



EUROMASTER IMPORT- EXPORT LTD

НИЕ МИСЛИМ ЗА ВАС

Who are we?



Our brands



Why choose us?



Market Leader

For 25 years now **Euromaster Import-Export Ltd.** is a leader in the market of professional and hobby tools in Bulgaria, achieving sustainable growth over the years.

With a range of over 6'000 items, divided in its own brand product lines, the company activities are well known on international markets.

As a domestic market leader in our field we have reached between **35% - 38%** of the market share in Bulgaria.





Who are we?

- **25 years** leadership on the local market
- **8** main commercial brands with over **6 000 SKU's**
- Competitive prices
- Distribution network covering the whole country
- Over 16'000 m² warehouse area in Bulgaria with over 20'000 pallet cages
- Own logistic service
- Company's shops around the country
- 45 point service centers in the country and abroad
- Over 180 highly qualified employees
- Subsidiary company in Romania with own warehouse and distribution center
- METABO Authorized Dealer for Bulgaria
- Well developed export activities in the Balkans, as well as in the Middle and Far East

Company's
establishment

First own brand -
Raider

Successful
implementation of a
quality management
system - **ISO 9001**

An implementation
of an **ERP** integrated
system

1992

1997

2000

2005

2006

2007

2011

2016

Opening company's
representative office in
China

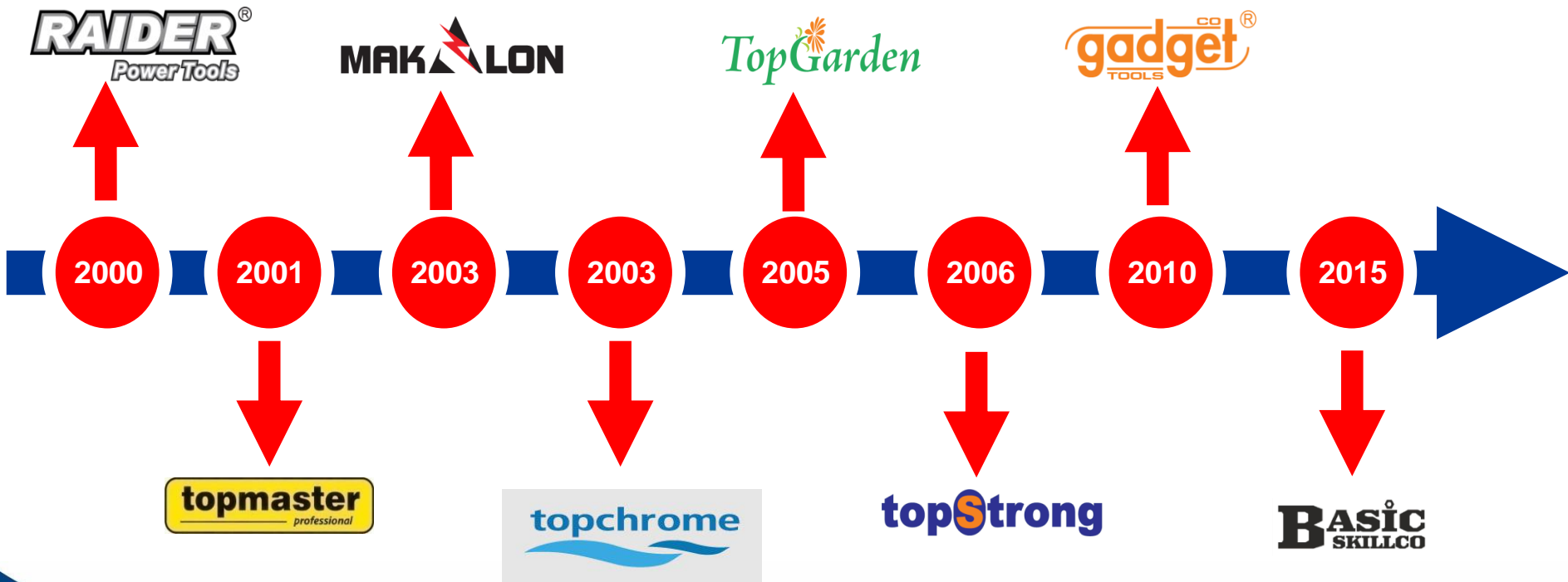
Opening a large
warehouse and
logistics facility in
Sofia

Opening a subsidiary
company in **Romania**

METABO
Authorized Dealer
for Bulgaria

Our Brands

Euromaster owns 8 established own brands with a range of over 6'000 items.



