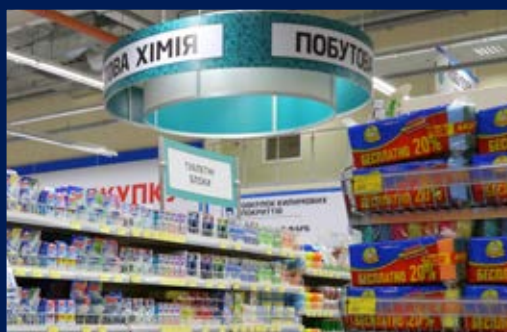




DEPARTMENT OF HOUSEHOLD CLEANING AND PERSONAL HYGIENE GOODS





scoma.

ПОБУТОВА ТЕХНІКА

ЕПІК

КАНЦТОВАРИ

ЗОШ







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 "New Line-Nova Liniya" 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 | <p>the main groups</p> <p>1) 25 - 45 years old</p> <p>2) 25 - 75 years old</p> <p>other groups: 20 - 75 years old</p> |
| Number of payments untill 23/12/14 | more than 300 millions items |

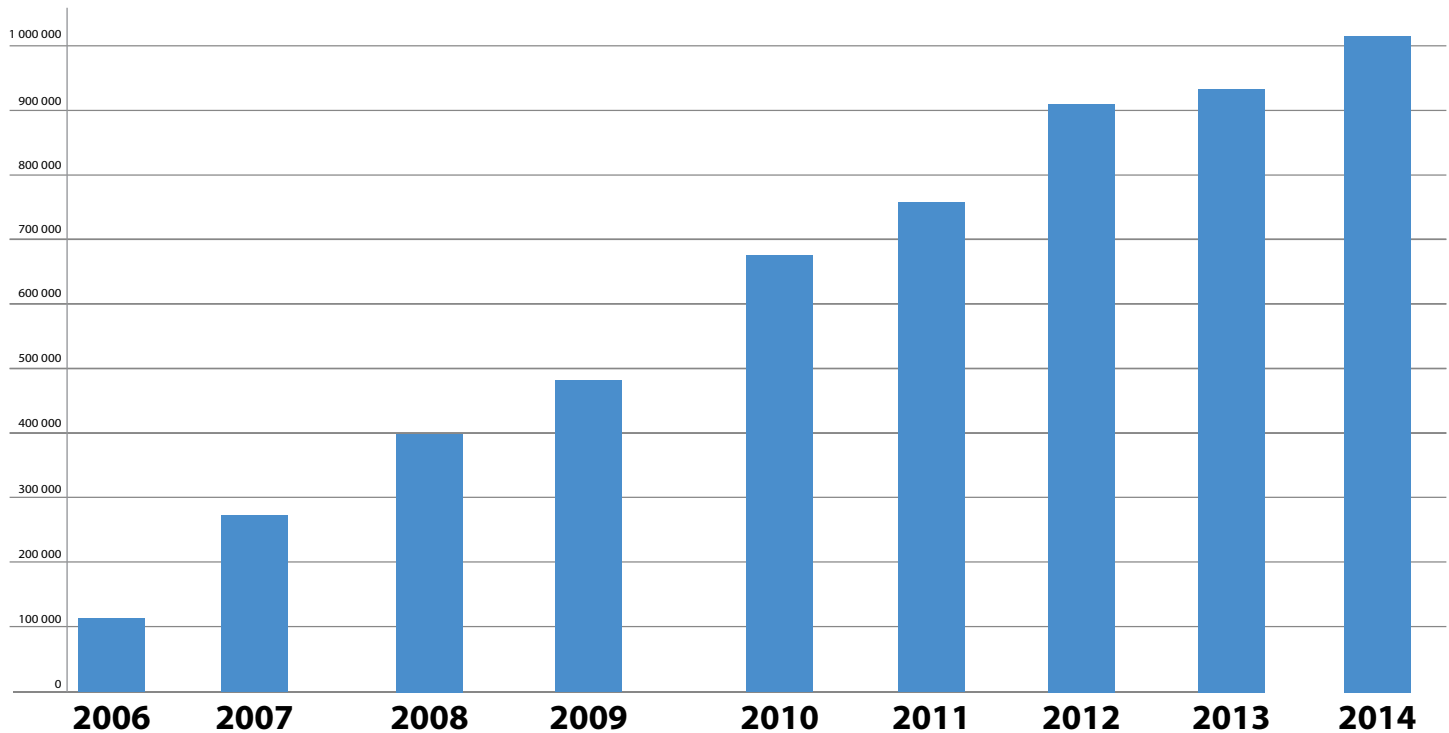
DYNAMICS OF SALES VOLUME 2006-2014 (USD)

