



**PRESENTATION**

**2018**





ЕПІК

КАНЦТОВАРИ

ВІД ДЕРЕВА

ДЕКОР





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 110.000 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 14 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 49 hypermarkets throughout Ukraine with its business area totaling in approximately 1.2 million square meters.



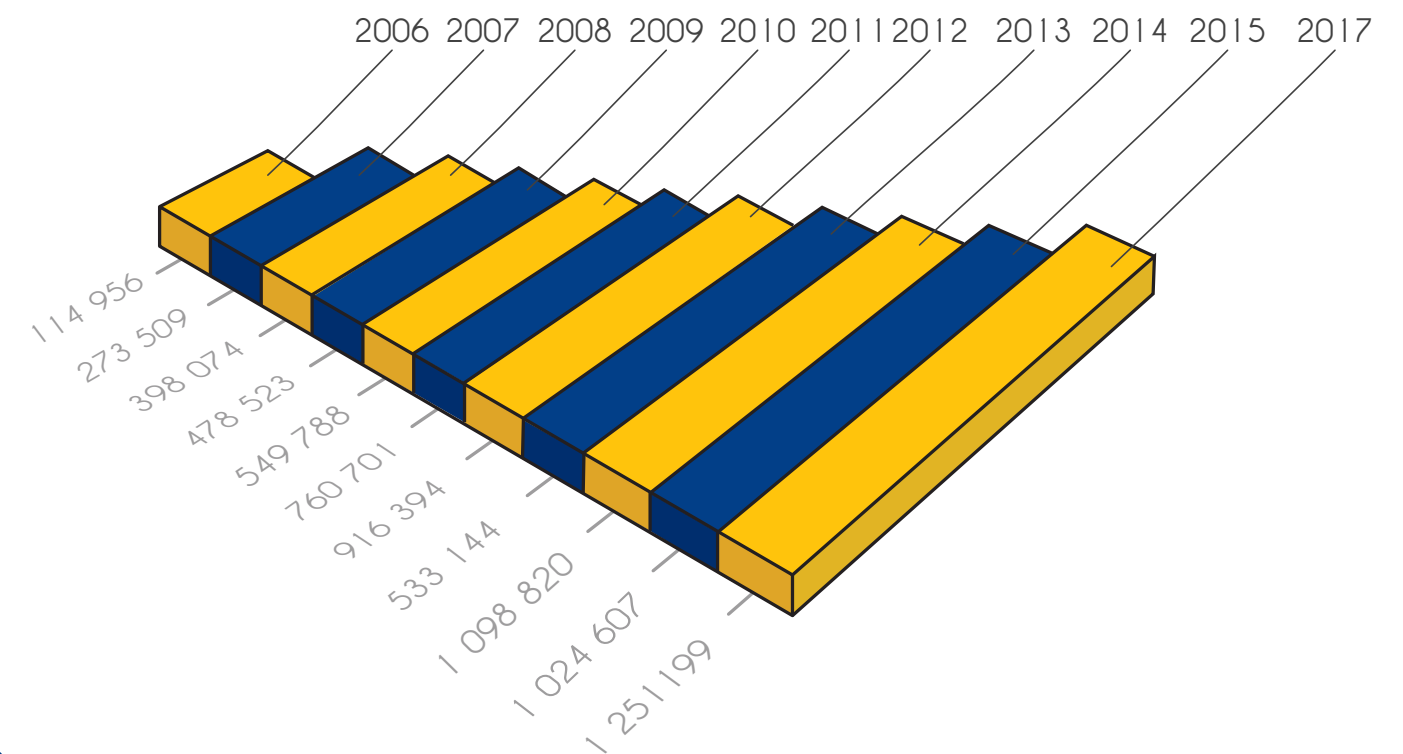
## THE TARGET AUDIENCE OF EPICENTR.

<b>Main target groups of consumers</b>	<ul style="list-style-type: none"> <li>→ Construction companies</li> <li>→ Construction Brigade</li> <li>→ Private builders</li> <li>→ Families repairing homes</li> <li>→ Families with private houses and gardens</li> <li>→ Families with kids</li> </ul>
<b>Other target groups of consumers</b>	<ul style="list-style-type: none"> <li>→ Architects, designers</li> <li>→ Occasional consumers</li> <li>→ Owners of cottages</li> <li>→ Owners of private businesses</li> </ul>
<b>Total area: ~ 1.2 million square meters</b>	Epicentr
<b>sex</b>	male– 52% female – 48%
<b>age</b>	main groups 1) 25-45 year old other groups
<b>Number of payments untill 23/12/14</b>	more than 300 millions items

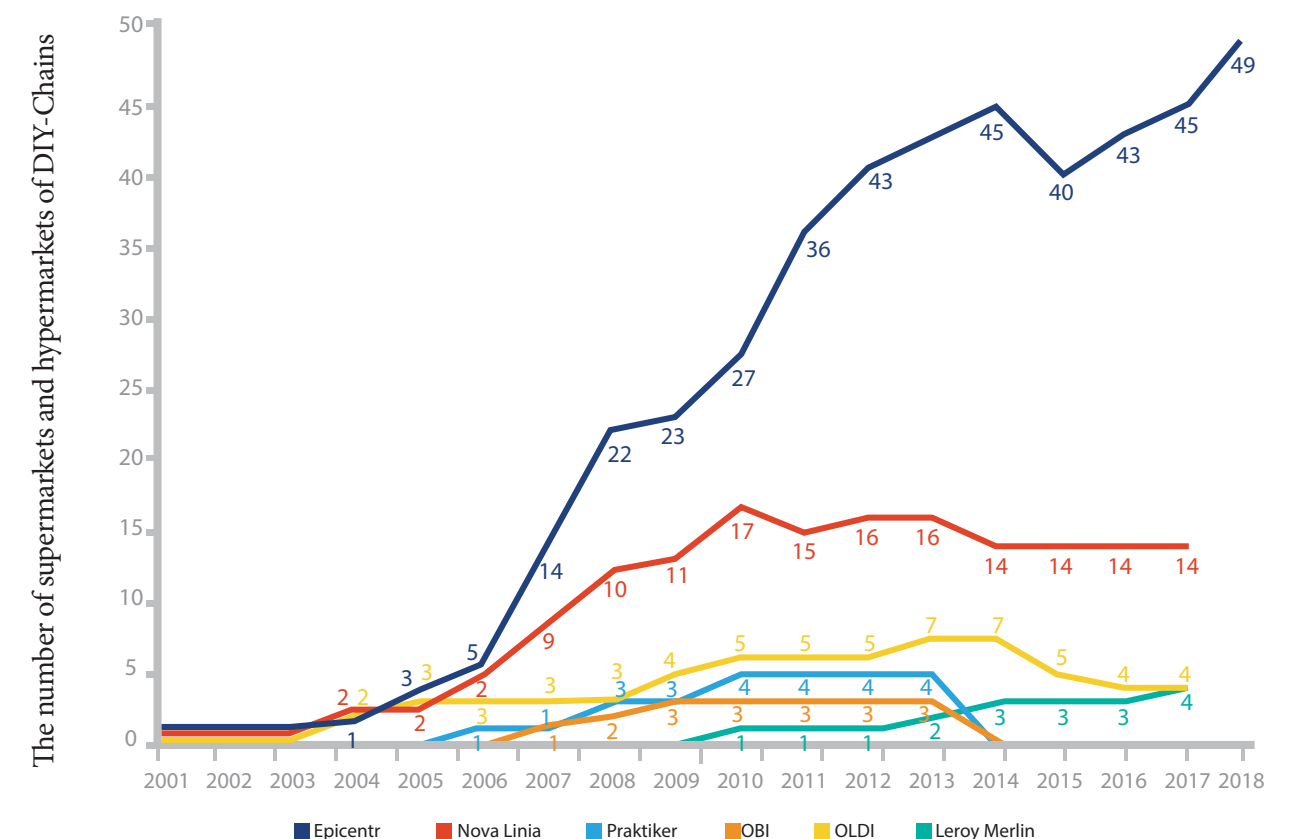
## DYNAMICS OF SALES VOLUME 2006-2017 (USD)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January	15 336 206	33 116 998	62 873 007	53 697 964	54 647 116	76 707 090	94 934 981	109 016 444	121 111 885	80 576 052	65 431 114	75 079 131
February	16 743 679	34 339 887	76 385 997	59 408 512	56 790 711	79 209 160	93 410 923	108 796 408	106 411 360	82 812 789	70 565 033	75 928 359
March	20 218 396	46 185 163	97 287 329	67 008 853	75 976 431	104 440 543	129 201 736	125 919 106	130 858 872	78 346 161	85 532 986	100 123 651
April	21 154 570	45 201 703	98 904 852	63 284 767	80 860 792	113 423 625	129 811 158	161 017 342	127 476 351	71 486 380	95 627 408	95 966 151
May	26 916 806	55 976 917	117 443 761	84 449 458	99 468 746	141 986 353	165 484 748	162 092 210	134 627 185	98 761 369	94 831 057	116 309 385
June	28 320 649	62 716 992	124 013 455	86 077 875	109 362 345	144 953 978	164 530 134	173 422 350	136 776 519	98 118 458	105 580 315	119 004 105
July	31 950 700	73 650 530	142 818 632	94 455 592	117 817 740	157 252 862	174 255 598	193 419 057	151 964 180	108 438 472	116 863 687	134 288 272
August	31 335 854	77 189 763	144 892 478	92 172 640	116 903 450	161 025 486	172 987 881	195 576 512	149 031 333	109 688 841	120 148 594	137 333 463
September	31 888 234	77 205 348	135 987 227	89 632 306	116 681 901	150 195 770	165 312 556	175 085 524	143 070 693	104 623 204	108 780 101	128 043 615
October	37 534 833	83 513 479	127 348 895	93 595 000	121 673 076	150 060 580	172 263 446	177 745 968	144 166 803	110 242 795	111 698 724	133 143 841
November	37 443 334	80 651 359	105 650 017	84 994 838	115 378 587	136 389 442	157 353 237	171 579 222	129 209 432	102 095 107	106 669 320	131 417 940
December	40 408 001	87 828 525	90 878 110	88 100 228	120 943 370	173 239 952	186 829 342	211 933 586	153 100 127	136 845 439	142 728 642	174 174 233
<b>TOTAL</b>	<b>339 251 263</b>	<b>757 576 665</b>	<b>1 324 483 759</b>	<b>956 878 034</b>	<b>1 186 504 266</b>	<b>1 588 884 842</b>	<b>1 806 375 740</b>	<b>1 965 603 728</b>	<b>1 627 804 740</b>	<b>1 182 035 069</b>	<b>1 224 456 981</b>	<b>1 420 812 145</b>

