



PRESENTATION



**AUTOGROUP
DEPARTMENT**

2017

www.epicentrk.ua



EPICENTR K is a Ukrainian DIY chain of construction hypermarkets. We are holding the leading positions on the Ukrainian market, providing our customers with the best products and services, EPICENTR K operates as the “one stop store”, offering customers top quality goods: building materials, tools, automotive products, garden tools, furniture, decorative and many-many other non-food products. Our company was founded on December 6, 2003. Since then EPICENTR K continues development and confident expansion of the market. In 2010 EPICENTR K has joined the European DIY Retail Association (EDRA). 10 key points you should know about EPICENTR K:

1. In 2016 EPICENTR K turnover has reached 1,225 milliard USD.
2. The number of EPICENTR K employees exceeds 40 thousand people.
3. Products list of EPICENTR K exceeds more than 400 thousand items.
4. We have stable business relationships with more than 3 thousand Ukrainian suppliers.
5. EPICENTR K cooperate with more than 900 foreign suppliers, among which nearly 600 are Chinese manufacturers.
6. Our 2016 annual import from Asia reaches 4000 containers, the same year import from Europe - 500 containers(TEU) and 450 trucks.
7. We cooperate with world-famous brands and manufacturers; at the same time, we constantly develop our own brands. EPICENTR K has created and developed 50 trademarks, which are warmly

welcomed by Ukrainian customers.

8. EPICENTR K covers 80% of Ukrainian DIY market.

9. According to the company's statistics, every citizen of Ukraine does shopping in EPICENTR K at least 8 times annually.

10. In 2014 we have opened the hypermarket, with total sales area of 105 thousands square meters. This hypermarket is nominated as the world biggest DIY hypermarket according to «Ukrainian Guinness Book of records», partner of «Guinness World Records».

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.

In the course of 13 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 45 hypermarkets throughout Ukraine with its business area totaling in approximately 1.2 million square meters.

National network of building and home improvement hypermarkets EPICENTR is growing fast and now there are 45 of such hypermarkets.

KYIV:

Epicentr K – 1	11 Bratyslavsk St.	14170 m ²
Epicentr K – 2	1-B Kiltseva St.	36296 m ²
Epicentr K – 3	40 Hryhorenka St.	42440 m ²
Epicentr K – 4	4 Viskozna St.	10044 m ²
Epicentr K – 5	6 Kryshtaleva St.	27840 m ²
Epicentr K – 6	6-V Berkovetska St.	73858 m ²
Epicentr K – 7	20-d Poliarna St.	105000 m ²

OTHER REGIONS OF UKRAINE:

Bila Tserkva	83 Levanevskogo St.	10 400 m ²
Brovary	253 Kievsk St.	23616 m ²
Cherkasy	29 30-richchia Peremohy St.	20000 m ²
Chernigiv	57 Novoselivka, Shevchenko St.	21684 m ²
Chernivtsi	10-A Hotynska St.	27300 m ²
Dnipro	25 Yuvileinoe, Babenka St.	29412 m ²
Dnipro-2	62 K Zaporizke Highway	30088 m ²
Dubno	119-b Grushevskogo	4000 m ²
Ivano-Frankivsk	17 V. Ivasiuka St.	24915 m ²
Kamianske	1 17th km os the Kamianske-Petrikivka-Magdalinovka road	11010 m ²
Kamianets-Podilskyi	11 Khmelnytske Highway	11010 m ²
Kharkiv	352 Haharina St.	26920 m ²
Kharkiv-2	7 Arkhitektoriv St.	22320 m ²
Kharkiv-3	9-a Geroiv Praci St.	13300 m ²
Kherson	17 Berislavsk Highway	20630 m ²
Khmelnytskyi	11/4 Zarichanska St.	23222 m ²
Kolomyia	184 Kerpatska St.	5760 m ²
Kropyvnytskyi	8 Popova St.	16700 m ²
Kyryvi Rih	33 Bykova St.	20548 m ²
Lutsk	37 Lypyny, Okruzhna St.	21600 m ²
Lviv	302 Horodotska St.	33700 m ²
Lviv-2	188-A B. Khmelnytskogo St.	28500 m ²
Lviv-3	30 Sokolniki, Stryiska St.	8210 m ²
Mariupol	130 Lenin avenue	21600 m ²
Mukacheve	1-D Lavkivska St.	11010 m ²
Mykolaiv	234-B Zhovtnevyi St.	15400 m ²
Odesa	1 7th km os the Ovidiopolska Road	29988 m ²
Odesa-2	99 Zhukova St.	50140 m ²
Poltava	41 Kyivske Highway	25751 m ²
Rivne	17 Makarova St.	25960 m ²
Shepetivka	38-B Starokonstantynivske Highway	3 880 m ²
Stryi	18 Olega Olzhycha St.	9540 m ²
Sumy	1/3 Cherepyna St.	23760 m ²
Ternopil	7 Poliska St.	16692 m ²
Uman	31-A Kyivska St.	7500 m ²
Uzhgorod	7 Babiaka St. 7/1	12952 m ²
Vinnytsia	1 Zarvantsi, 1st km of Khmelnytske Highway	21216 m ²
Zaporizhzhia	1-V Zaporizka St.	18715 m ²