| | 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 |

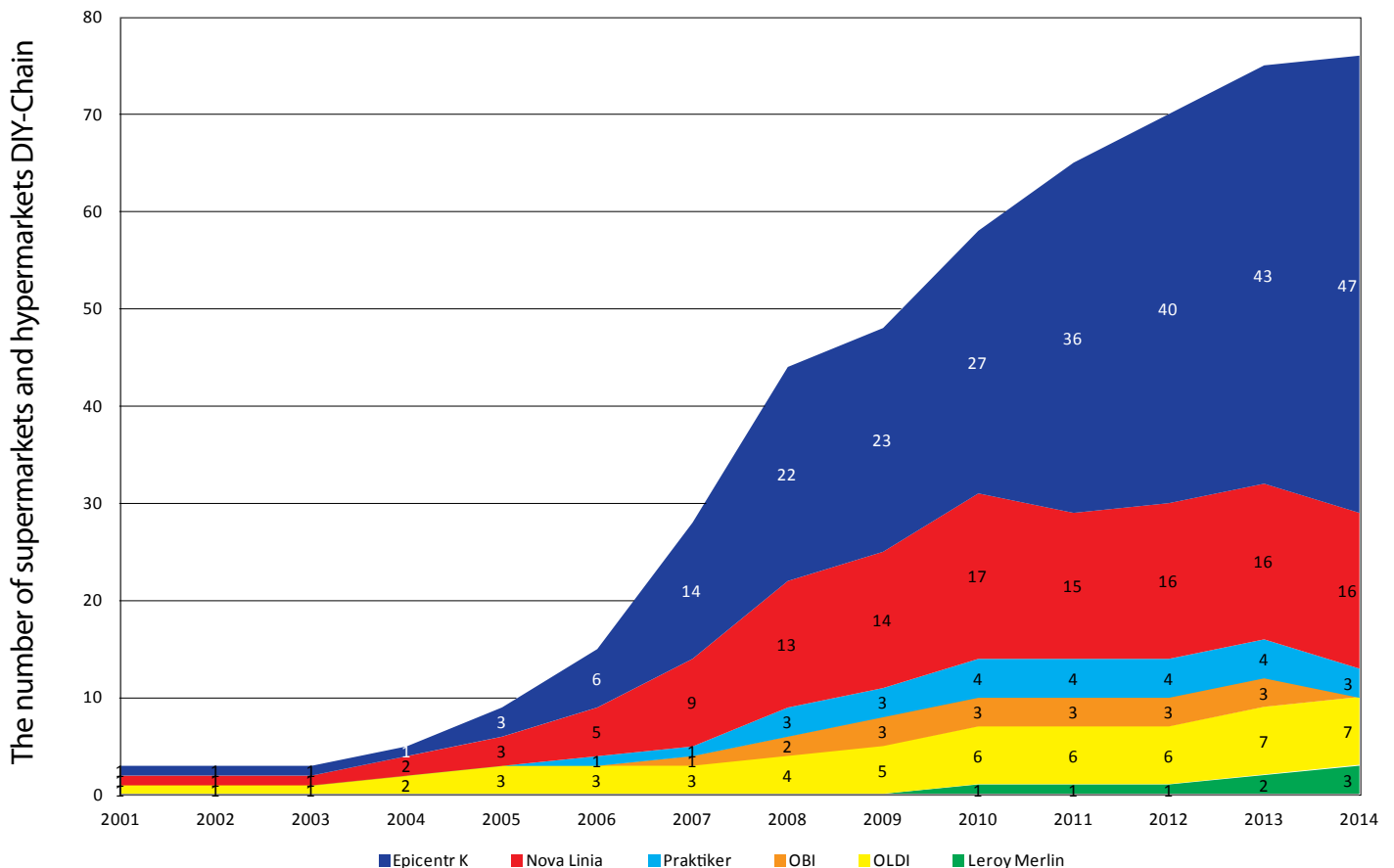


SALES AREA OF HYPERMARKETS

| 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-Magdalynovka 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 | Arkhitektory 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»





The Department of Household Cleaning and Personal Hygiene is one of the recently established department in the National Chain of Household and Building Materials Hyperstores EPICENTR K. But it is growing very fast. Around 250 employees works at the Department. The total trading area of the Department in 25 stores is more than 18000 square meters with a 12000 assortment items.