## SALES AREA OF TRADING CENTERS



## THE DYNAMICS OF THE NATIONAL AND INTERNATIONAL DIY-CHAINS IN UKRAINE in 2001-2017. (of 01/2018)





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

KYIV:		
Epicentr K – 1	Bratyslavska Str, 11	37220 m <sup>2</sup>
Epicentr K – 2	Kiltseva Road, 1-B	36296 m <sup>2</sup>
Epicentr K – 3	Hryhorenka Str, 40	42440 m <sup>2</sup>
Epicentr K – 4	Viskozna Str, 4	10044 m <sup>2</sup>
Epicentr K – 5	Kryshtaleva Str, 6	27840 m <sup>2</sup>
Epicentr K – 6	Berkovetska Str, 6-V	73858 m <sup>2</sup>
Epicentr K – 7	Poliarna Str, 20-D	105000 m <sup>2</sup>
Epicentr K – 8	Stepana Bandery Ave, 13-A	53900 m <sup>2</sup>

OTHER REGIONS OF UKRAINE:		
Bila Tserkva	Levanevskogo Str, 83	10 400 m <sup>2</sup>
Brovary	Kyivska Str, 253	23616 m <sup>2</sup>
Cherkasy	30-richchia Peremohy Str, 29	20000 m <sup>2</sup>
Chernigiv	Novoselivka Village, Shevchenka Str, 57	21684 m <sup>2</sup>
Chernivtsi	Hotynska Str, 10-A	27300 m <sup>2</sup>
Dnipro	Slobozhanske Settlement, Babenka Str, 25	29412 m <sup>2</sup>
Dnipro-2	Zaporizke Highway, 62-K	30088 m <sup>2</sup>
Dubno	Grushevskogo Str, 119-V	3880 m <sup>2</sup>
Ivano-Frankivsk	Ivasiuka Str, 17	24915 m <sup>2</sup>
Kamianske	17th km of Kamianske-Petrykivka-Magdalynivka Road, 1	11010 m <sup>2</sup>
Kamianets-Podilskyi	Khmelnyske Highway, 11	11010 m <sup>2</sup>
Kharkiv	Haharina Str, 352	26920 m <sup>2</sup>
Kharkiv-2	Arkhitektoriy Str, 7	22320 m <sup>2</sup>
Kharkiv-3	Heroiv Pratsi Str, 9-A	13300 m <sup>2</sup>
Kherson	Beryslavske Highway, 17	20630 m <sup>2</sup>
Khmelnyskyi	Zarichanska Str, 11/4	23222 m <sup>2</sup>
Kolomyiva	Karpatska Str, 184	5760 m <sup>2</sup>
Kropyvnytskyi	Kosmonavta Popova Str, 8	16700 m <sup>2</sup>
Kryvyi Rih	Bykova Str, 33	20548 m <sup>2</sup>
Lutsk	Lypyny Village, Okruzhna Str, 37	21600 m <sup>2</sup>
Lviv	Horodotska Str, 302	33700 m <sup>2</sup>
Lviv-2	Khmelnyskogo Str, 188-A	28500 m <sup>2</sup>
Lviv-3	Sokilniki Village, Stryiska Str, 30	8210 m <sup>2</sup>
Mariupol	Myru Ave, 130	21600 m <sup>2</sup>
Mukachevo	Lavkivska Str, 1-D	11010 m <sup>2</sup>
Mykolaiv-1	Bohoyavlenskyi Ave, 234-V	15400 m <sup>2</sup>
Mykolaiv-2	NEW 2018	40000 m <sup>2</sup>
Odesa-1	7th km of Ovidiopolska Road, 1	66880 m <sup>2</sup>
Odesa-2	Lymanka Village, Marshala Zhukova Ave, 99	50140 m <sup>2</sup>
Odesa-3	NEW 2018	35000 m <sup>2</sup>
Poltava	Kyivske Highway, 41	25751 m <sup>2</sup>
Rivne	Makarova Str, 17	25960 m <sup>2</sup>
Shepetivka	Starokostiantynivske Highway, 38-B	3 880 m <sup>2</sup>
Starokostantyniv	NEW 2018	3880 m <sup>2</sup>
Stryi	Olzhycha Str, 18	9540 m <sup>2</sup>
Sumy	Heroiv Krut Str, 1/3	23760 m <sup>2</sup>
Ternopil	Poliska Str, 7	16692 m <sup>2</sup>
Uman	Kyivska Str, 27	7500 m <sup>2</sup>
Uzhgorod	Babiaka Str, 48	12952 m <sup>2</sup>
Vinnytsia	Zarvantsi Village, Khmelnytske Highway, 1	21216 m <sup>2</sup>
Zaporizhzhia	Zaporizka Str, 1-V	18715 m <sup>2</sup>



Founders of EpicentrK, LLC: Alexandr Gerega and Galyna Gerega



On 6<sup>th</sup> December, 2014 the expert committee of Ukrainian Book of Records, which is Guinness 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»



































# STATIONERY

















































# MILITARY

FISHING. OUTDOOR CLOTHING. HUNTING





# MILITARY



# FISHING. OUTDOOR CLOTHING. HUNTING







A healthy lifestyle is considered as a global trend, following that people seek for success and self-improvement. **INTERSPORT** is the world famous network of sports shops, founded in **1968**, with a turnover over **10 billion euros**. Today 5500 stores **INTERSPORT** opened in **44 countries** form the modern sporting standards and working under the slogan "**Sport to the people!**". Due to the initiative of **Epicenter** founders, a chain of shopping centers in Ukraine became the 45th country in the geography of world sports industry leader **INTERSPORT**.

Year 2017 was generous for important events in sports retail - **9 sports shops of INTERSPORT** with a total area of **14 800 square meters** were opened inside of shopping centers Epicenter in **Kyiv, Odesa, Lviv, Ivano-Frankivsk, Mukachevo, Chernivtsi**.



In **INTERSPORT** stores there are products of different price segments which are targeted to customers with different level of income. Key categories are goods for **running, fitness, soccer, swimming and outdoor**. **INTERSPORT** cooperates with the most prestigious brands that gained an excellent reputation in the global market: **Nike, Adidas, Puma, Reebok, New Balance, Arena, Speedo, Joola, Graf, Salomon, Rossignol, Atomic, Descente, Northland, Killtec, Alpina, Alpine Crown, Hi-Tec, Jack Wolfskin, The North Face, Vist, HEAD, UVEX, Sportalm, EMPORIO ARMANI EA7**.

