



ELECTROTECHNICAL DEPARTMENT

2015



ЕПІК

КАНЦТОВАРИ

ВІД ДЕРЕВА

ДЕКОР



Epicentr opened its first hypermarket in Kyiv in 2003.

During past 11 years our company has become the most successful DIY retailer in Ukrainian market and even gone beyond traditional DIY segment. Nowadays, our customers can take an exciting trip over thousands of items and find everything they need for their homes in our stores: home appliances, furniture, goods made of wood and metal, gardening tools and plants, kitchenware, toys etc.

Epicentr as a legal entity is not just supporting various sporting activities in terms of football. Oleksandr Gerega, the founder of LLP Epicentr, is also the Head of the Weightlifting Federation of Ukraine. Due to this, athletes' and their trainers' financial well being, as well as organizing and sponsoring Ukraine's Heavyweight Lifting National championships are considered to be top socially oriented priorities of the whole organization.

December the 6th, 2014 could be considered a turning point in Epicentr's legacy as that was the date when the public was presented with an absolutely revolutionary format of the store and was introduced to "Epicentr" Trade Center – the biggest DIY-format store with a total real estate value of 105.000 square meters alone, which makes it the biggest facility according to "Ukraine's Record Book", an official local partner of the "Guinness Book of Records". The shopping center is a unique facility of its kind and is unprecedented in the world, catering to all of the expectations of Ukrainian consumer, boasting a wider range of goods of both domestic and European manufacturers, providing European level services, competitive prices, constant innovative as well as consumer-friendly ideas and motivational bonuses. Epicentr Trading Center will suit any price range expectations, with prices ranging from budget all the way up to premium brands. In this particular store one can find a significantly expanded product line selection for typical Epicentr goods as well as the new product lines and trade groups, i.e. furniture, various musical instruments, goods of premium priced segment etc.

The customers of the Trade Center are insured of absolute convenience and comfort for maximum chance of a wonderful shopping experience. It provides: a spacious parking lot area accommodating 1800 automobiles simultaneously, there are consumer recreational areas including the kids' playground zone, various cafes and restaurants. Obviously, it is worth mentioning that the

Trade Center creates over 1.500 jobs for the community.

In the course of 11 years of Epicentr's existence as a business entity it has steadily expanded its network into the regions of Ukraine constantly opening new hypermarkets as well as creating a company group "Epicentr", which merged with a line of DIY hypermarkets "Nova Linia" founded in 2001. Currently "Epicentr" as a group of companies includes 59 hypermarkets throughout Ukraine with its business area totaling in approximately 1.2 million square meters.

THE TARGET GROOPS OF EPICENTR K.