Now we are constructing new object. The first objects to open in 2017 located in and Kyiv-8.



Founders of EpicentrK, LLC: Alexandr Gerega and Galyna Gerega



On 6th December, 2014 the expert committee of Ukrainian Book of Records, which is Ciuinness World Records accredited partner, has filed a new record: Epicentr trading center on 20D Poliarna St. received the award in the nomination:

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

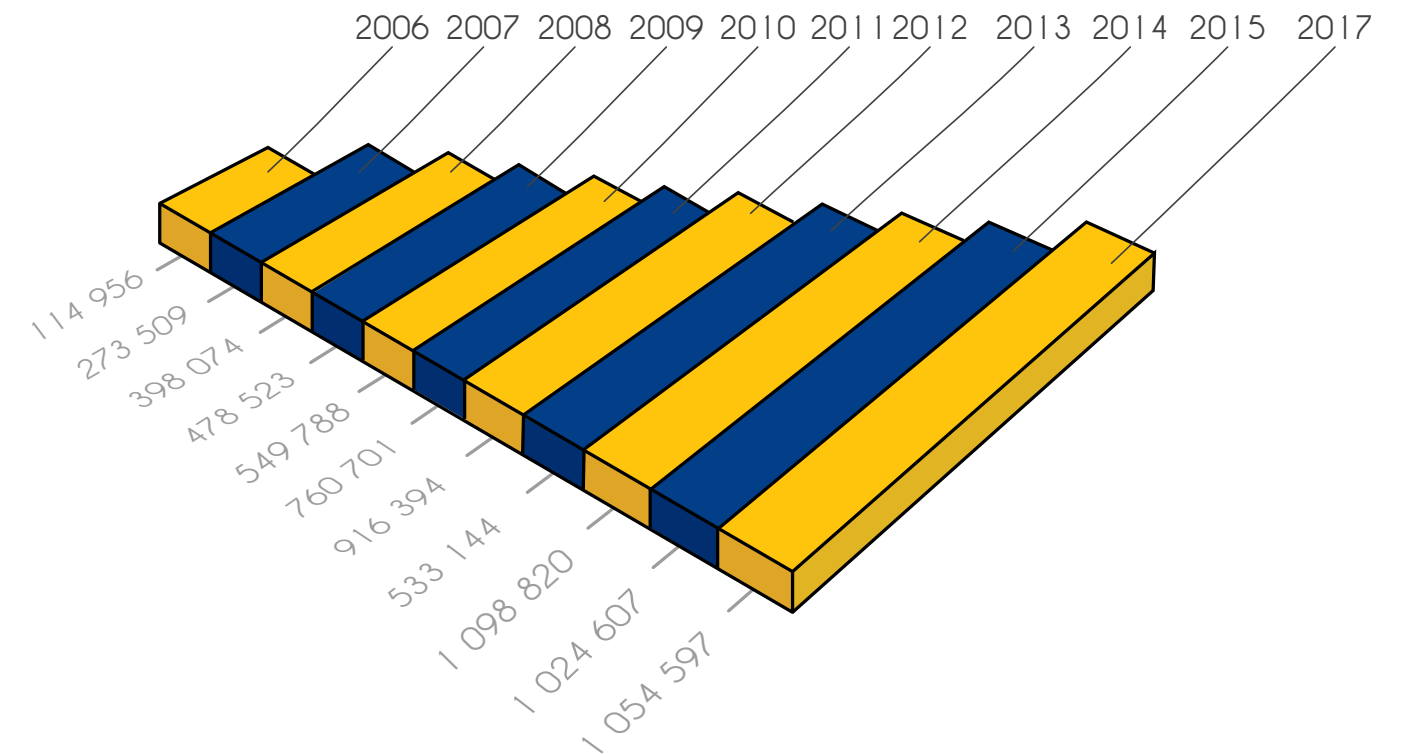
THE TARGET AUDIENCE OF EPICENTR.