Raider is a brand, well known and quality proven on the Bulgarian market for more than 17 years. **Raider** brand's diversity, covers the whole range of activities - construction, carpentry, metal processing, garden and cars equipment. The company offers a full range of relevant consumables, compatible not only with **Raider** brand's machines.

Since the successful beginning during year 2000, **Raider** brand has not betrayed the overall vision and principal mission of the company, based on the needs and expectations of the customers. In compliance with the market needs, the company has renewed the entire range of products, reaching a much higher technological level.

The company is fully engaged with the service of **Raider brand** tools according to the European Union technical standards and traditions.

RAIDER[®]
Power Tools





Our commercial brands

Introduced initially to the Bulgarian market in year 2001, the brand **Topmaster Professional** has promptly become a leader in the hand tools market. By its wide production range, covering all activities the brand is well-known in Macedonia, Kosovo, Serbia, Croatia, Greece, Georgia, North Africa, Middle and Far East.

Each of the brand's products has been designed in a way, to retain high durability even under heavy use.

The mission and the targets of the brand are based on the customers requirements – high quality at a reasonable price.

The tools quality is endorsed by the certification standards of DIN, EN and ISO. All **Topmaster Professional** brand products are certified with proper usage defects warranty.



topmaster
professional



TopGarden is a high quality brand for tools and accessories for your garden, successfully launched in the Bulgarian market since 2005.

With its broad diversity, remarkable quality and ergonomic design **TopGarden** brand includes irrigation systems, accessories and gardening tools. The complete range of the brand is about making your gardening tasks more fun, leaving you time to enjoy your creations.

To make work even more pleasure we created our newest line - **TopGarden Premium**. The brand offers, garden irrigation equipment and hand tools. It stands out with high quality and modern design for maximum working convenience.

