



DÉCO

KITCHENWARE







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.

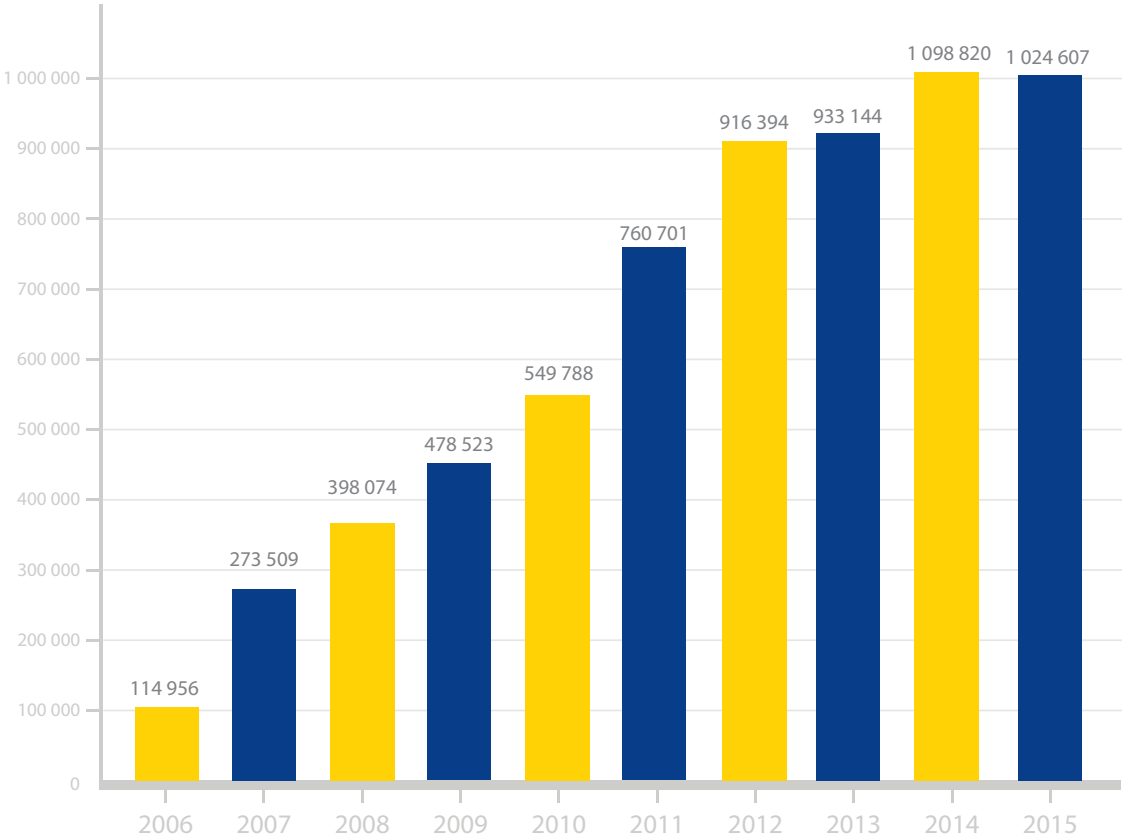
The customers of the Trade Center are insured of absolute convenience and comfort for maximum chance of a wonderful shopping experience. It provides: a spacious parking lot area accommodating 1800 automobiles simultaneously, there are consumer recreational areas including the kids' playground zone, various cafes and restaurants. Obviously, it is worth mentioning that the Trade Center creates over 1.500 jobs for the community.

In the course of 12 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 54 hypermarkets throughout Ukraine with its business area totaling in approximately 1.2 million square meters.