Main target groups of consumers	→ Construction companies → Construction Brigade → Private builders → Families repairing homes → Families with private houses and gardens → Families with kids
Other target groups of consumers	→ Architects, designers → Occasional consumers → Owners of cottages → Owners of private businesses
Total area: ~ 1.2 million square meters	Epicentr
sex	male– 52% female – 48%
age	main groups 1) 25-45 year old other groups

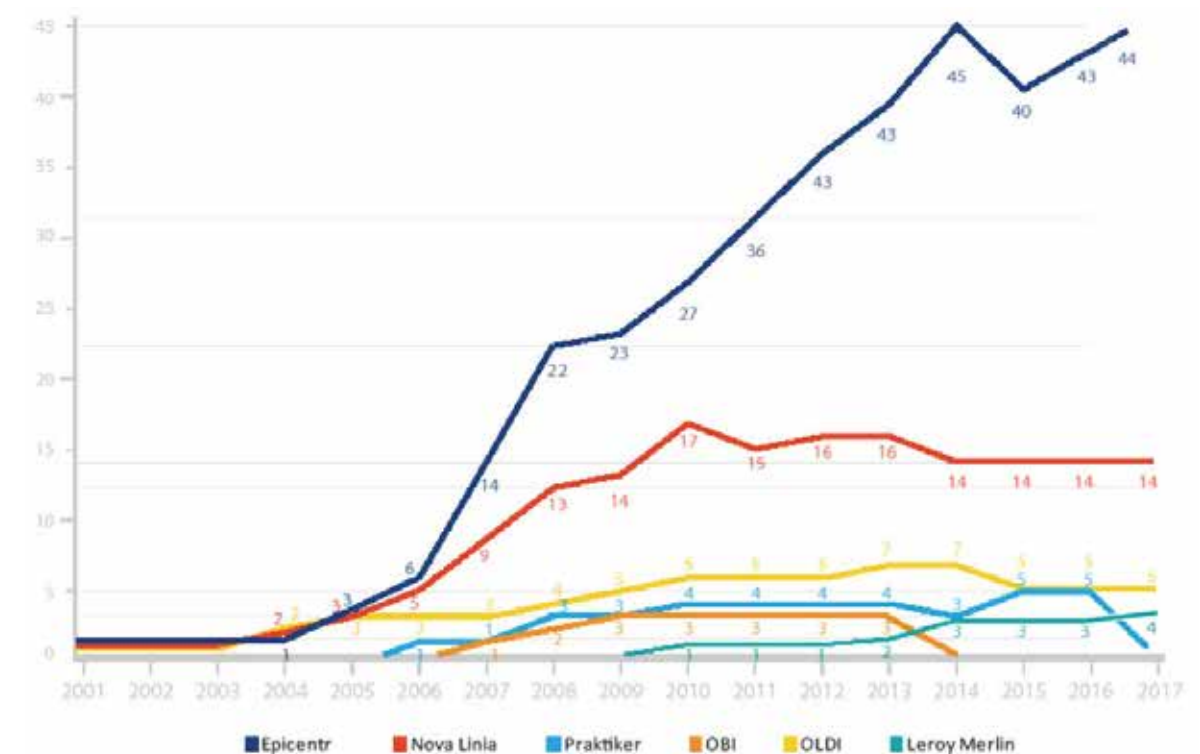
DYNAMICS OF SALES VOLUME 2006-2017 (USD)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
January	15 336 206	33 116 998	66 849 255	59 790 435	61 572 563	85 846 380	109 875 502	129 809 403	144 275 861	81 967 900	65 428 144
February	16 743 679	34 339 887	80 802 940	65 988 470	63 533 162	87 726 547	107 432 290	129 788 814	128 209 018	83 958 301	70 576 432
March	20 218 396	46 187 900	103 208 077	74 459 412	84 525 391	115 782 281	148 425 939	152 701 930	157 106 442	79 858 849	85 538 886
April	21 154 570	45 196 052	104 687 552	70 478 915	90 168 076	126 356 380	150 410 578	192 195 295	156 304 225	72 528 443	95 568 686
May	26 917 156	55 976 917	124 206 449	93 808 636	110 582 613	157 556 857	190 719 834	194 011 607	160 812 430	100 622 737	94 831 057
June	28 320 649	62 723 486	131 115 402	95 274 897	121 072 334	160 509 165	189 752 819	205 572 369	146 685 727	100 394 793	105 588 000
July	31 950 700	73 650 530	150 654 457	104 632 322	130 417 855	174 114 307	200 223 051	227 314 137	157 045 442	108 871 922	116 878 669
August	31 335 093	77 189 763	152 665 663	102 484 082	129 477 684	177 913 768	201 000 272	229 298 984	150 654 319	109 490 391	120 148 594
September	31 888 234	77 205 348	143 704 483	99 730 650	129 963 113	166 459 660	195 699 185	206 992 832	146 462 977	104 573 623	108 780 101
October	37 534 833	86 842 551	134 803 435	104 256 776	135 412 272	166 028 079	202 395 173	208 917 070	147 932 763	110 257 093	111 682 445
November	37 443 334	85 608 839	111 551 812	94 631 034	128 412 584	152 411 121	185 250 647	202 118 000	132 376 484	102 095 107	106 670 262
December	40 408 001	93 508 183	98 521 613	97 011 656	135 041 396	194 723 285	221 962 716	251 181 024	156 070 006	136 869 241	142 728 642
TOTAL	339 250 852	771 546 456	1 402 771 137	1 062 547 285	1 320 179 043	1 765 427 828	2 103 148 007	2 329 901 465	1 783 935 695	1 191 488 400	1 224 419 918

