

SEYMOORE Trade s.r.o.



Company Profile

presentation

Wholesale distributor for the Central and Eastern Europe

About Us

OUR VISIONS

A strong, growing company with motivated employees.

We want to become a major distributor of mobile phones, digital products and telecommunication services.

OUR MISSION

Assist with business success for our partners to simplify their lives with our quality services and modern products.

OUR CORPORATE VALUES

- ✓ Helpfulness and reliability
- ✓ Ruthfulness and honesty
- ✓ Improvement and progressiveness
- ✓ Creativity focuses on simplicity
- ✓ Good relationships and team thinking

Core business

Our main business is selling mobile phones, tablets, accessories and parts from high quality manufacturers at wholesale level. Our priority is trading only top quality products.

Key brands we are focused on are:

Apple (phones, wearables, spare parts, accessories), Samsung (accessories), HTC (phones), Lenovo (phones, laptops), Xiaomi (phones, power banks), Doogee (phones, accessories, spare parts), Cubot (phones, wearables, spare parts), Promate (accessories)

About Us

Company Introduction

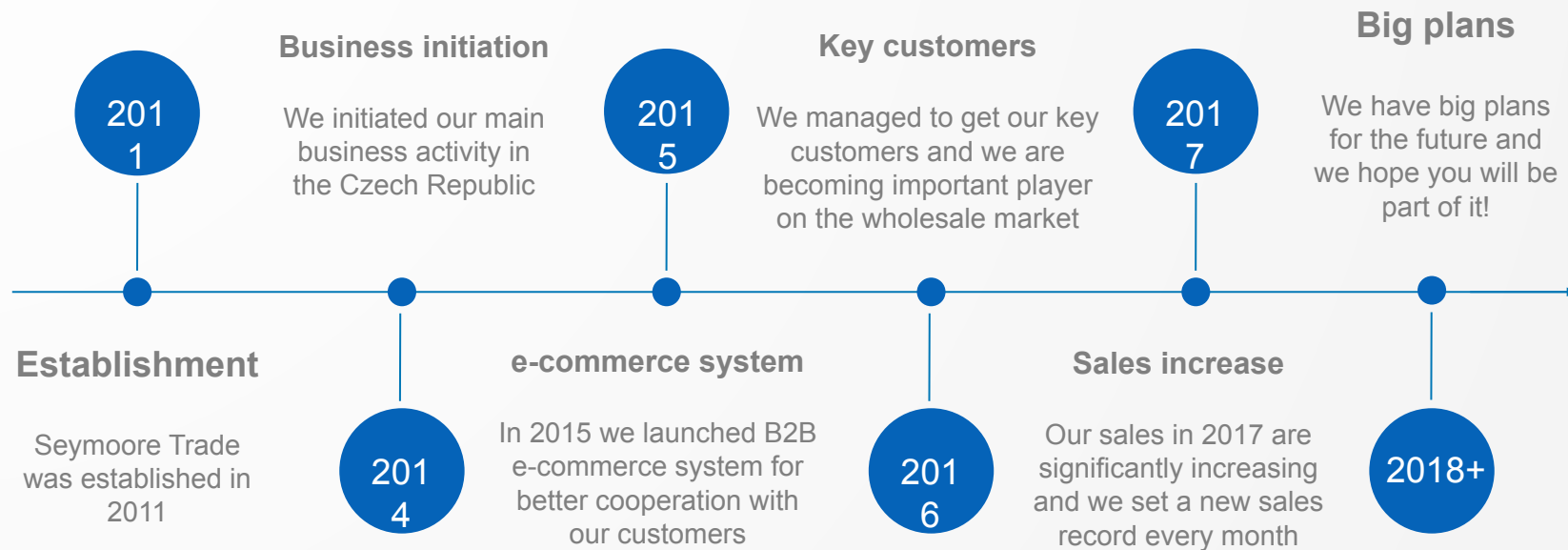
Seymoore Trade s.r.o. was founded in 2011 as the Czech branch of the Hong Kong company Witty International Ltd., which is engaged in B2B trade in electronics, especially mobile phones, their spare parts and accessories. With over decades of experiences of their founders in mobile phones business, Witty International Ltd. became a major distributor of handsets in the market Chinese brands like Lenovo, Meizu and Xiaomi.