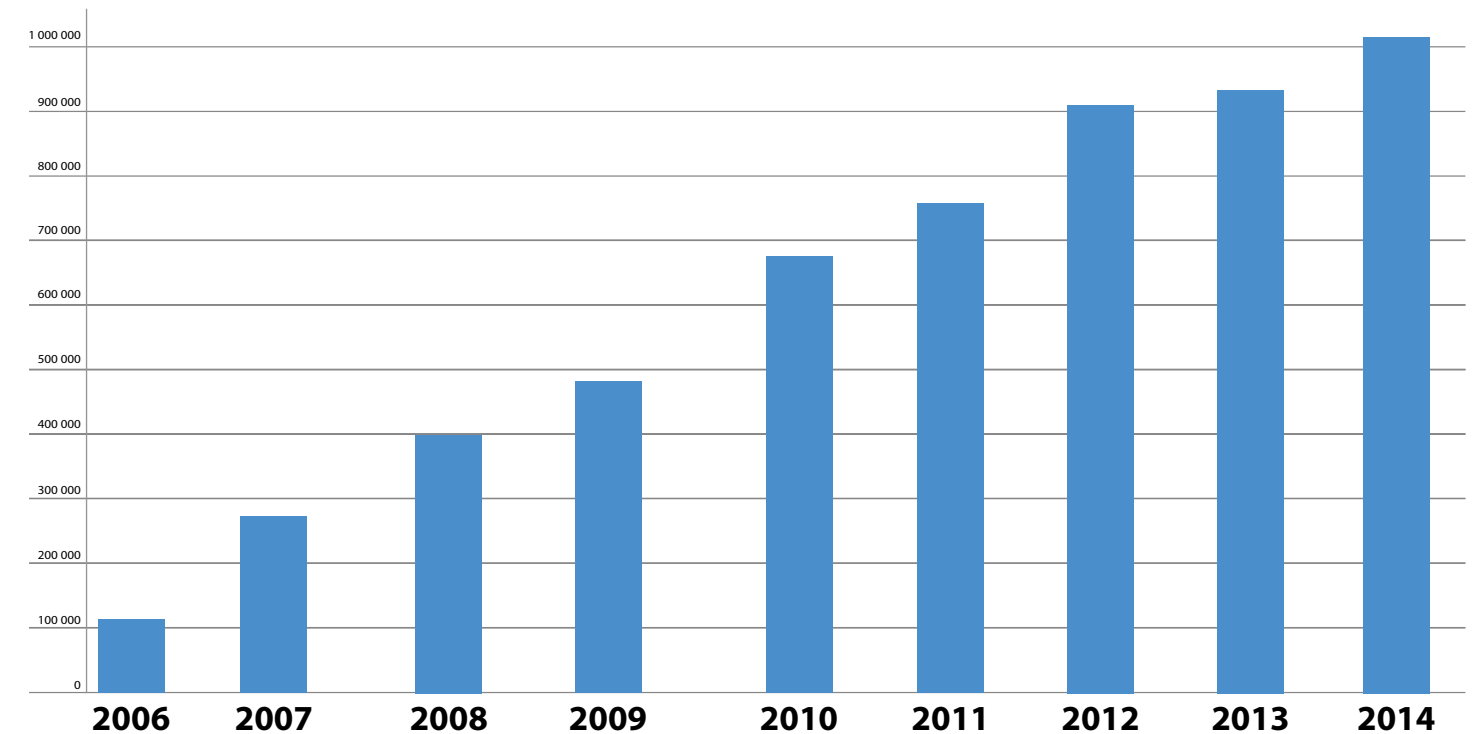
Main tagret groups of consumers	<ul style="list-style-type: none"> → Construction companies → Construction Brigade → Private builders → Family making repairs → Families with private home and garden → Families with kids
Other target groups of consumers	<ul style="list-style-type: none"> → Architects, designers, decorators, decorators → Occasional consumers → The owners of cottages → The owners of private business
Total square: 6827340 m²	Epicentr K
sex	male– 52% female – 48%
age	the main groups 1) 25 - 45 years old 2) 25 - 75 years old other groups: 20 - 75 years old
Number of payments untill 23/12/14	more than 300 millions items

DYNAMICS OF SALES VOLUME 2006-2014 (USD)