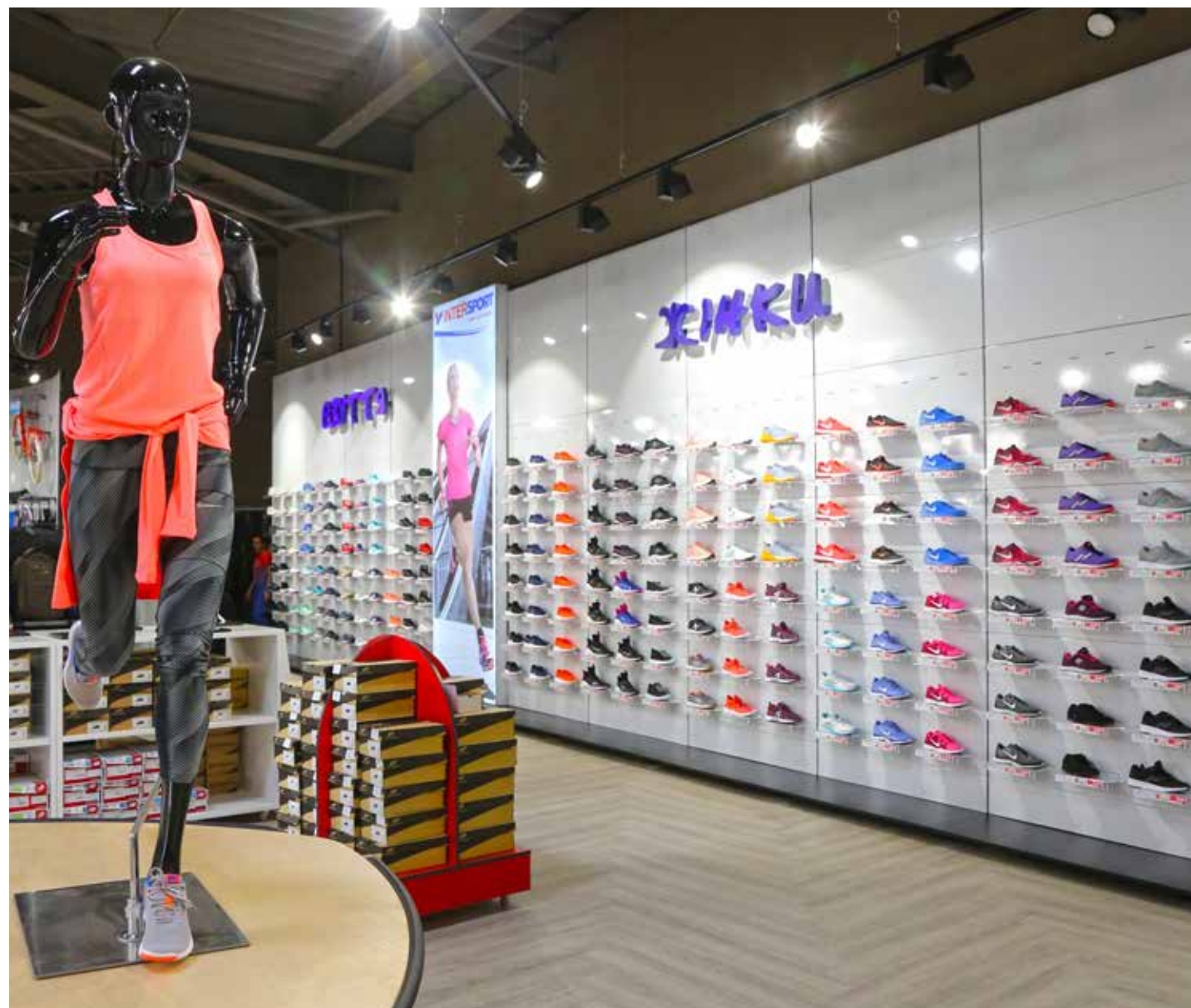
**INTERSPORT** also has its own brands: **McKINLEY, Firefly, Energetics, Pro Touch, TECNopro, Etirel**.