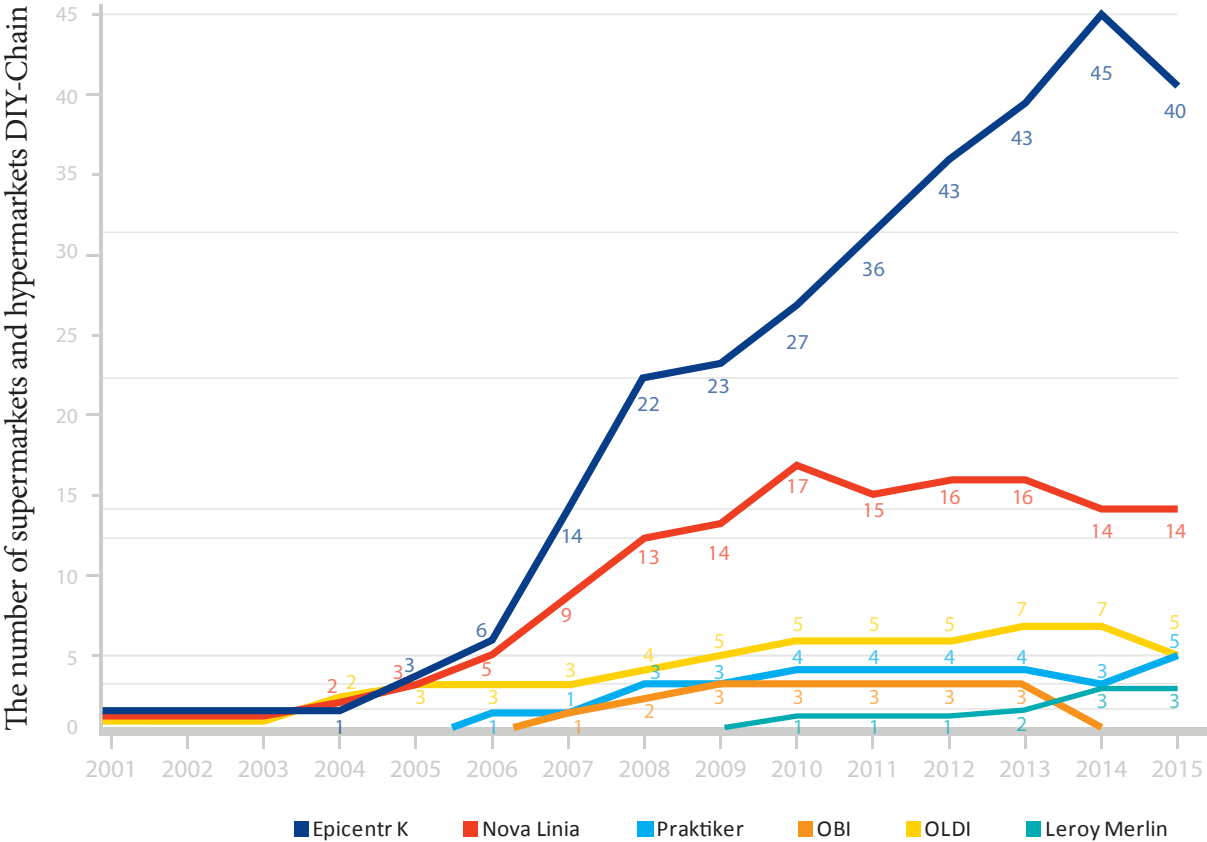
Main tagret groups of consumers	<ul style="list-style-type: none"> ➔ Construction companies ➔ Construction Brigade ➔ Private builders ➔ Family making repairs ➔ Families with private home and garden ➔ Families with kids
Other target groups of consumers	<ul style="list-style-type: none"> ➔ Architects, designers, decorators ➔ Occasional consumers ➔ The owners of cottages ➔ The owners of private business
Total square: 6827340 м²	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 2006-2015 (USD)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
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	83 698 333,32
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	87 311 595,50
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	80 821 123,16
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	73 245 668,76
May	26 794 566,71	55 597 108,46	111 462 885,51	90 869 624,45	109 153 114	157 415 367	192 336 041	197 670 581	160 206 584	100 825 047,69
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	98 435 266,78
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	111 513 458,67
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	112 948 652,54
September	31 674 748,86	76 495 096,91	127 203 158,88	106 545 626	128 348 610	166 629 808	199 197 181	211 584 747	156 755 388	108 731 476,18
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	115 623 531,38
November	37 269 901,73	85 223 059,44	107 475 880,84	95 978 623	127 401 791	152 795 699	190 213 674	207 591 066	133 969 237,62	106 180 165,57
December	40 319 447,56	93 498 149,45	109 004 250,60	96 682 024	134 214 860	187 500 000	225 281 602	259 352 885	158 804 374,41	-
TOTAL	338 115 409,95	767 426 934,62	1 313 833 070,24	1 077 079 104,45	1 307 184 002	1 756 930 825	2 131 325 969	2 378 838 722	2 990 337 337,03	-



THE DYNAMICS OF THE NATIONAL AND INTERNATIONAL DIY-CHAINS OF UKRAINE in 2001-2015. (as of 12/2015)



National chain of building and home improvement hypermarkets

EPICENTR K is growing fast and now there are 40 of such hypermarkets.