TopGarden

TopGarden
premium

Our commercial brands

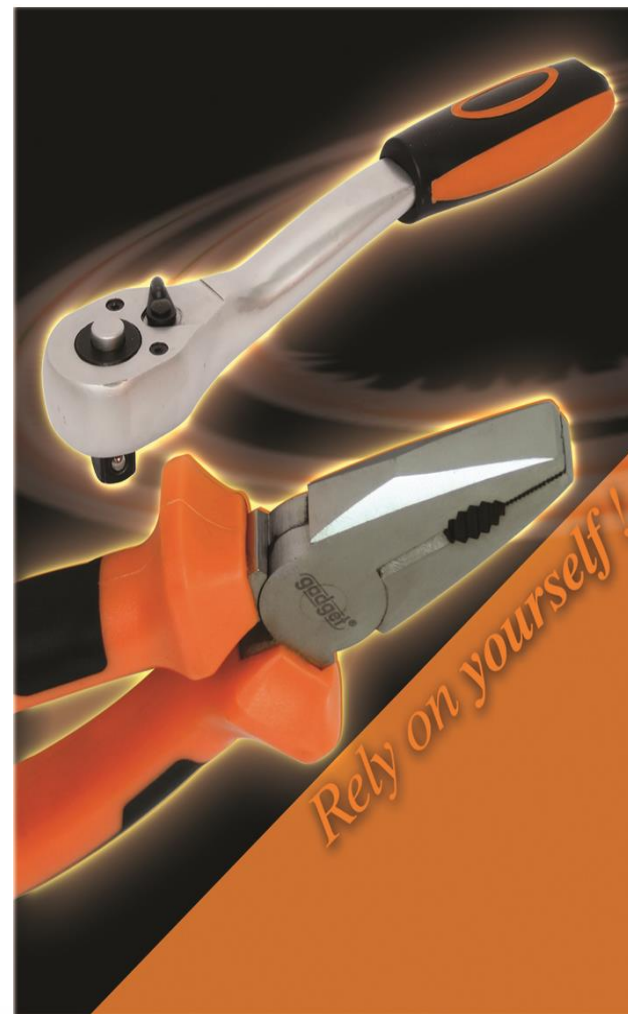


The **Gadget** brand of “Euromaster Import-Export” Ltd. presents a wide range of hand tools with good quality and competitive rates. Each of **Gadget’s** brands products is designed with the idea of easy use.

The full range of **Gadget** brand tools are totally accepted by all hobby craftsmen, facilitating them in the desire of achieving creative ideas and skills. Therefore, the **Gadget** brand has turned into a necessity and desire of every home.

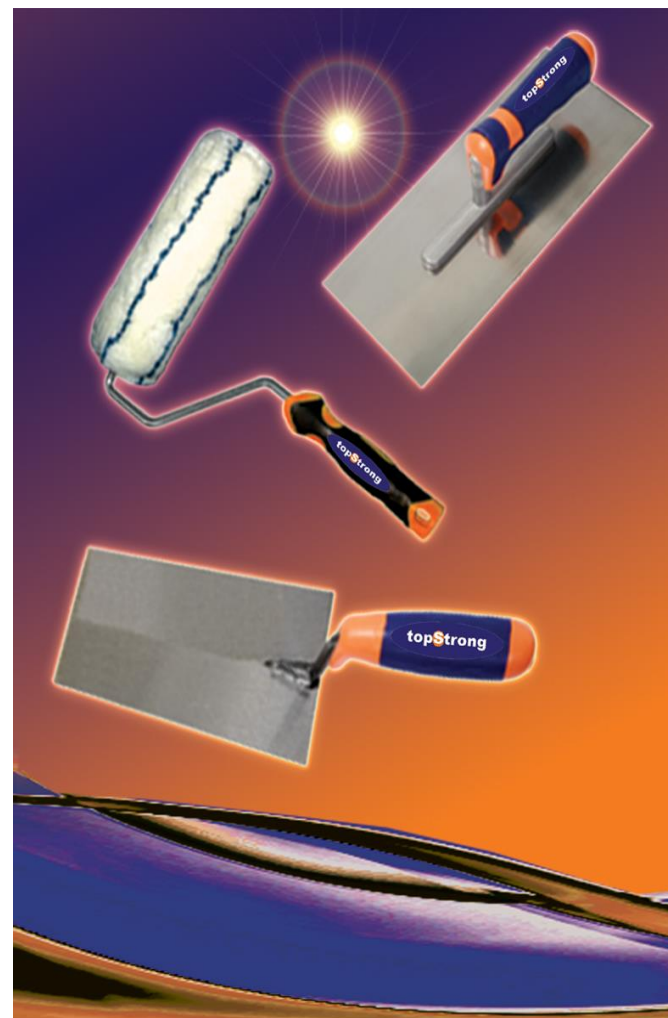
In 2016, an important project was launched to further enhance of the image of the **Gadget** brand:

- Extend the range by adding more quality products;
- Rebranding.

The logo consists of the word 'gadget' in a large, orange, rounded font, with 'TOOLS' in a smaller, orange, sans-serif font below it. A registered trademark symbol (®) is located to the upper right of the word 'gadget'.

Launched on the market in 2006, the **TopStrong** brand has gained popularity together with an up going trend of achieved balance between best quality and a pragmatic price of wide range of tools for decoration, painting, masonry, buildings construction and hardware.

TopStrong range also includes comfortable and practical protective tools, work clothes, shoes, rain coats, with high quality and fully compliant with the European standards and directives.