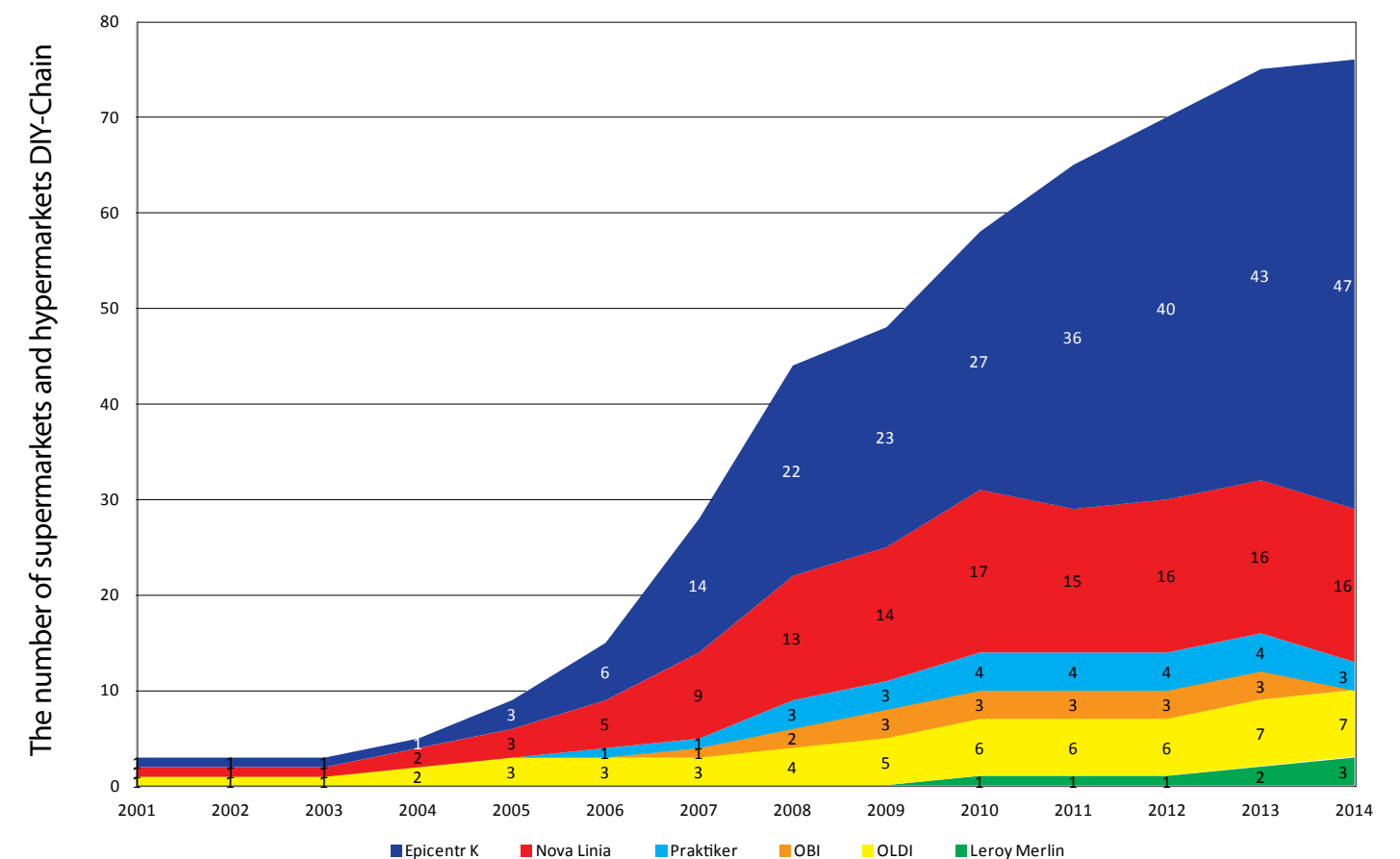
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	15 387 220,03	33 139 865,60	63 625 729,73	62 110 008	62 045 190	85 437 536	110 600 778	131 916 940	143 788 337
February	16 765 945,71	34 166 545,25	76 718 152,75	68 680 708	63 664 612	87 268 998	107 883 876	131 968 292	127 763 489
March	20 195 434,40	45 997 566,18	97 341 974,47	77 438 598	83 909 052	115 215 168	149 117 057	155 360 471	156 575 413
April	21 155 023,07	44 904 037,87	97 349 525,66	71 248 893	88 966 016	126 000 371	151 159 180	195 627 510	155 728 208
May	26 794 566,71	55 597 108,46	111 462 885,51	4 006 941,75	109 153 114	157 415 367	192 336 041	197 670 581	160 206 584
June	28 098 649,71	62 433 949,70	116 130 055,79	90 546 341	119 491 082	160 392 373	192 107 299	209 512 364	157 802 188
July	31 794 220,53	72 906 410,10	131 118 640,55	102 080 728	128 448 034	174 041 722	202 834 790	231 526 243	169 084 340
August	31 180 281,02	76 364 297,35	132 979 455,39	105 695 791	127 293 291	177 909 522	203 893 590	232 901 572	161 821 820
September	31 674 748,86	76 495 096,91	132 013 522,40	106 545 626	128 348 610	166 629 808	199 197 181	211 584 747	156 755 388
October	37 479 970,64	86 700 848,31	143 423 360,07	107 220 140	134 248 351	166 324 261	206 700 902	213 826 053	158 167 998
November	37 269 901,73	85 223 059,44	131 481 809,23	95 978 623	127 401 791	152 795 699	190 213 674	207 591 066	140 426 689
December	40 319 447,56	93 498 149,45	148 693 093,97	96 682 024	134 214 860	187 500 000	225 281 602	259 352 885	164 126 470
TOTAL	338 115 409,95	767 426 934,62	1 382 338 205,52	1 075 011 228	1 307 184 002	1 756 930 825	2 131 325 969	2 378 838 722	1 852 246 924