IN KYIV:

Epicentr K – 1	Bratyslavskа 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	Kievskа 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
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	Arkhitektoriiv 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
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. 1/3	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»



DECO

The list of DECO Salons that are operating now:

DECO

In Kyiv:

Epicentr K – 1	Bratyslavska St. 11	14 170 m ²	511,8 m ²
Epicentr K – 2	Kiltseva St. 1-B	36 296 m ²	2383 m ²
Epicentr K – 3	Hryhorenka St. 40	42 440 m ²	3747 m ²
Epicentr K – 5	Kryshtaleva St. 6	13 983 m ²	732,6 m ²
Epicentr K – 6	Berkovetska St. 6-V	56 610 m ²	5189 m ²
Epicentr K – 7	Poliarna St. 20-d	110000 m ²	9200 m ²

In other regions of Ukraine:

Brovary	Kievska St. 253	23616 m ²	1530 m ²
Cherkasy	30-richchia Peremohy St. 29	20000 m ²	1148 m ²
Chernigiv	Novoselivka, str. Shevchenko, 57	21684 m ²	1790 m ²
Chernivtsi	Hotynska St. 10-A	27300 m ²	1910 m ²
Dnipropetrovsk	Yuvileinoe, Babenka St. 25	29412 m ²	3258 m ²
Dnipropetrovsk-2	Zaporizke Highway 62 K	30088 m ²	2741 m ²
Dneprodzerzhinsk	17th km os the Dneprodzerzhinsk-Petrikovka-Magdalinovka road 1	11010 m ²	337 m ²
Ivano-Frankivsk	V. Ivasiuka St. 17	24915 m ²	1613 m ²
Kamianets-Podilskyi	Khmelnyske Highway 11	11010 m ²	532 m ²
Kharkiv	Haharina St. 352	26920 m ²	2110 m ²
Kharkiv-2	Arkhitektoriy St. 7	22320 m ²	2862 m ²
Kharkiv-3	Geroiv Praci St. 9-a	13300 m ²	710 m ²
Kherson	Berislavske Highway 17	20630 m ²	1878 m ²
Khmelnyskyi	Zarichanska St. 11/4	23222 m ²	2598,4 m ²
Kirovograd	Popova St. 8	16700 m ²	995 m ²
Kryvyi Rih	Bykova St. 33	20548 m ²	2200 m ²
Kolomyia	Kerpatska St. 184	5700 m ²	100 m ²
Lutsk	Lypyny, Okruzhna St. 37	21600 m ²	2166 m ²
Lviv	Horodotska St. 302	25218 m ²	1565,3 m ²
Lviv-2	B. Hmelnytskogo St. 188 A	28500 m ²	2400 m ²
Mariupol	Lenin avenue 130	21600 m ²	2010 m ²
Mukacheve	Lavkivska St. 1-D	11010 m ²	560 m ²
Mykolaiv	Zhovtnevyi St. 234-B	15400 m ²	407,62 m ²
Odesa	7th km os the Ovidiopolska Road 1	29988 m ²	1117 m ²
Odesa-2	Zhukova St. 99	21698 m ²	2017 m ²
Poltava	Kyivske Highway 41	25751 m ²	2103,8 m ²
Rivne	Makarova St. 17	25960 m ²	2921 m ²
Stryj	Olega Olzhycha St. 18	9540 m ²	600 m ²
Sumy	Cherepyna St. 1/2	23760 m ²	1360 m ²
Ternopil	Poliska St. 7	16692 m ²	410 m ²
Uzhgorod	Babiaka St. 7/1	12952 m ²	1694 m ²
Vinnytsia	Zarvantsi, 1st km of Khmelnytske Highway 1	21216 m ²	1194 m ²
Zaporizhzhja	Zaporizka St. 1-V	18715 m ²	1820 m ²



Today national chain of build and home improvement hypermarkets EPICENTR K is the winner of Choice of the year in Ukraine international festivals in 2006 – 2008 in the nomination «The chain of building materials markets of the year» as well as the winner of the Ukrainian Trade Olympus Prize.

In December 2008 the national net of DIY markets (household hypermarkets) opened the new DEKO department.

Now we have 40 DEKO-stores and there are no similar stores all over Ukraine.

A wide range of goods represented in Kitchenware Department of DECO division has about 25,000 articles.

• Utensils for cooking • Kitchen accessories • Glassware • Tableware • Gift assortment of dishes • Professional cookware HoReCa.

Kitchenware department works with 129 suppliers, of which 70 - Ukrainian suppliers and 57 - foreign plants.

We monitor newly-designed products visiting exhibitions and always select new items in accordance with customer requirements, satisfying aesthetic, functional and price points that are important when choosing the goods.

We work closely with cafes and restaurants offering a full range of dishware and related materials which are used in the cooking preparation and serving of meals.

Kitchenware Department represents world-famous brands of tableware:

• RcR • Same • Spigarelli • Pintilnox • Luigi Bormioli • Narumi • Schott • Bohemia • Leonardo • Luminarc • Borgonovo • Borgonovo Discover • Silit • Andrew living room • DeBuyer • Emile Henry • Green Pan • Merry Lane • Peugeot • Wusthof • Tescoma

In Kitchenware Department are also represented own trade

marks:

Flamberg — kettles, utensils for cooking and kitchen accessories, ceramic knives.