SALES AREA OF TRADING CENTERS



THE DYNAMICS OF THE NATIONAL AND INTERNATIONAL DIY-CHAINS IN UKRAINE in 2001-2017 (of 09/2017)





- **AUTO ACCUMULATORS AND ITS ACCESSORIES**
- **AUTO TOOLS**
- **AUTO FILTERS**
- **CAR ALARM SYSTEMS**
- **WINDSHIELD WIPERS**
- **BRAKE SHOES**
- **IGNITION PLUGS**
- **PROTECTION ACCESSORIES**
- **CAR ACCESSORIES**
- **AUTOMOBILE CHEMICAL, MAINTENANCE & CLEARNESS GOODS**
- **AIR FRESHENERS & NAPKINS**
- **CAR DECORATIONS, MATS & COVERS**
- **TIRES & WHEEL DISKS**
- **OILS**
- **CAR SEATS & BABY CAR SEATS**
- **CAR TRAILERS**
- **CAR RACKS & CARRIERS**
- **JACKING SYSTEMS**
- **AUTO SOUND AND ELECTRONICS**
- **AUTO OPTICAL SYSTEMS & LIGHTENING**
- **BICYCLES & SCOOTERS**
- **MOTO & BICYCLE HELMETS & DEFENSE**
- **BOATS AND YACHT**
- **BOAT & YACHT MOTORS**
- **BOAT & YACHT EQUIPMENT**
- **SERVICE STATION EQUIPMENT**