The logo consists of the word 'topStrong' in a bold, blue sans-serif font. The letter 'S' is stylized with an orange circle around its middle.



Our commercial brands

TopChrome product range guarantees practical and affordable wide variety of sanitary accessories - mixer taps, showers and other products, bringing elegance and comfort in your bathroom and kitchen.

The comfort of our customers is among the main priorities of the brand. We are focusing also on the achieved balance between functional design, comfort and affordable price.

The logo consists of the word 'topchrome' in a blue, lowercase, sans-serif font. Below the text are two stylized, wavy blue lines representing water or a shower spray.

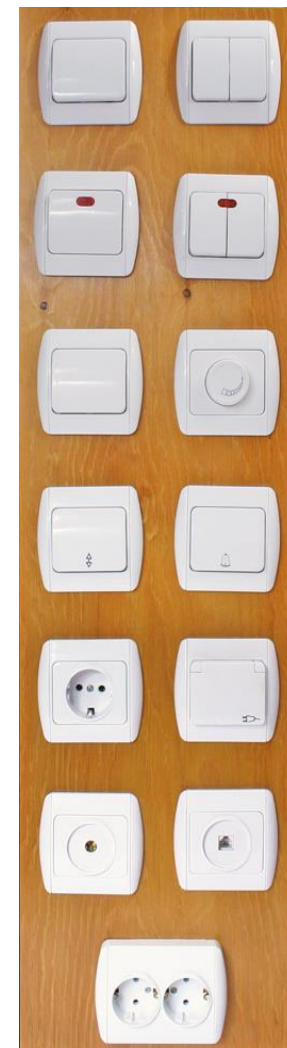
topchrome



The brand **Makalon** of “Euromaster Import-Export” Ltd. It covers the following product lines:

- Electrical appliances
- Extension cords and group sockets
- Electrical switches
- Heaters
- Bathroom fans

The brand's products are known with their good quality and competitive prices.

The logo consists of the word 'MAK' in a bold, black, sans-serif font, followed by a stylized red and black lightning bolt graphic, and then the word 'LON' in the same bold, black, sans-serif font.

Company Head Office

Sofia, 246, “Lomsko Shose” Blvd.:

- Over 6'000 m²
- Warehouse area of 4'000 m².
- Showroom
- Service with spare parts warehouse
- Administrative building
- Retail shop
- Training halls
- Parking area
- Automated loading platforms
- Barcode scanners and integrated **ERP system**



Warehouses

Sofia, 246, “Lomsko Shose” Blvd.:

- Customs control warehouse
- Warehouse area of 4000 m²
- 12 000 pallets cages

Varna

- Warehouse area of 1000 m²

Veliko Tarnovo

- Warehouse area of 700 m²

Warehouses in **Romania and Serbia.**



Logistics service

Own transport vehicles with attached automated loading boards.



Distribution and service network

We have achieved a quite developed distribution network with national range, own shops and also well functioning service network – central service base and more than 45 regional service shops throughout the country.



Bulgaria

- We co-operate very successfully with the big international chains in Bulgaria:



- Our partners are also all local hypermarkets as:



- As well gas stations:



- We are serving directly to more than 800 retail stores.



Markets

Worldwide export

We own:

- Private company's structure in **Romania**

We work successfully with customers from around the globe:

- **Greece**
- **Macedonia**
- **Serbia**
- **Croatia**
- **Bosnia and Herzegovina**
- **Georgia**
- **Moldova**
- **Kosovo**
- **Slovenia**
- **France**
- **Portugal**
- **Spain**
- **Middle and Far East**



Over 180 high qualified employees

We believe that company's employees are the most valuable asset, so we invest in a well-functioning management structure, training and maintaining a high level of qualification, implementation of best practices for evaluation of staff and development of talents.