The main mission of Seymoore Trade s.r.o. is ensuring imports of electronic devices, mobile phones, spare parts and accessories to the Czech Republic, including related services to permit their sales to end consumers.

We realize that if we want a long-term effect on this market, we have to keep a high standard of quality and support for our partners. That's why we do we do not prioritize the lowest price but we prefer value added services such as a rapid resolution of complaints by our own service center.

Through close cooperation with our offices in China and Hong Kong, we are able to flexibly solve very specific needs of our partners and we can supply virtually any product outside of our basic offer.

Brief Company History



Company Management

„Only strong team can achieve strong results“



Viktor Hajicek
CEO

With his over 10 years of experiences on market our company has all connections we might need



Zuzana Fantova
Owner

A energetic lady who cares about running the company



Simon Opalka
CIO

IT professional who is keeping our company one step ahead of the competition



Sebastian Roch
CPO

Knows every detail about each product we sell



John Lee
Purchasing
Manager

Responsible for buying the best quality products at the most competitive prices



Dmitry Demchik
Head of CN office

An experienced mobile phone professional who is also a contact person for our CN branch



Sergey Staryk
Head of UA office

Long time experienced trader who is passes its experience to the others

Our Headquarters

Prumyslova 11, Prague, The Czech Republic



We are located at a prominent location called „Business Park Prumyslova 11“ in Prague, the capital city of the Czech Republic

Main advantage of this area is close connection with major electronics retailers of the Czech market, great traffic availability and the possibility of our own warehouse spaces of any capacity

We have several branches around the world:

Czech Republic: 25 Employers

Ukraine: 15 Employers

Shenzhen: 15 Employers

Import Process

We have daily experience with managing of whole import process



Discover & Plan

Analysis of local market and finding most suitable opportunities



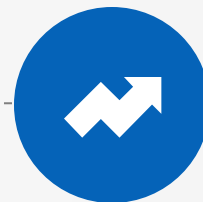
Documents

Preparing all necessary documents for allowing sales of product on the European market



Build & Deploy

Negotiating commercial terms with our partners and launch of the product



Grow & Measure

Marketing activities, analysis of sales and after sales support

Certificates

We possess all the necessary certificates for legal import and sale of goods throughout the whole European Union



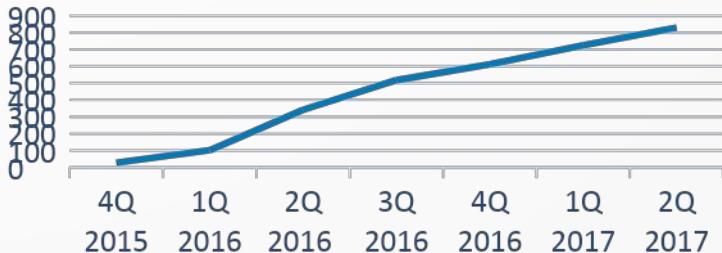
Own B2B e-commerce system

<http://eshop.wittytrade.cz/>

In 2015 we launched unique B2B e-commerce system which is helping us with providing better services to our customers and to reach more of them.

We are able to provide online all product informations, prices and stock quantity for all products from our offer to any of our registered customers.

Now we have more than 800 registered business partners where about 20% of them are buying regularly.