Waldenburg — porcelain dinner tea and coffee sets.

Indigo — tableware.

UNDERPRICE utensils for cooking, kettles, cutlery and kitchen accessories. The range of items of this TM are the goods with good quality at the reasonable price.

A wide range of goods of the Textile department in DECO division has about 30,000 articles for each taste:

• blankets • cushions • mattresses • bed sets • decorative blankets and pillows • bath products • textile in national design • kitchen textiles • hosiery • lingerie • home clothing and shoes • sauna textile • curtains and drapes.

Textile department works with 162 suppliers, of which 89 - Ukrainian suppliers and 73 foreign factories (55 Chinese factories, 10 European factories, 8 factories from Turkey). We control quality and monitor brand-new products on the world textile markets and exciting offers. We always offer for the end user only high quality goods at attractive price. Promotional offers of Textile department don't have price competitors all across Ukraine! We closely cooperate with wholesale customers, whom we offer products for individual prices (depending on quantity).

Textile department has exclusive rights to represent in Ukraine world famous textile brands: Zucchi, Granfoulard, Fazzini - Italy (luxury makosateen bed sets and robes), Manterol, Atilo, Reig Marti - Spain (decorative plaids and bedspreads), Vossen - Austria (terry products). **Zucchi** – the most famous brand in Italy, one of the most popular in Europe, one of the world leaders in the manufacture of bed sets. **Fazzini** represents Italy's textile industry tradition. Bed linen, quilts,

warm duvet covers and tartan rugs are made with materials of the highest quality and fabulous designs. **Vossen** – manufacture of a wide range of high quality terry towels of different weight and design, using only natural dyes and new technology Air Floor, so the quality of terry products meets the European standards. **Manterol** - the secret of the popularity of rugs and bedspreads is hidden in the harmonious combination of modern technology and original design. Large sizes and bright colors allow you to choose bedspreads for all tastes. **ANTILO** brand well known for its design, innovation and high quality. Rich colors, typical and characteristic **ANTILO** design elements create a very diverse collection from classic, to the most modern.

We exclusively represent our own brands – **LaNuit** (terry products in different collections, bed sets), **UNDERPRICE** (towels, bed sets, blankets for obtainable prices), **SONGER und SOHNE** (pillows, duvets, mattresses).

Goods of our own trademarks we order not only from the best Ukrainian producers, but also from foreign factories, where we always control the quality of products at all stages of production.

Working with the goods' assortment, we primarily aim to make the beauty and aesthetics of home comfort available to every customer!

Gift department is a department where you can find a present for your family, friends, colleagues and for yourself. We present following assortment groups:

1. Gifts for women – jewelry boxes, vases, artificial flowers.
2. Gifts for men – decorative guns, table games, marine items.
3. VIP elite gifts – porcelain statues painted with gold and decorated swarovsky crystals, vases and fruit plates made of crystal decorated with gold.

4. Pictures, table and wall clocks, photoframes, albums, aroma products, leather accessories (gloves, bags, belts), decorative furniture and so on.

For this moment Gift department has 220 suppliers, among which 4 suppliers from Italy and more than 100 suppliers from China. Total amount of articles is about 18000.

We have own trademarks: **ALESSANDRO**, **DECO BEAUTY**, **UNDERPRICE**.

In our department you can find a wide range of gifts and souvenirs for customers with different level of income. You can find presents for wedding day, for birthday, for anniversary and any other occasion. We have a huge choice of gifts by very reasonable prices. Gift department is an answer for the question if you have to buy a present!

The first stationery department in chain of build and home improvement hypermarkets EPICENTR K was founded in August 2012. For today we have 42 stationery departments all over Ukraine.

On December 6, 2014 was opened the biggest stationery department with total area 500 sqm.

In stationery department you can find anything you need for your workplace, school, handmade products and decorative art. Total amount of articles is about 6000.

In stationery department we present following groups:

-everything for school, - decorative art, - office paper, -exercise books and notebooks, -writing implements, - office instruments, -folders, - equipment for presentation, - office machines,

We also have our own trademarks: Nota Bene school and Nota Bene Office. The items of this TM are the goods with good quality at the reasonable price. We always control the quality of products at all stages of production.

















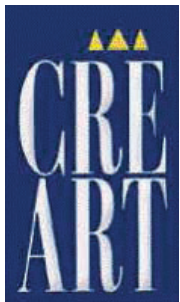
Exclusive Lable



Flamberg



underprice



manterol grupo

LAURA ASHLEY

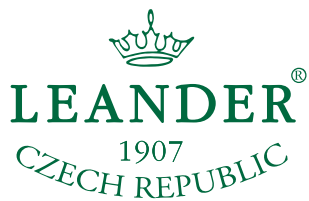
ROCHAS PARIS



EGIZIA



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