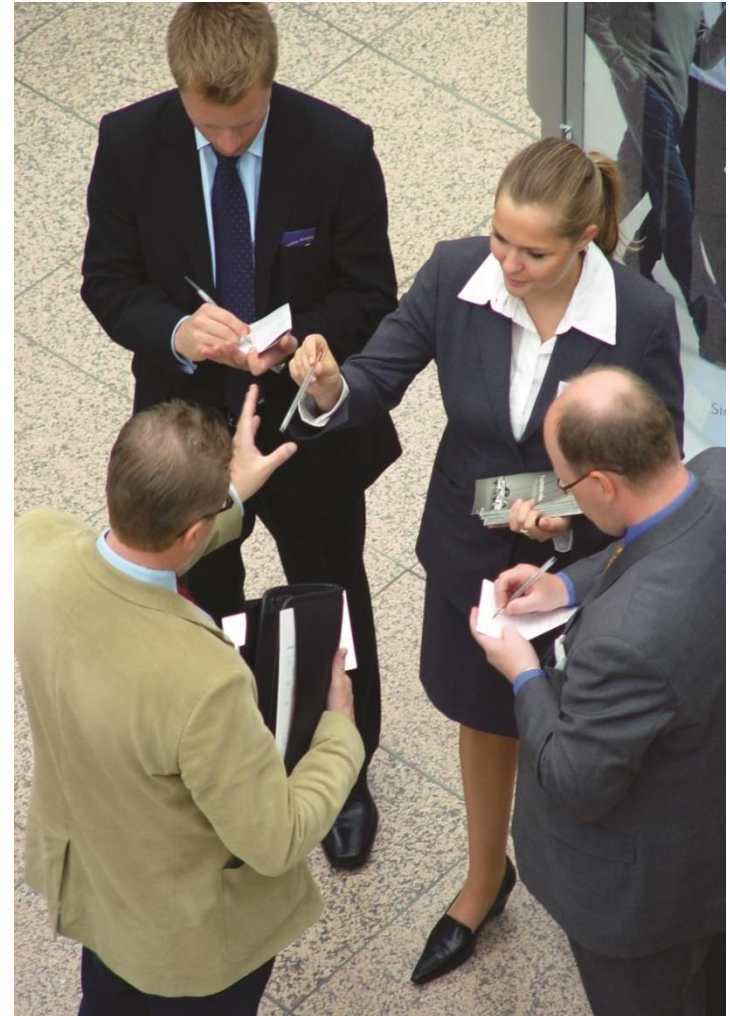
Recruitment and training of the staff, as well as attracting top quality specialists for the key company positions.



Company structure

Following its restructuring and the implementation of an integrated ERP management system, “Euromaster Import-Export” Ltd has 7 main departments:

- *Sales Department*
- *Marketing Department*
- *Finance Department*
- *Human Resources and Administration*
- *Supply Chain Department*
- *IT Department*
- *After Sales Service*