Seymoore Trade s.r.o.

www.wittytrade.cz

Cooperation

E-shops

We are cooperating with all major electronics retailers on the Czech and Slovak market including the biggest e-shops with consumer electronics



Cooperation

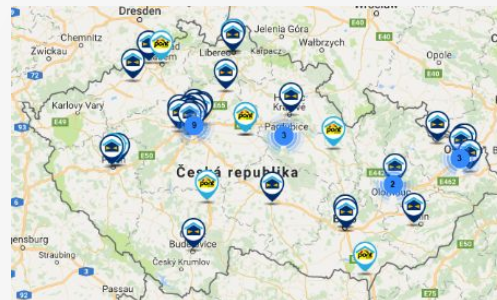
Retail stores



Over 140 stores and small shops around the Czech Republic



Over 30 stores around the Czech Republic



Cooperation

Retail stores



Over 70 hypermarkets
around the
Czech Republic



17 stores around the
Czech Republic



Cooperation

Retail stores



Over 50 stores and small shops around the Czech Republic



Exhibitors

Because it's important to be seen



You could meet us on following trade fairs:

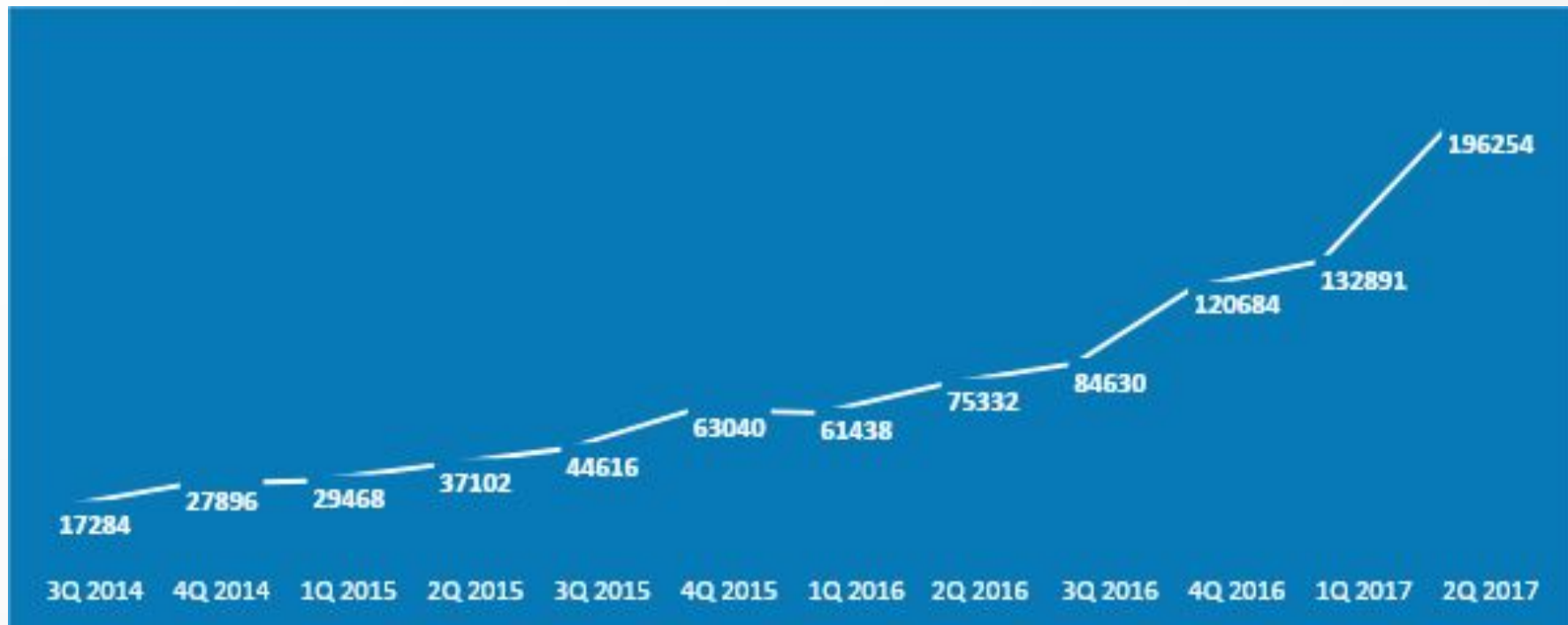
- Gitex 2013 Dubai
- CeBIT 2014 Hannover
- CTIA 2014 Las Vegas
- GITEX 2014 Dubai
- IFA 2015 Berlin
- CeBIT 2015 Hannover
- CTIA 2015 Las Vegas
- CeBIT 2016 Hannover
- MWC 2016 Barcelona
- CeBIT 2017 Hannover