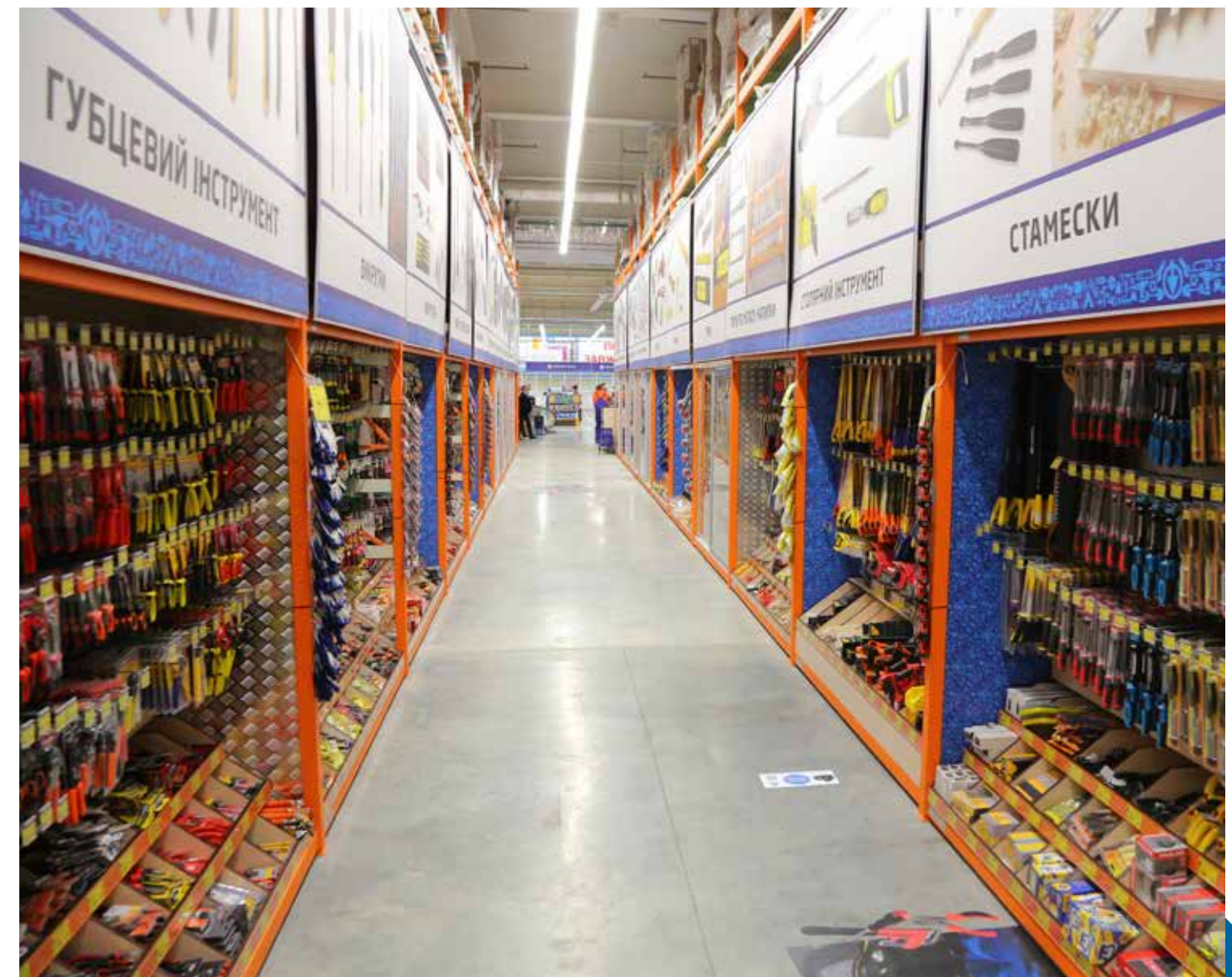












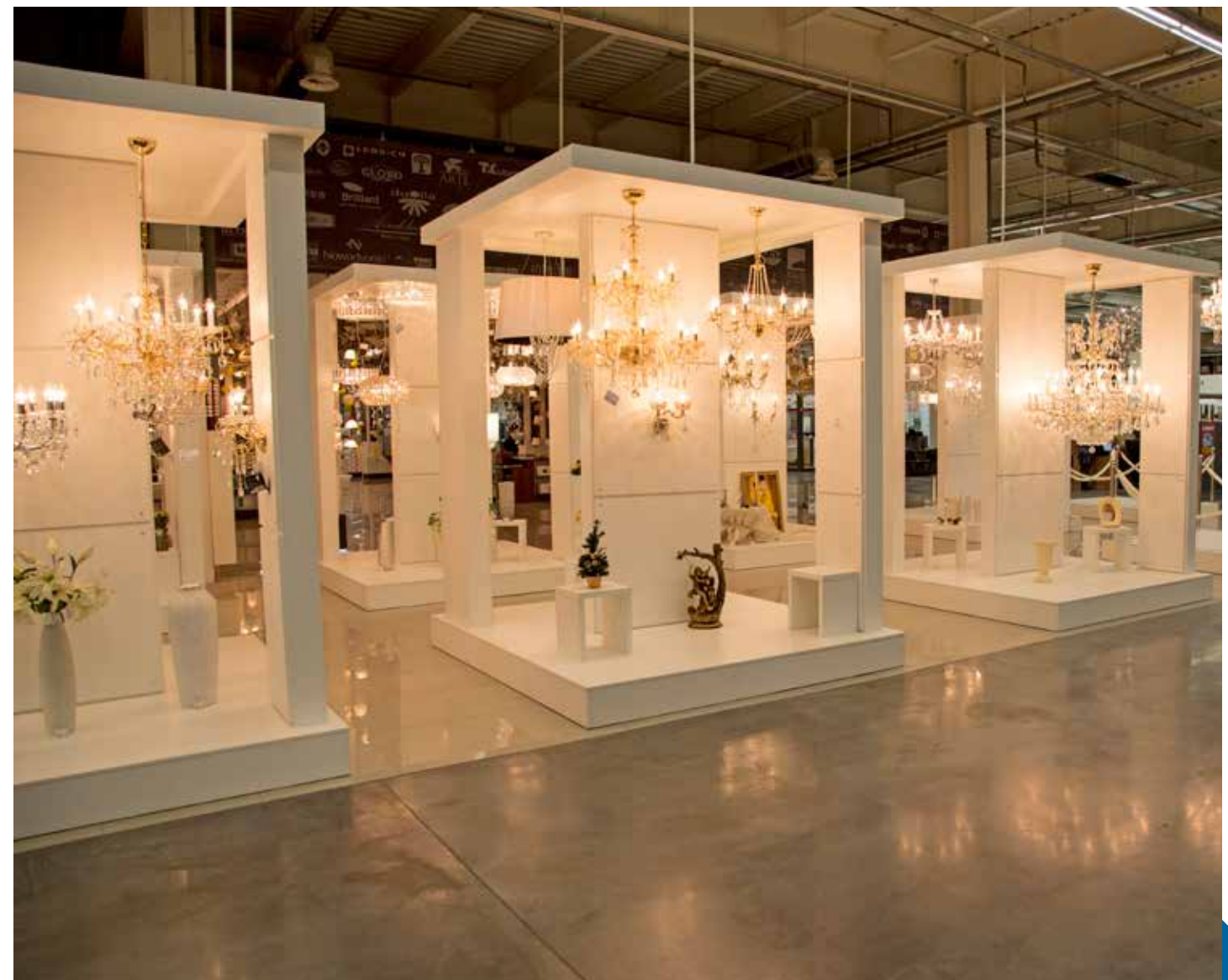
































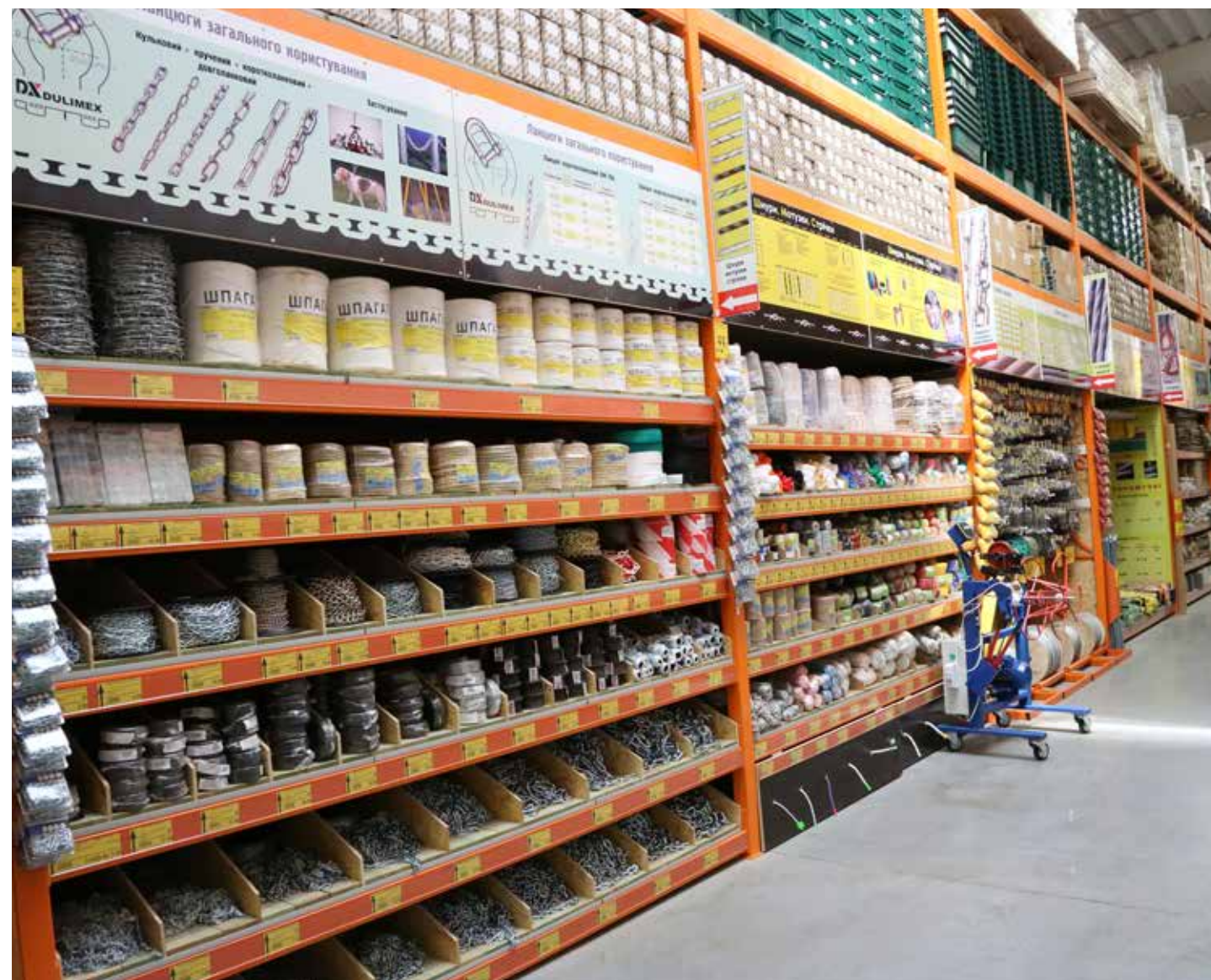