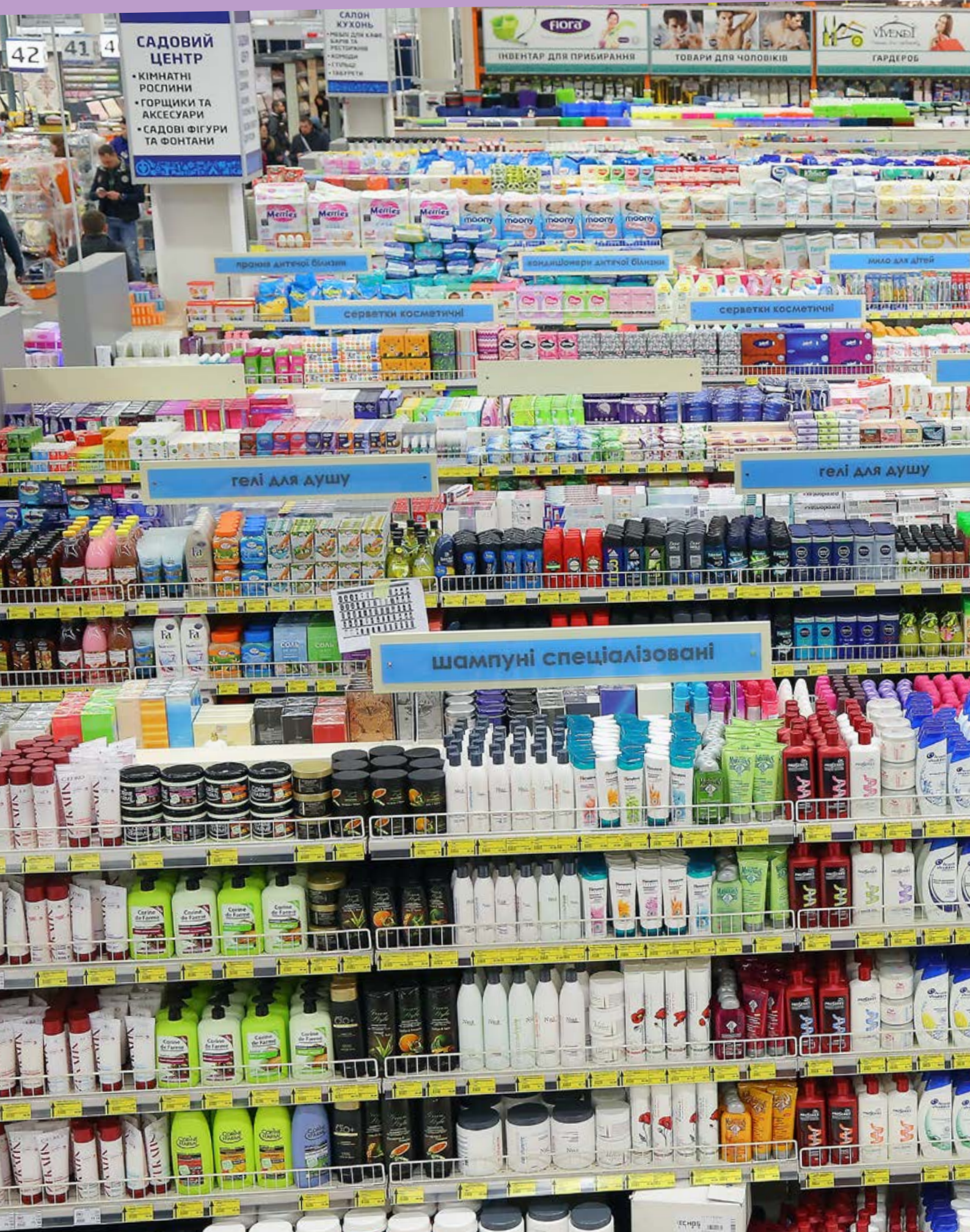
The Department of Household Cleaning and Personal Hygiene includes:

- ➔ Washing Powder;
- ➔ Surface cleaning items;
- ➔ Conditioners
- ➔ Hair styling items
- ➔ Tooth paste and brushes
- ➔ Cleaning tools
- ➔ Cloth hangers
- ➔ Household goods
- ➔ Plastic assortment
- ➔ Suit covers and vacuum bags
- ➔ Children items

The assortment expands season by season. The major goal of our department is to face the needs of our customers.

