Because we always want to follow latest trends and innovations and we are still searching for new markets and opportunities, we are regularly visiting exhibitions whether as exhibitors or visitors.



Company Sales (units sold)

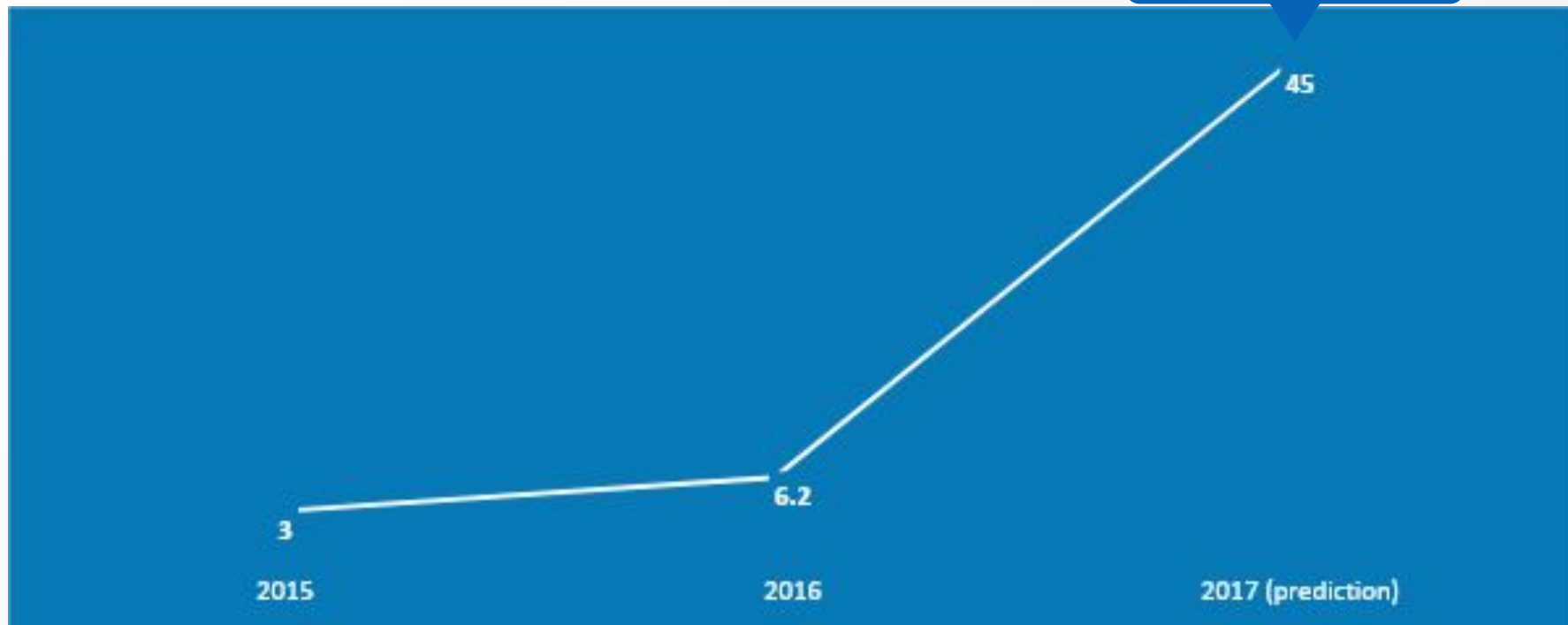
Number of units imported on the Czech market