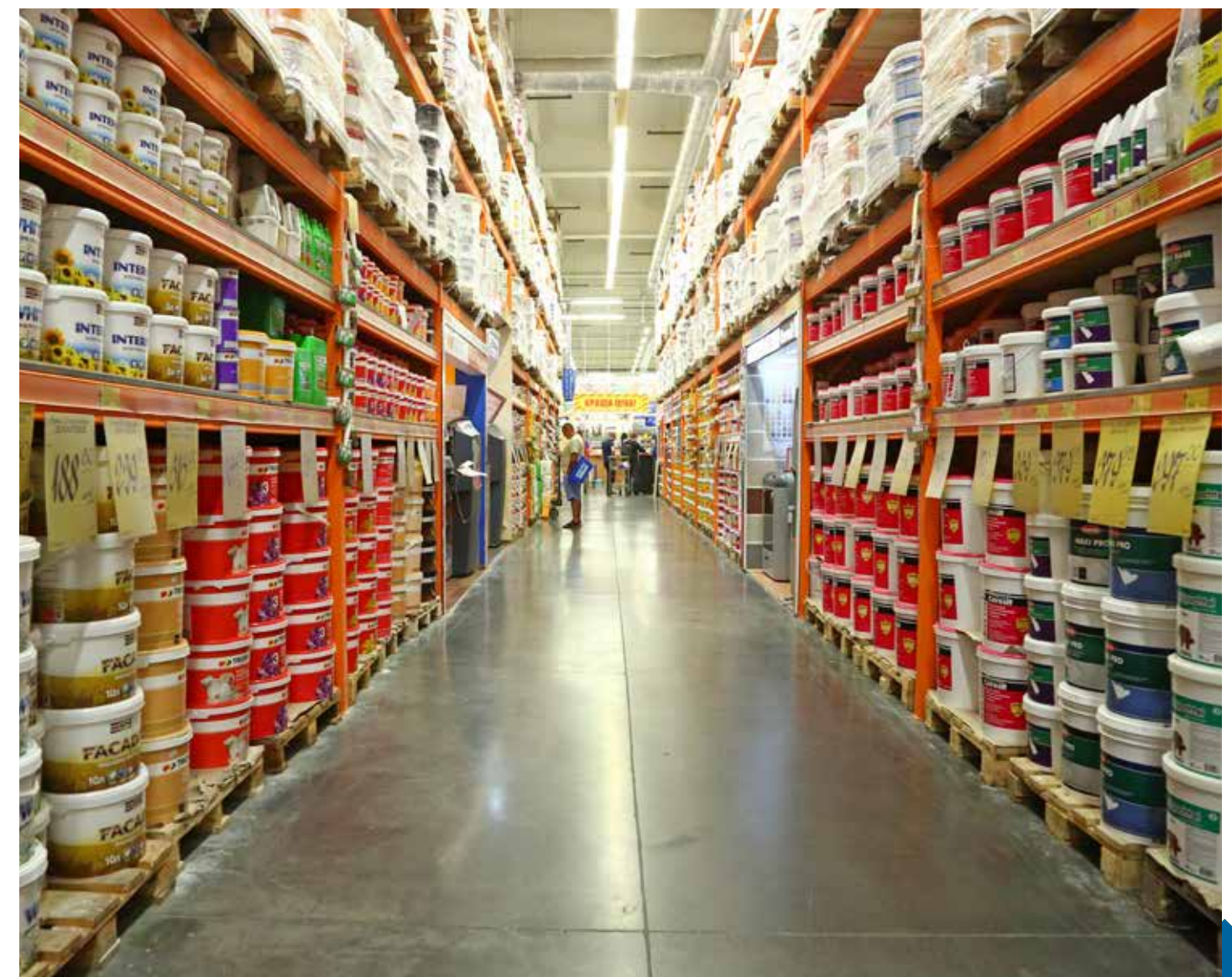












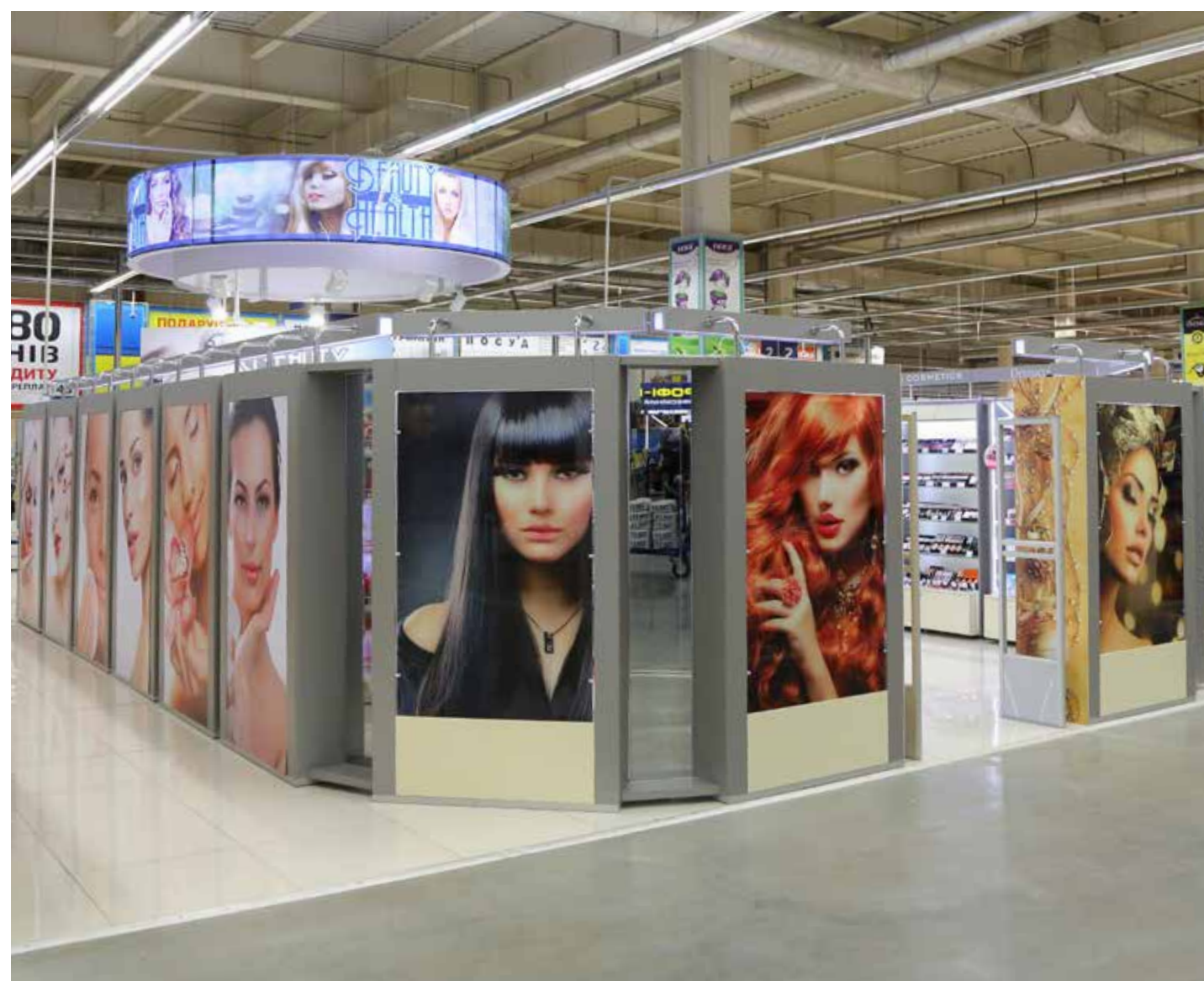
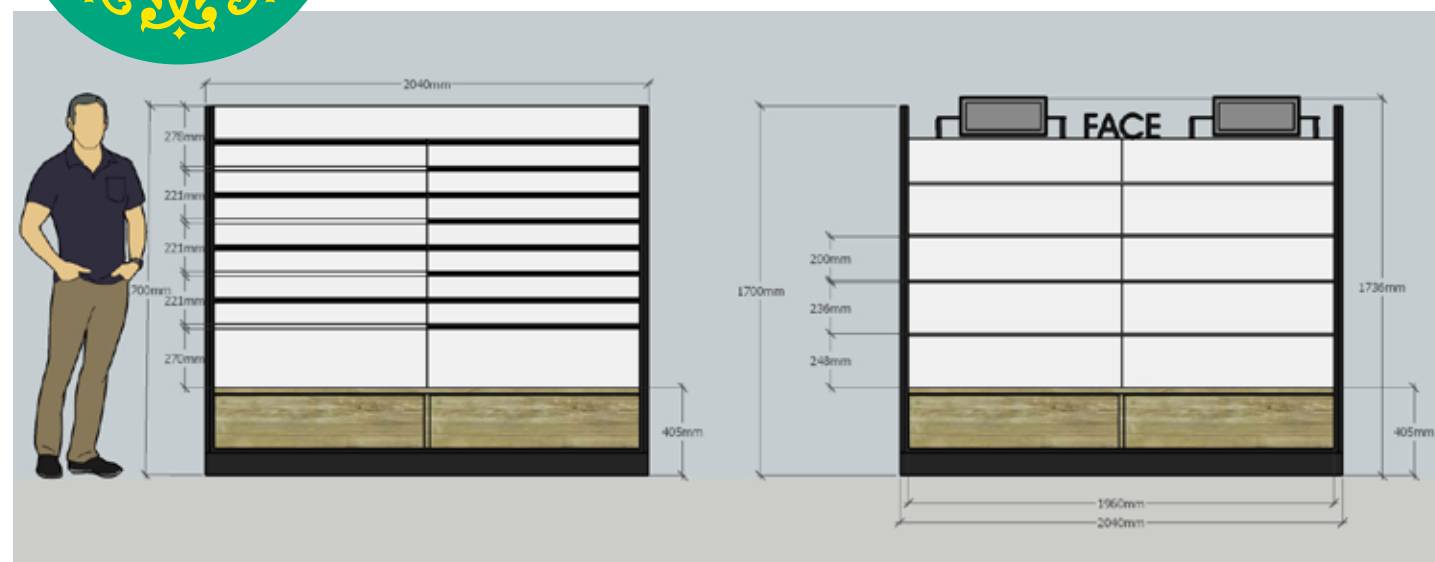