SALES AREA OF HYPERMARKETS

2006	2007	2008	2009	2010	2011	2012	2013	2014
114 956	273 509	398 074	478 523	549 788	760 701	916 394	933144	1098820



THE DYNAMICS OF THE NATIONAL AND INTERNATIONAL DIY-CHAINS OF UKRAINE in 2001-2014. (as of 12/20/2014)



National chain of building and home improvement hypermarkets

EPICENTR K is growing fast and now there are 45 of such hypermarkets.

IN KYIV:

Epicentr K – 1	Bratyslavsk St. 11	14170 m ²
Epicentr K – 2	Kiltseva St. 1-B	36296 m ²
Epicentr K – 3	Hryhorenka St. 40	42440 m ²
Epicentr K – 4	Viskozna St. 4	10044 m ²
Epicentr K – 5	Kryshtaleva St. 6	13983 m ²
Epicentr K – 6	Berkovetska St. 6-V	56610 m ²
Epicentr K – 7	Poliarna St. 20-d	105000 m ²

IN OTHER REGIONS OF UKRAINE:

Brovary	Kievsk St. 253	23616 m ²
Cherkasy	30-richchia Peremohy St. 29	20000 m ²
Chernigiv	Novoselivka, Shevchenko St. 57	21684 m ²
Chernivtsi	Hotynska St. 10-A	27300 m ²
Dnipropetrovsk	Yuvileinoe, Babenka St. 25	29412 m ²
Dnipropetrovsk-2	Zaporizke Highway 62 K	30088 m ²
Dneprodzerzhinsk	17th km os the Dneprodzerzhinsk-Petrikovka-Magdalinovka road 1	11010 m ²
Donetsk	Makiivka, 250-richchia Donbasa St. 74	30846 m ²
Donetsk-2	Shutova St. 37	27648 m ²
Gorlivka	Marshala Zhukova St. 7	11010 m ²
Ivano-Frankivsk	V. Ivasiuka St. 17	24915 m ²
Kamianets-Podilskyi	Khmelnyske Highway 11	11010 m ²
Kharkiv	Haharina St. 352	26920 m ²
Kharkiv-2	Arkhitektori St. 7	22320 m ²
Kharkiv-3	Geroiv Praci St. 9-a	13300 m ²
Kherson	Berislavske Highway 17	20630 m ²
Khmelnyskyi	Zarichanska St. 11/4	23222 m ²
Kirovograd	Popova St. 8	16700 m ²
Kolomyia	Kerpatska St. 184	5760 m ²
Kryvyi Rih	Bykova St. 33	20548 m ²
Lugansk	Linova St. 124	27660 m ²
Lugansk-2	Vidrodzhennia St. 1	24818 m ²
Lutsk	Lypyny, Okruzhna St. 37	21600 m ²
Lviv	Horodotska St. 302	25218 m ²
Lviv-2	B. Khmelnytskogo St. 188-A	28500 m ²
Mariupol	Lenin avenue 130	21600 m ²
Mukacheve	Lavkivska St. 1-D	11010 m ²
Mykolaiv	Zhovtnevyi St. 234-B	15400 m ²
Odesa	7th km os the Ovidiopolska Road 1	29988 m ²
Odesa-2	Zhukova St. 99	21698 m ²
Poltava	Kyivske Highway 41	25751 m ²
Rivne	Makarova St. 17	25960 m ²
Stryi	Olega Olzhycha St. 18	9540 m ²
Sumy	Cherepyna St. 1/2	23760 m ²
Ternopil	Poliska St. 7	16692 m ²
Uzhgorod	Babiaka St. 7/1	12952 m ²
Vinnytsia	Zarvantsi, 1st km of Khmelnytske Highway 1	21216 m ²
Zaporizhzhia	Zaporizka St. 1-V	18715 m ²

Now we construct 6 new buildings. The first objects to open in 2015 are Kramatorsk and Zhytomyr.