Company Sales (turnover) [millions EUR]

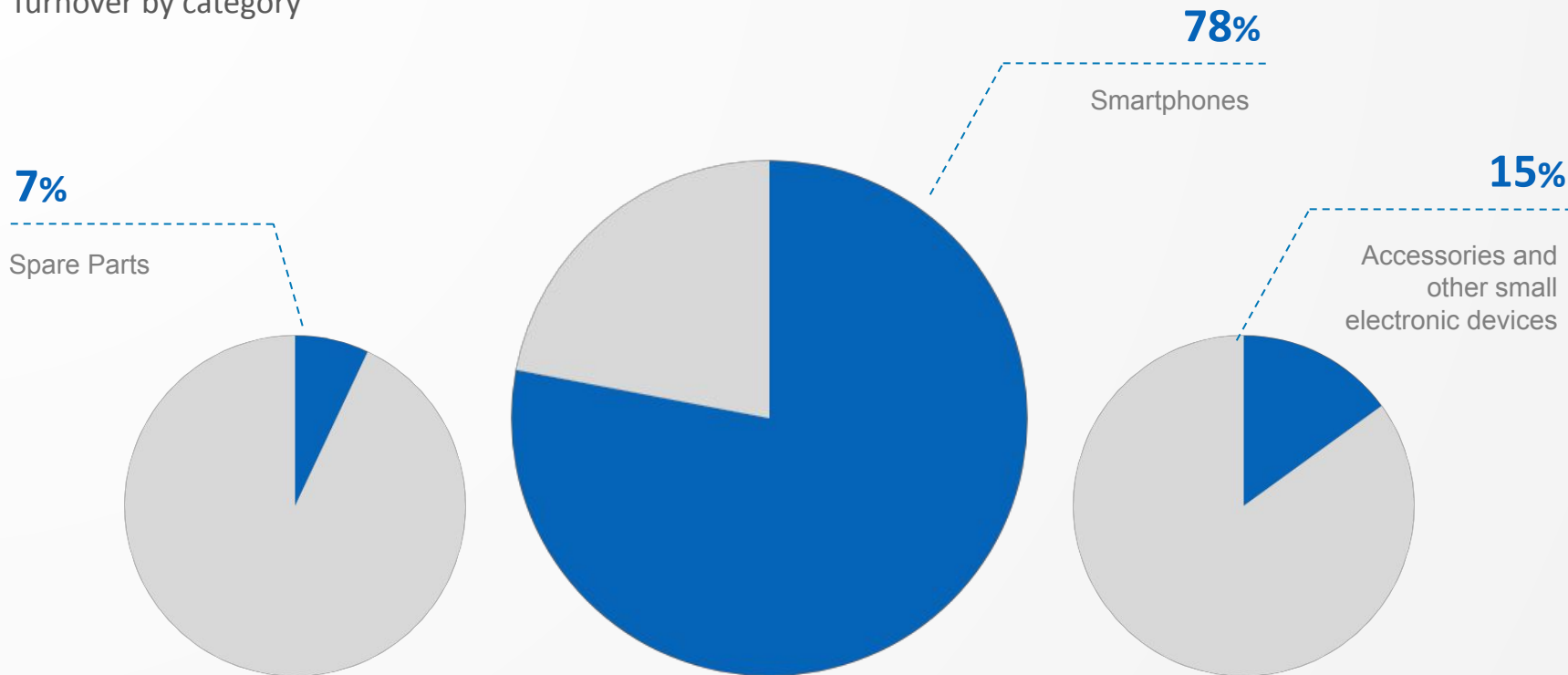
Number of units imported on the Czech market

Our prediction for 2017
is 40-50 million euros



Core Product Categories

Turnover by category



Our Global Reach