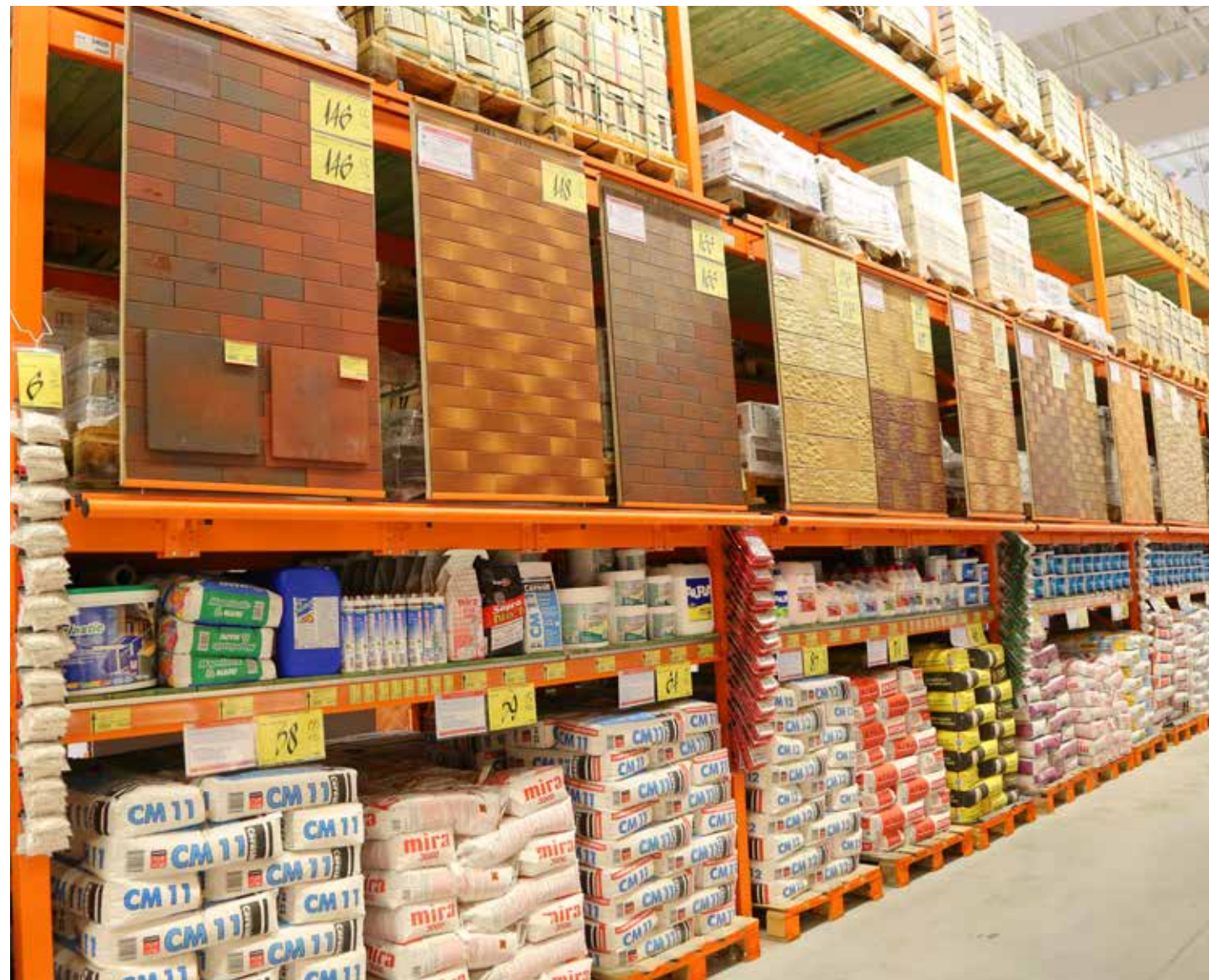








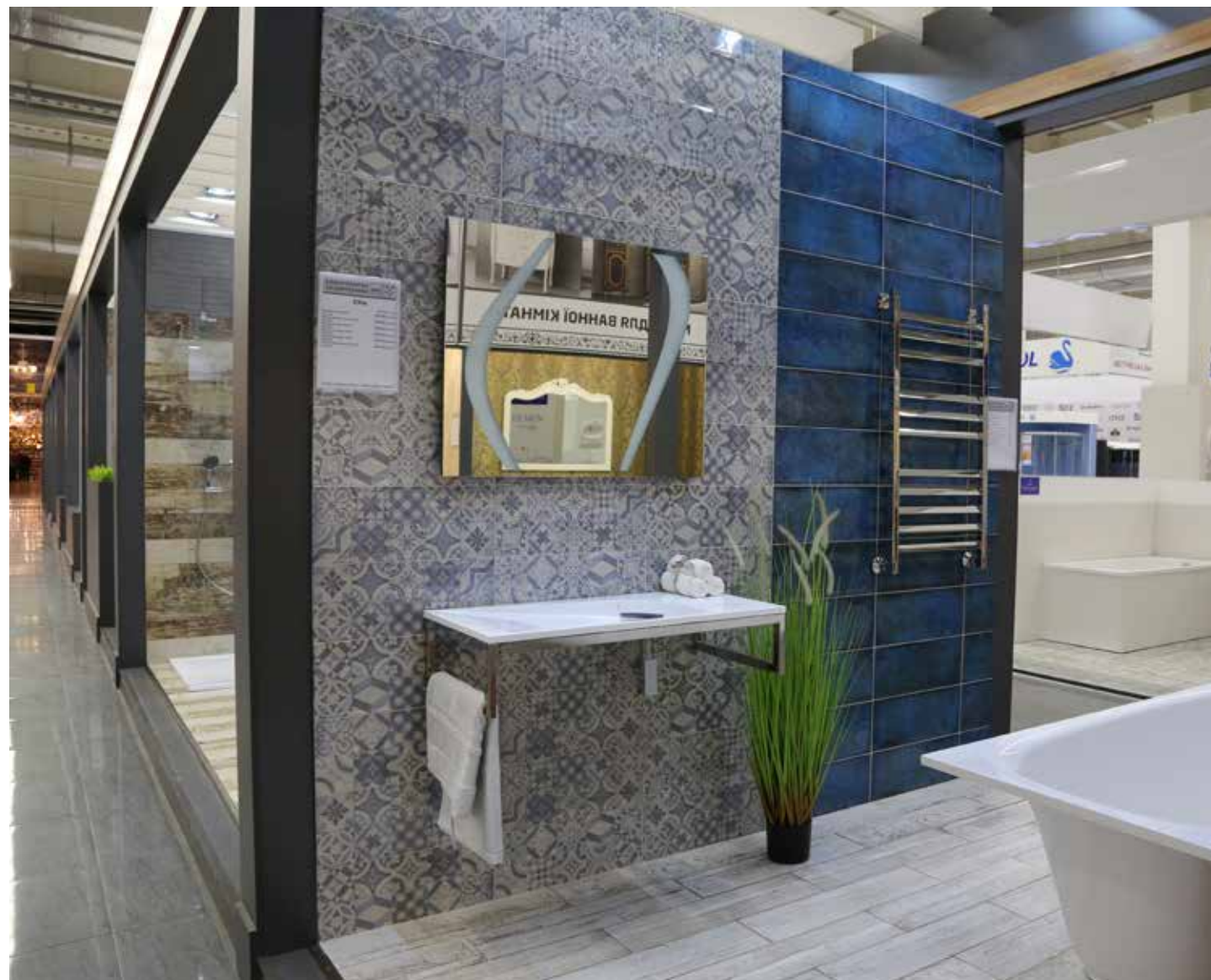








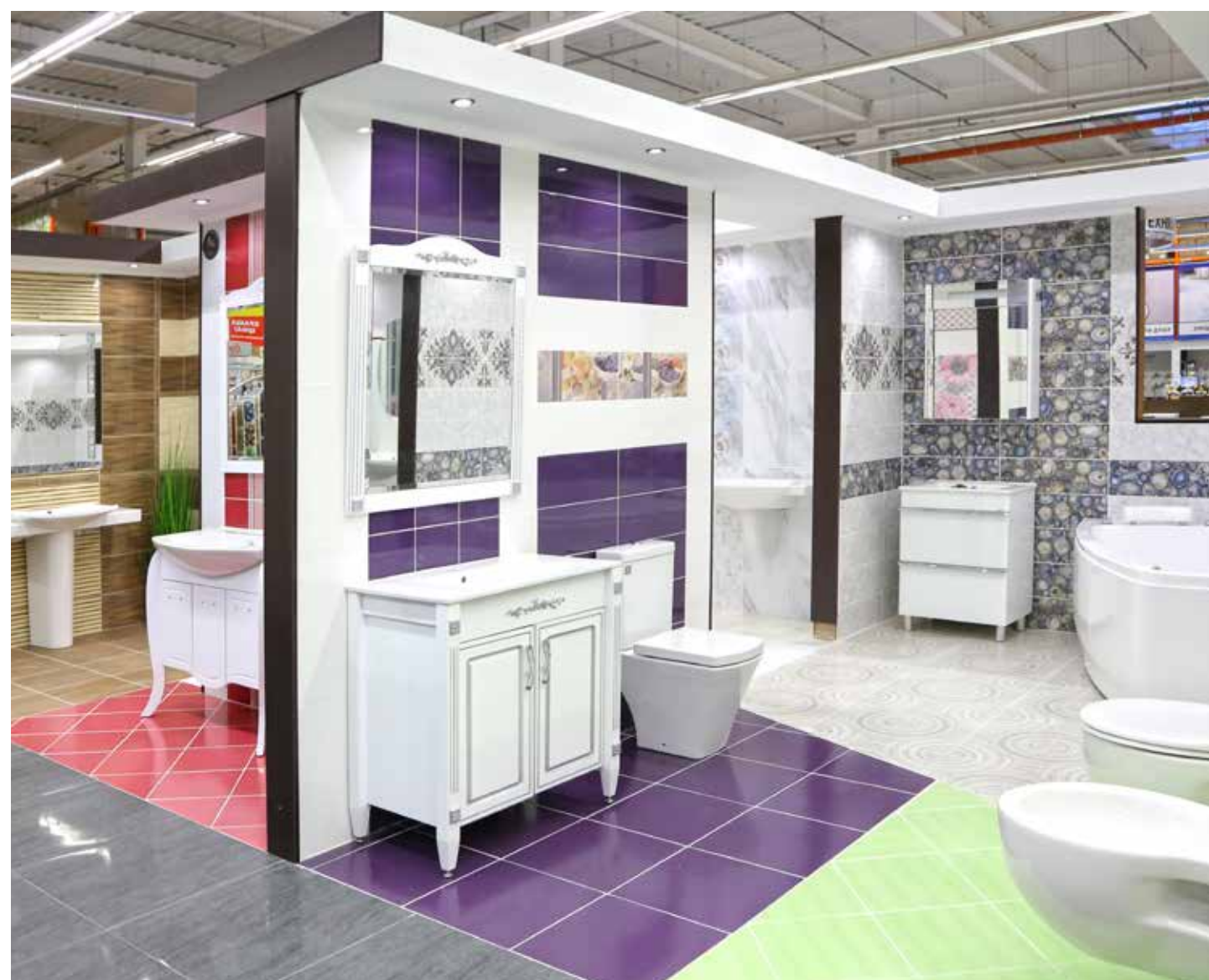