Founders of EpicentrK LLC: Alexandr Gerega and Galina Gerega



On 6 December 2014, expert commission of the Book of Records of Ukraine, a Guinness World Records accredited partner, has filed new record at the Epicentr K Hypermarket at Poljarna Str. 20-d. Epicentr K received award in the nomination:

«The world's largest trading center of DIY format»



National chain of building and home improvement hypermarkets Epicentr K works for different layers of Ukrainians. Customers have the opportunity to buy good quality products, get professional advice and take advantage of additional services.

More than 200,000 goods in each of the hypermarkets belong to 11 departments:

- Lawn and Garden;
- Decoration;
- Tools;
- Flooring;
- Autogroup & Power Tools;
- Sanitary ware;
- Electrotechnical Department;
- Wooden goods;
- Metal goods;
- Hard building materials;
- DECO (tableware, home textile & gifts);
- Baby products.

For the wholesaler customers Epicentr K features special department aimed to fulfill commands according to the list.

For our customers' convenience we provide additional services such as:

- tuning;
- format-cutting;
- loading and delivery;
- carpet overedger;
- paint toning;
- bank services;
- key making;
- convenient parking area, etc.

PRIVATE LABELS

We develop our own trade marks and make them well-known!



ELECTROTECHNICAL DEPARTMENT

Climatic systems

Electric fans

- floor
- table
- wall
- ceiling

Air conditioners

- split systems
- portable
- window

Heaters

- fan heaters (spiral, ceramic)
- infrared heaters
- oil heaters
- quartz heaters
- electric convectors
- panel heaters
- air curtains
- wall heaters

Air quality

- humidifiers
- purifiers
- dehumidifiers
- flavors

Ventilation systems

- combined extract and input ventilation
- ducts and air pipes
- recuperators

Home appliance

Built-in appliance

- hobs
- ovens

Plates

- electric
- induction
- ceramic
- halogen

Range hoods

- standard
- canopy
- telescopic

Small home appliance

- health and care
- irons and steam brushes
- vacuum cleaners
- kitchen appliance (juicers, bread makers, kettles, blenders, mixers, coffee makers)
- hair care
- microwave and electric ovens

Big home appliance

- refrigerators
- clothes washers
- gas cookers
- dishwashing machines

Lighting

Light Sources

- incandescent lamps (standard, reflecting, decorative)
- fluorescent lamps
- halogen lamps
- discharge lamps

Consumer lighting

- chandeliers
- ceiling lamps
- floor lamps
- spots
- wall lamps
- table lamps
- plafonds

Outdoor lighting

- lamps for gardens and parks
- console lamps
- solar cell power lamps

Commercial lighting

- recessed and surface fluorescent fittings
- industrial fittings
- halogen projectors
- bulkheads
- emergency fittings
- downlights

Techno

Cables and wires

- connecting wires
- power cables
- channel cables and boxes
- insulating materials
- durallight
- armature for linking-up and connection

Low voltage equipment

- circuit breakers
- residual current machines
- contactors and relays
- overvoltage protection
- fuse
- voltage inverters

Wiring equipment

- electrical accessories (sockets, switches)
- light controllers
- extension cords
- network filters
- transformers
- adapters
- bells
- plugs
- telephony

Monitoring and measuring equipment

- entrance door intercoms
- meters
- multi-testers
- dosimeters

Other

- batteries
- accumulators
- chargers
- flashlights
- disks of different media
- headphones



ELECTROTECHNICAL DEPARTMENT

WE ALWAYS:

Assortment -
more than
100 000 articles

Employed -
about 900 persons

Trade square -
near 80 000 m²

permanently improve our work

follow by new tendency

change assortment in time

catch the fashion influence
and buyer's demands

are open for new contacts and cooperation

take care of our partners

respect our competitors

LET'S BUILD BUSINESS TOGETHER!