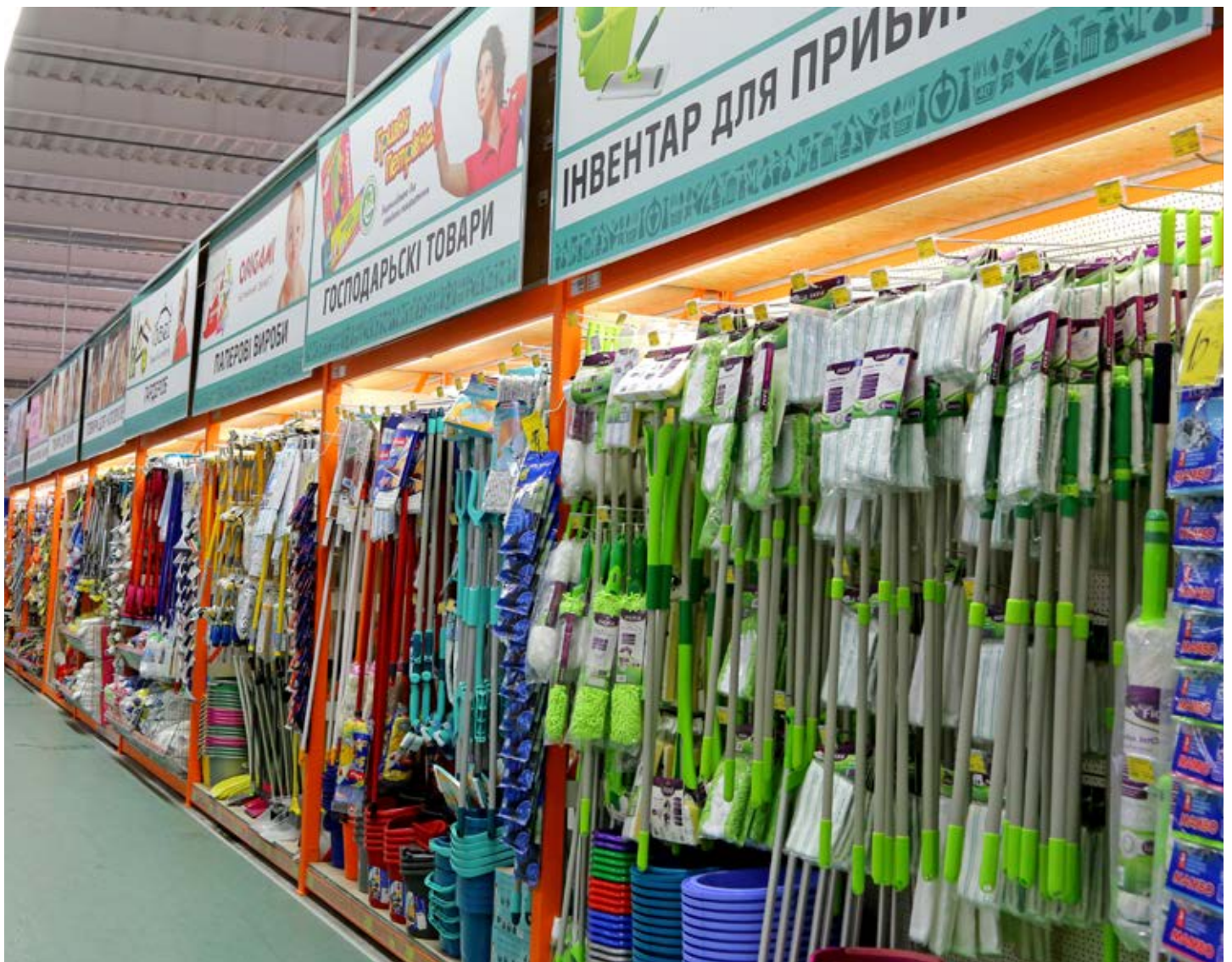
























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