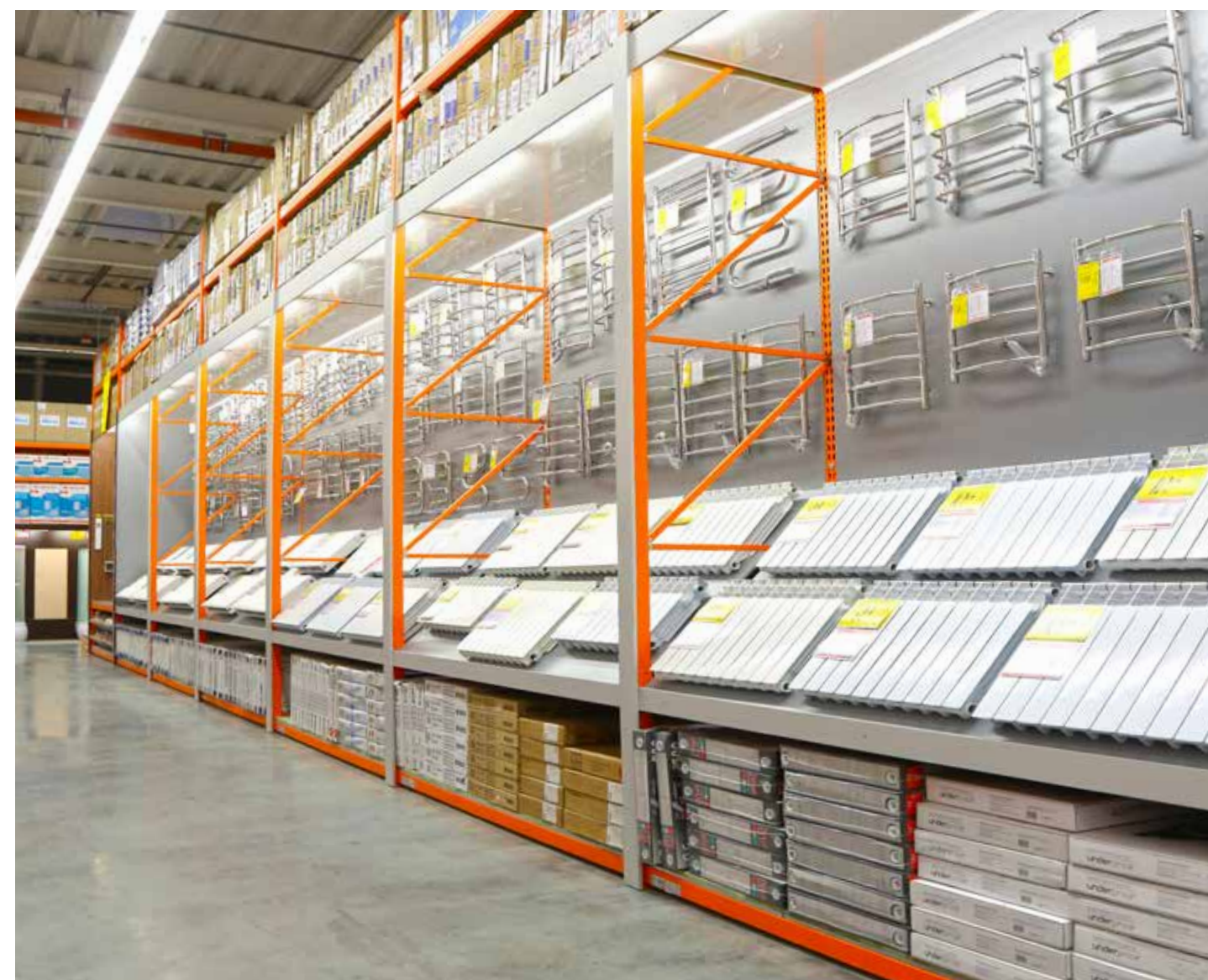
























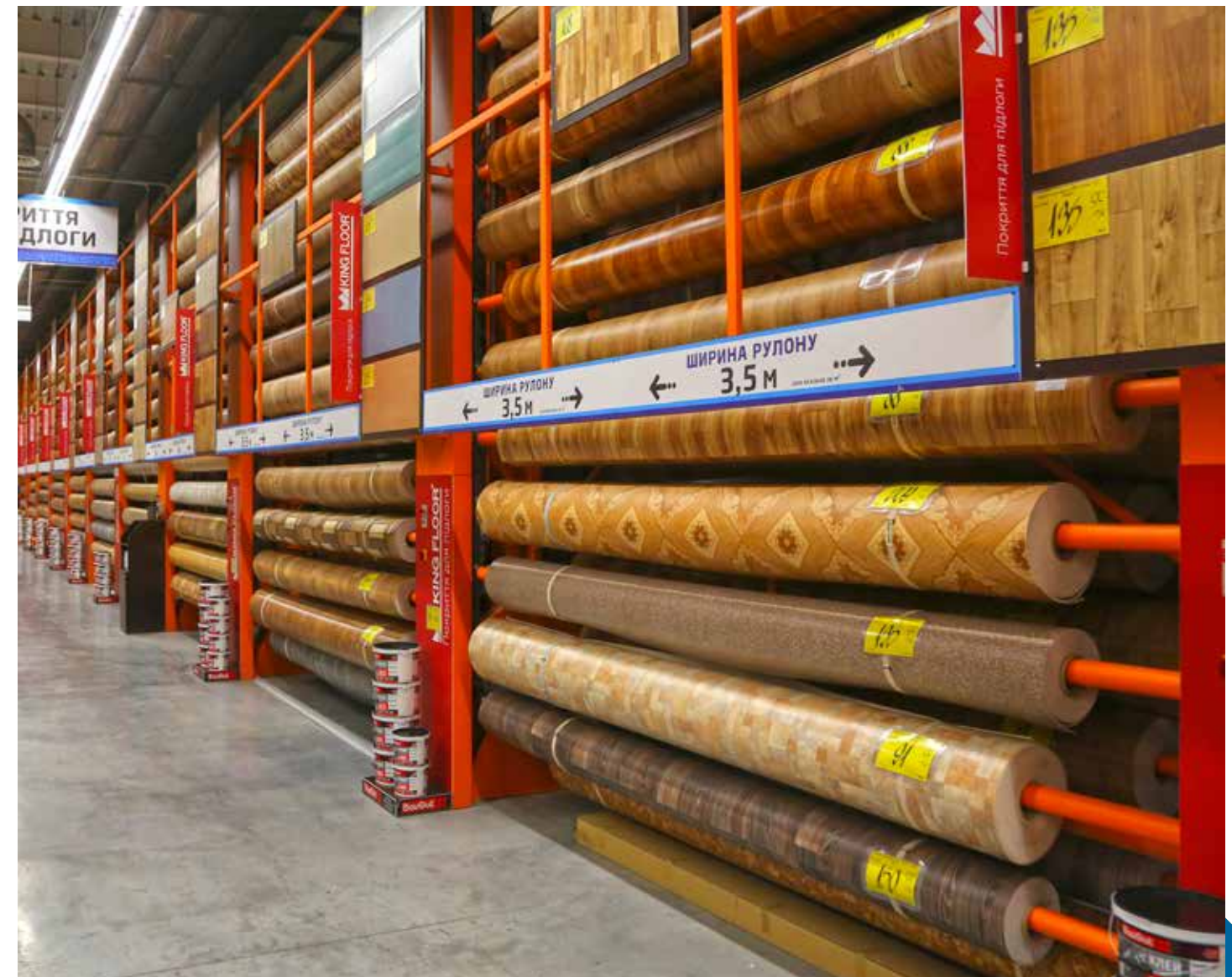
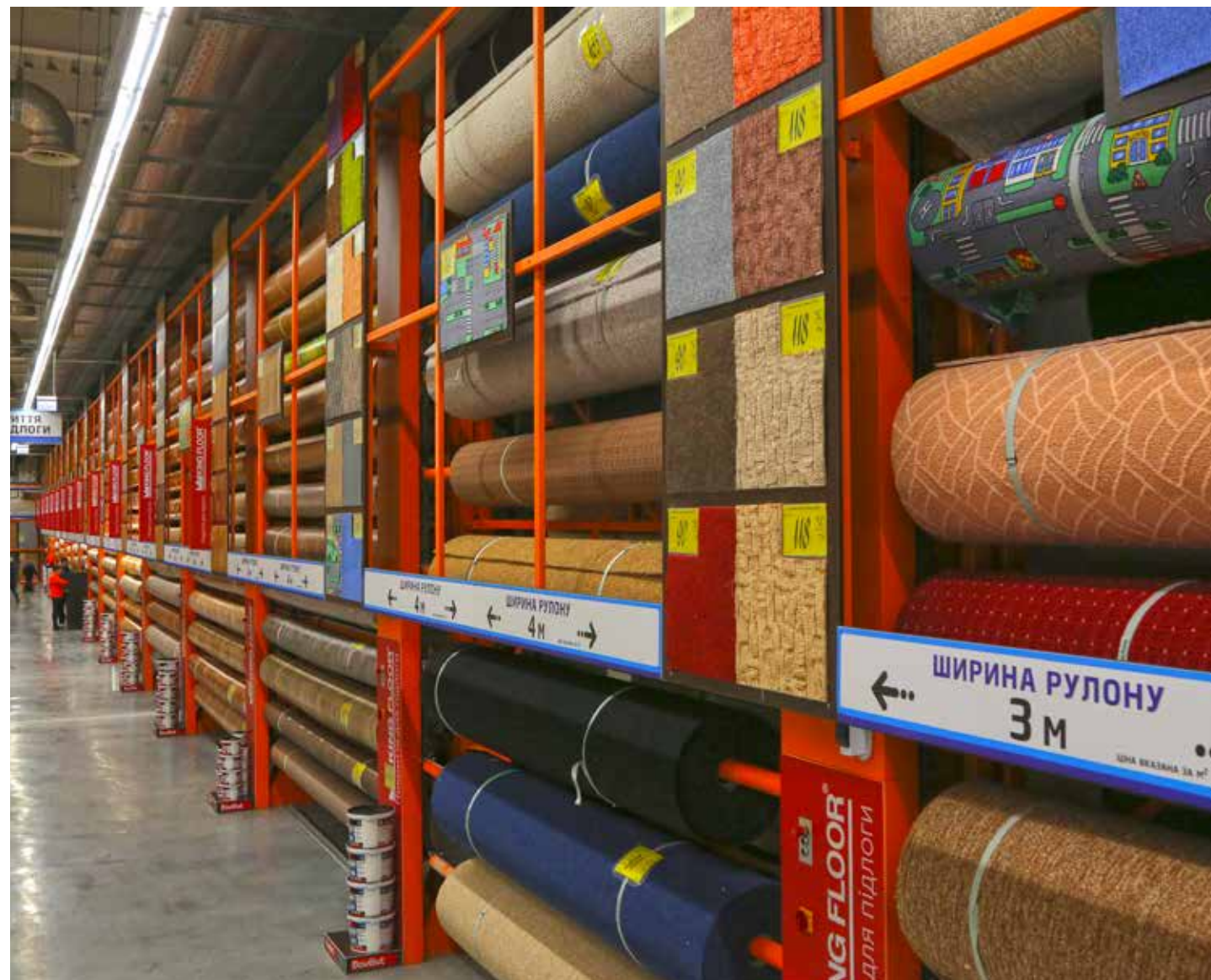




