LIGHTING



Lighting

OUR PARTNERS

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LUTEC

Brilliant THE JEWEL IN LIGHTING

GLOBO

ESTARES СВОТ НОВОГО ТЫСЯЧЕЛЕТІЯ

LEDS-C4

PHILIPS

Световые Технологии

sigma

EGLO my light | my style

ivele

alfa intelite ПЕРШИЙ ПІСЛЯ СОНЦЯ

Nowodvorski LIGHTING

LUMINEX® producent lamp

OSRAM OSRAM

OUR OWN TRADE MARKS

expert® LIGHT

ACCENTO® LIGHTING











CLIMATE SYSTEMS & HOME APPLIANCES



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Home appliance

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- hair care
- microwave and electric ovens

Big home appliance

- refrigerators
- clothes washers
- gas cookers
- dishwashing machines

water
HOUSE

HausMark®

Because you love your home...

WILDWIND®

Valore®

underprice®





PARTNERS OF CLIMATIC SYSTEMS BRANCH

NEOCLIMA Ballu[®] MACHINE ewt[®]

HITACHI DELFA

MITSUBISHI HEAVY INDUSTRIES, LTD. ZANUSSI Laretti

gorenje HONDA

Electrolux Saturn[®]

DAIKIN CH Cooper & Hunter LG

PARTNERS OF HOME APPLIANCES BRANCH

CANDY elica

cata SHIVAKI[®]

LG Life's Good REDMOND

Whirlpool PYRAMIDA

vestfrost Mirta[®]

MAXWELL













TECHNO



Techno

OUR PARTNERS

- Low voltage equipment

 - circuit breakers
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- Cables and wires

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 - armature for linking-up and connection
- Monitoring and measuring equipment

 - entrance door intercoms
 - meters
 - multi-testers
 - dosimeters
- Wiring equipment

 - electrical accessories (sockets, switches)
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 - transformers
 - adapters
 - bells
 - plugs
 - telephony
- Other

 - batteries
 - accumulators
 - chargers
 - flashlights
 - disks of different media
 - headphones



OUR OWN TRADE MARKS











AWARDS:

GUINNESS WORLD RECORDS

On 27 and 28 March 2010, expert commission of the Book of Records of Ukraine, a Guinness World Records accredited partner, has filed two new records at the «Epicentr K» Hypermarket at Berkovetska Str. 6-V.
«The world's largest building-household hypermarket of DIY format»
«The shortest construction period for building-household hypermarket of DIY format in the world»



CHOICE OF THE YEAR

“EPICENRT K” is the holder of International Award Festival «Choice of the Year» in Ukraine — 2006, 2007, 2008, 2009, 2010 in the category «building hypermarkets chain»

UKRAINIAN TRADE OLYMPUS

“EPICENRT K” is the prize winner of the annual national award «Ukrainian Trade Olympus 2007» in the category «National hypermarket of building materials»

BRAND OF THE YEAR

“EPICENRT K” is the prize winner of the national award «UBrand of the Year 2008»

ACTIVITIES:

CHILDREN AND YOUTH PROBLEMS

SCHOOLS, ORPHANAGES, KINDERGARTENS ARE CONSTANTLY OUR TUTELAGE.

CULTURAL SPHERE

PATRONAGE OF CONCERTS AND TOURS OF UKRAINIAN FOLK.

SOCIAL PROGRAMS

ANNUAL VACATION, FREE MEALS, MEDICAL CARE, ANNUAL BONUSES FOR SALES PERSONNEL, VOUCHERS FOR HEALTH AND RECREATION, VOCATIONAL CENTER FOR TRAINING, CONDUCTED SPORTS AND TOURNAMENTS.

ALOOF AND CHARITABLE PROJECTS

THE EFFORTS OF THE LEADERSHIP OF “EPICENRT K” GAVE THE SECOND BIRTH TO HOLY TRINITY CHURCH IN KYIV. IN CARPATHIAN REGION AFTER THE TERRIBLE FLOODS NOT ONE HOUSE HAS BEEN RESTORED WITH THE ASSISTANCE OF “EPICENRT K”.

SPORT

FOR THREE YEARS IN A ROW, «EPICENTER K» IS THE TITLE SPONSOR OF THE FOOTBALL CHAMPIONSHIP OF UKRAINE AMONG THE PREMIER LEAGUE CLUBS. «EPICENTER K» WAS THE GENERAL SPONSOR OF THE FOOTBALL SUPERCUP OF UKRAINE MATCH HELD ON 11 JULY 2009 IN SUMY.



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