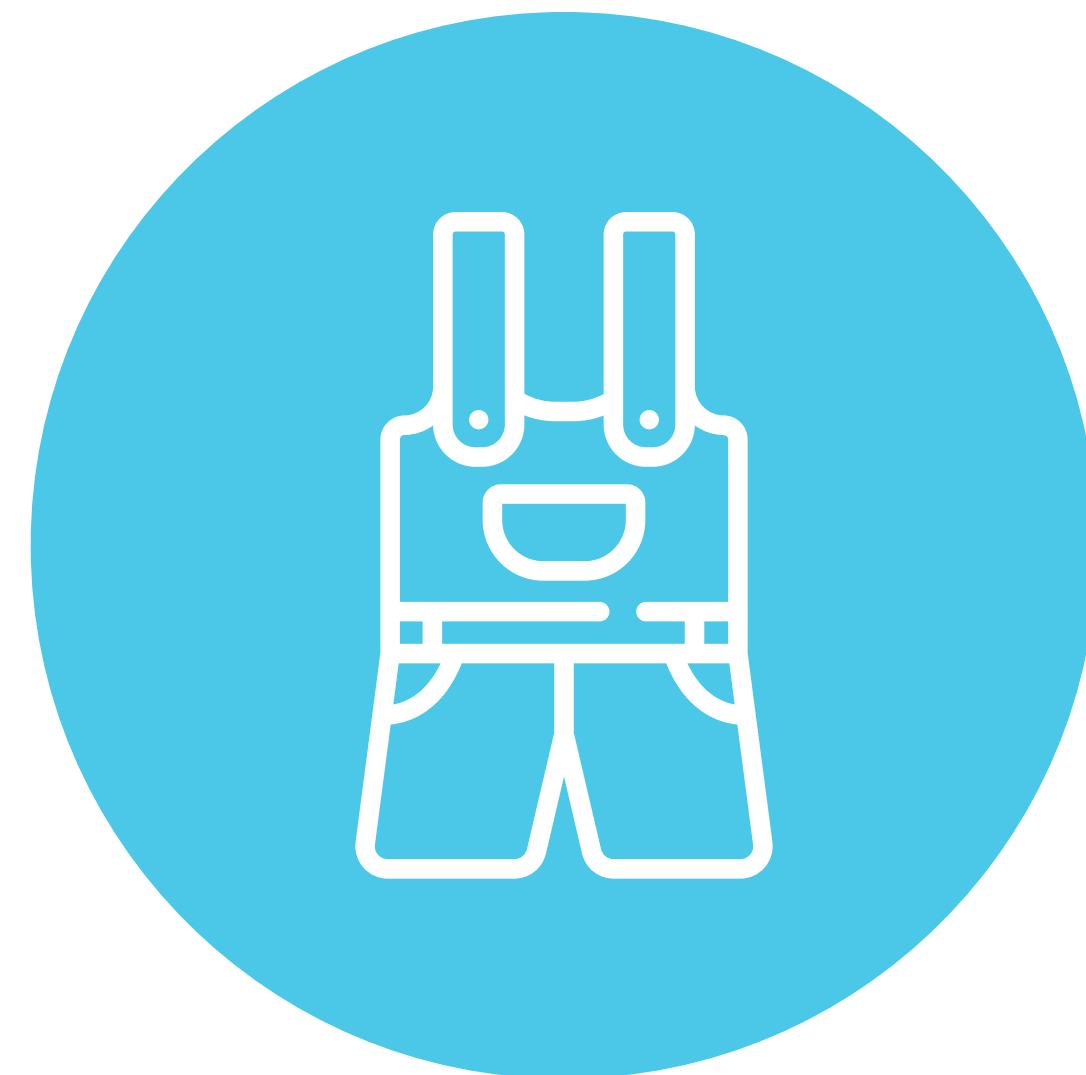


Furniture for newborns

CLOTHES AND SHOES



Girl's clothing



Boy's clothing



Children's linen



Children's shoes



Haberdashery



Hosiery



School uniform



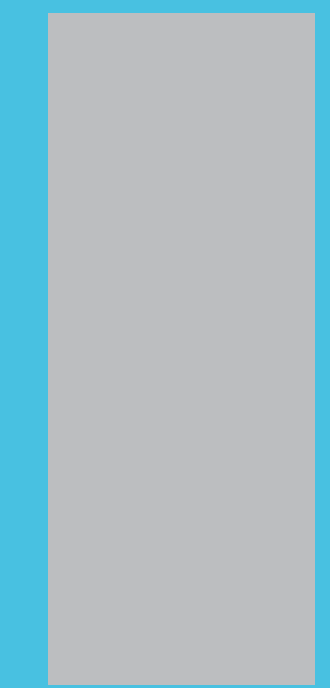
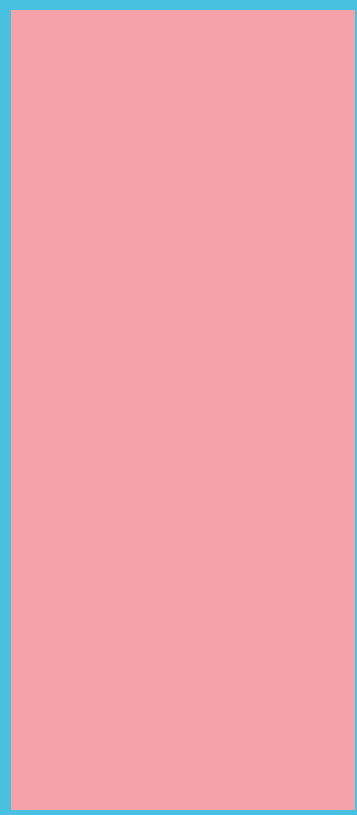
SOCIAL AND EDUCATIONAL PROJECTS

“CAROUSEL OF DREAMS” IN EPICENTR

“Carousel of dreams”- installations that will help children learn to dream without borders. This is the first such kind of a project in Ukraine. There are 5 “Carousel of dreams”simultaneously opened in Epicentr K - in Kyiv, Kharkiv, Dnipro, Odesa and Lviv.

Unusual playgrounds were opened by the charity project 1 + 1 media “Make a Dream Come True” in a collaboration with magicians of the Epicentr K chain store in the E.PIC.

Every month, the Epicentr K team chooses the most interesting dream in each city and make it happen.



E.P.I.C.

goods for children