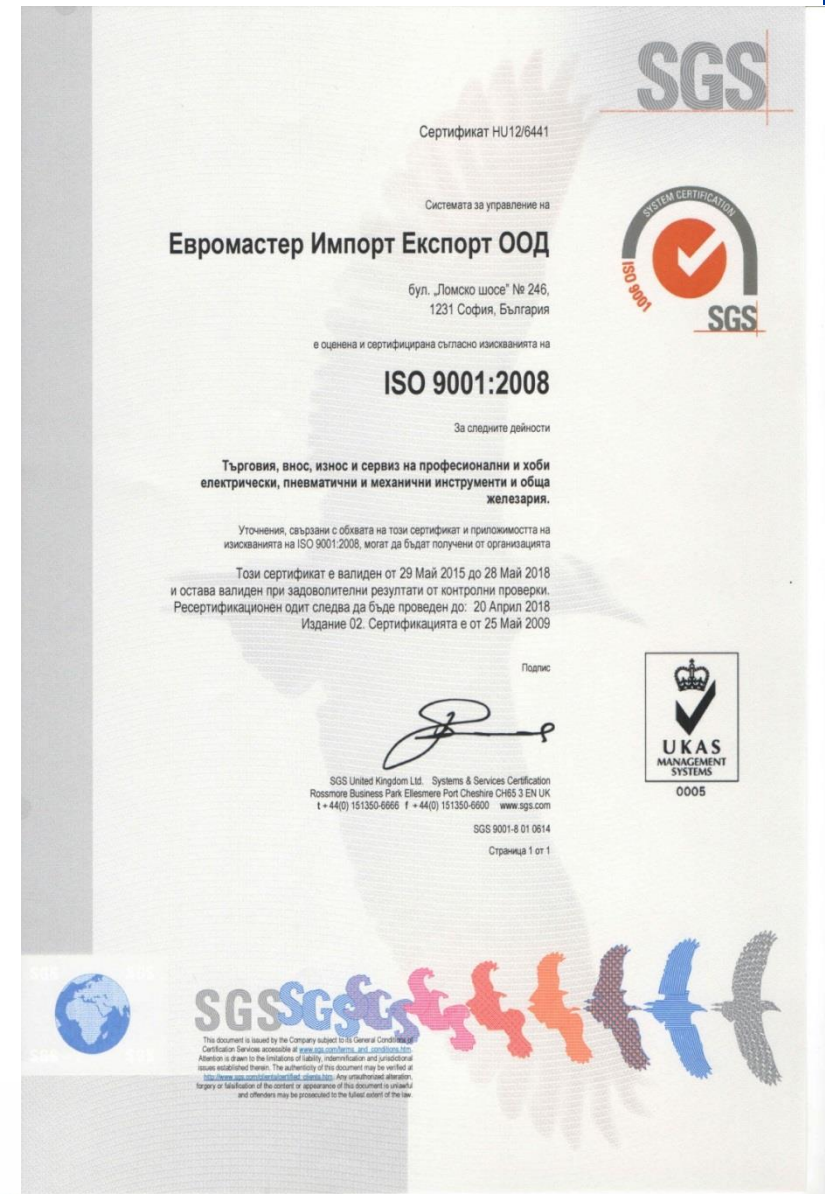
Quality Management System

The quality has always been a main priority of “Euromaster Import-Export” Ltd.’s policy.

Thanks to the efforts of the entire team, in 2006, we successfully passed the certification process of the quality management standard **ISO 9001** and subsequent re-certifications in 2009, 2012, 2015.

Certificate number **HU12/6441** for year **2015**, issued by **SGS UKAS 005** valid **till 28.05.2018**.

Why do you choose us?



НИЕ МИСЛИМ ЗА ВАС



Why do you choose us?

***An integrated ERP system for
management, control and analysis***

In 2011 we have successfully implemented an integrated system for overall analysis and management of all company's processes - (ERP) Microsoft Dynamics AX (Axapta).