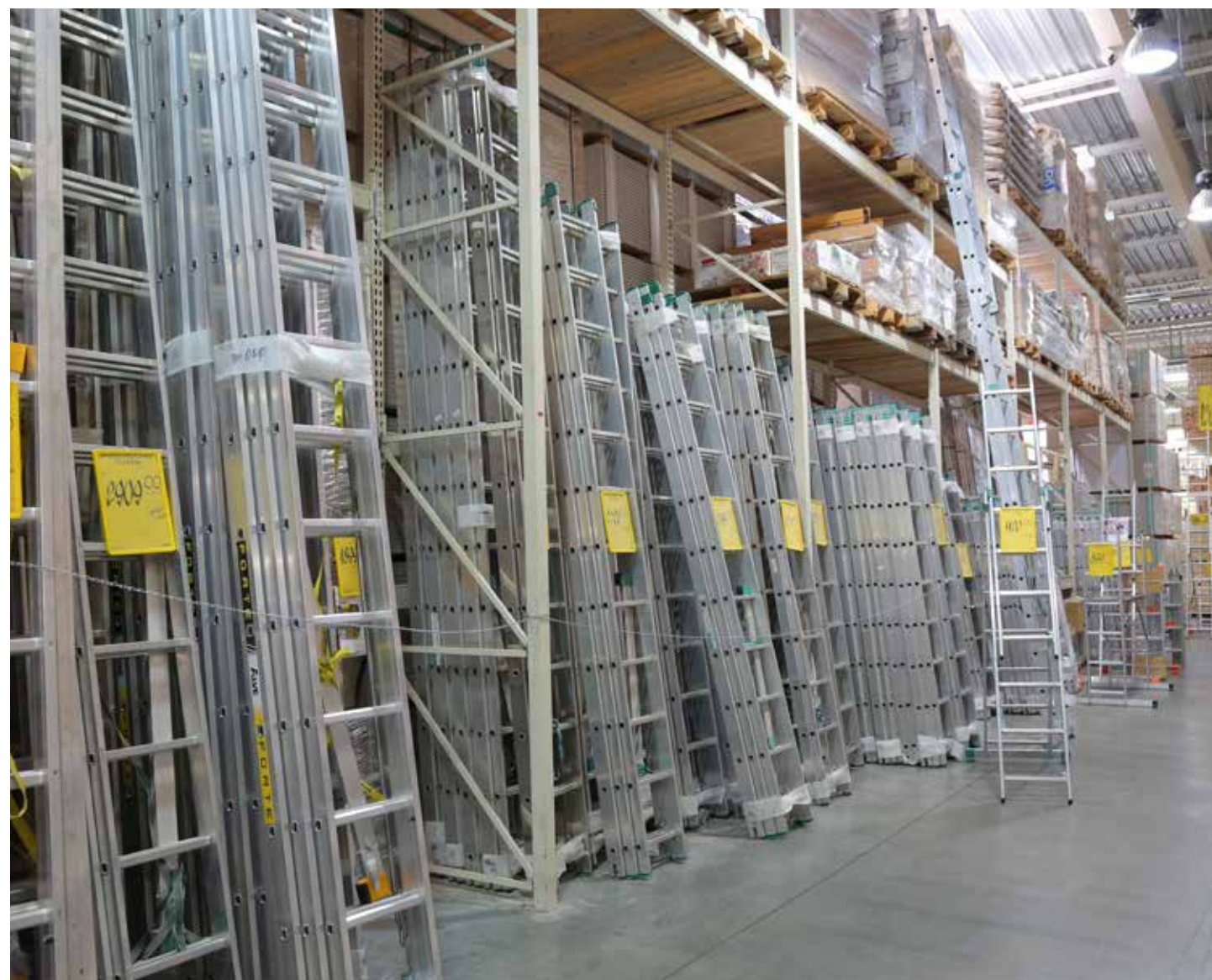




















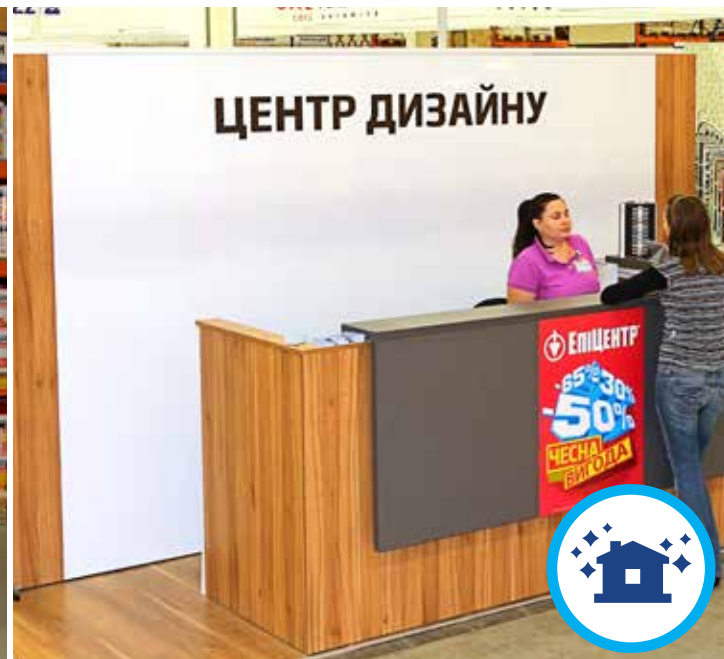


















**«Epicentr K» has been announced as the first national sponsor for UEFA EURO 2012 at a special ceremony in Kyiv.**

The sponsorship agreement represents a further step in Epicentr K's commitment to the development of football in the country, given the company are a long-standing partner of the Ukrainian game, including support for the Ukrainian Premier League.

UEFA Events SA CEO, David Taylor, said: "It is UEFA's intention to have four national sponsors in Ukraine and in Poland. This announcement is the first

of its kind and it shows Ukraine leading the way in an important activity relating to EURO 2012. "It seems particularly appropriate that the first national sponsor – Epicentr K – sells products for building and renovating, as it's almost a symbol of the change that has taken place in Ukraine in recent years. It is also appropriate that the first national sponsor for EURO 2012 is also a sponsor of both professional and grass-roots football in Ukraine."

CREATING HISTORY TOGETHER™



**Ukrainian Weightlifting Championship 2014 at Sport club "Epicentr"**  
**Ukrainian weightlifting federation**  
**Under Patronage of UWF**  
**Head Oleksandr Gerega**











2018