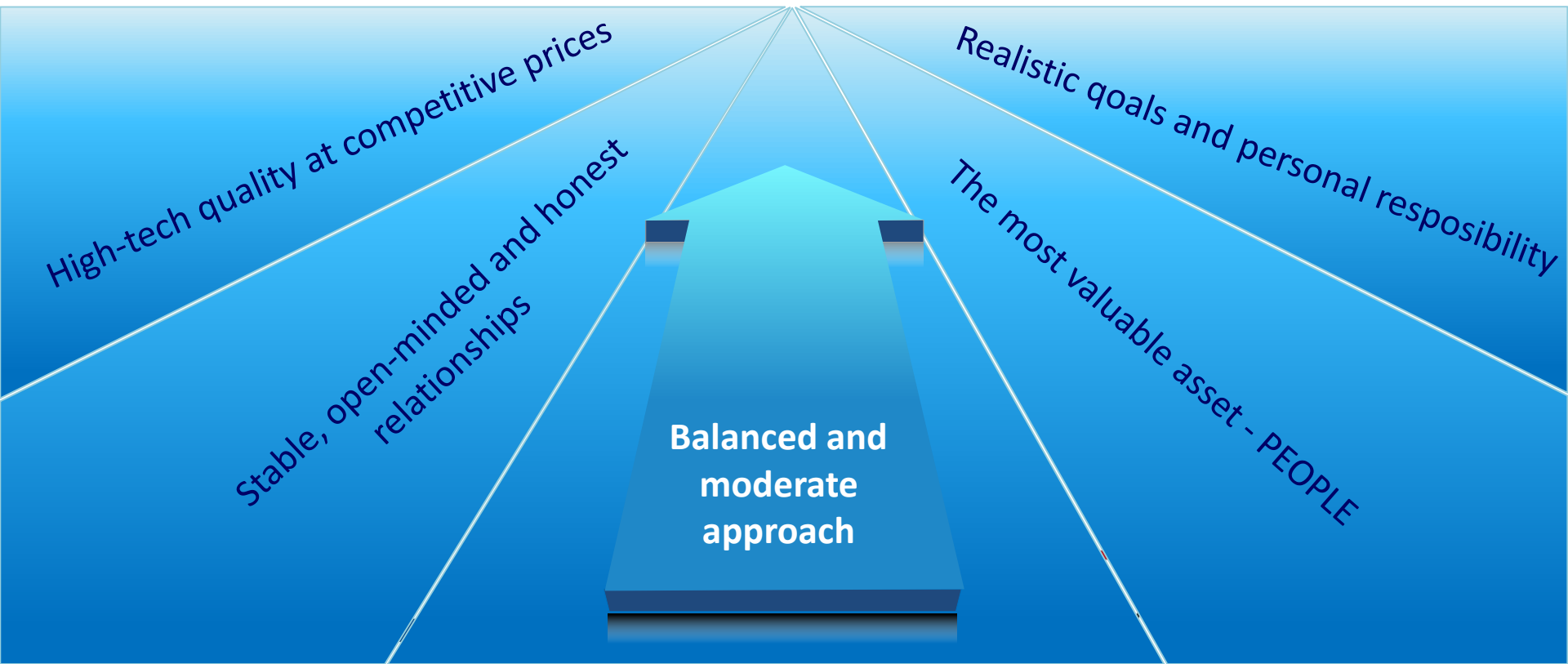
ERP software integrates all business aspects.

ERP gives us extensive opportunities for automating and organizing processes of management of the supply chain, sales, marketing, finance, customer service, making precise business analysis and others.



НИЕ МИСЛИМ ЗА ВАС

Values



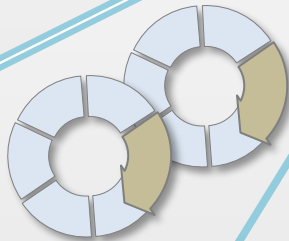
Strategy



Creating and establishing strong brands - both Bulgarian and International markets

Investing in know-how, infrastructure

Development of a corporate and social liability



A wide scope of supply of company's products

Flexible network of deliveries

Well functioning service's network



Development of effective and substantial distribution network with long-term partnerships



Sales growth

Stable profit growth

Quality production control

Sustainability



Management & Corporate culture

In the company's management we rely on:

- Cooperation between management and employees of the company
- Mutual honesty and loyalty
- Strict observance of safety regulations of the work environment by all employees
- Using management skills in a way that every employee can stay motivated
- Create clear and reachable targets at each task's execution, as well of the direct coordination between all participants
- Desire for cooperation and concern for human values



Corporate Social Responsibility

Euromaster Import Export Ltd is among the fastest growing companies in the country. The development means responsibility to the world around us.

Initiatives and projects which are supported so far:

- Long-term cooperation with the "Union of the deaf in Bulgaria", supported by the company's program for recruitment of people with physical disabilities
- Supports the participation of its employees in sports competitions of "Bulgarian Deaf Sports Federation"
- Unpaid donations of packages with tools for professional colleges in metalworking, woodworking, etc .
- Sponsorship of sports clubs and events

Why do you choose us?





THANK YOU FOR YOUR ATTENTION!