

DNS

DIGITAL AND HOME
APPLIANCE STORE
CHAIN

[www.dns-shop
.ru](http://www.dns-shop.ru)

DNS ЦИФРОВАЯ И
БЫТОВАЯ ТЕХНИКА

DNS supermarket chain is the largest IT retailer and the second largest player in the Russian consumer electronics and home appliances market.

Our mission is to be the best guide of goods from the manufacturer to the buyer!

Over the past 21 years, DNS has grown from a single store in Vladivostok to a federal-scale business, building an extensive network of retail stores, its service and logistics centers and also established reliable connections with suppliers and manufacturers with world-renowned names.

The company's sales in 2019 amounted to 309 billion rubles (excluding VAT).





21

work
years
experience

800

cities

1850

shops

more

than
100 000

names of digital,
household appliances
and accessories

On the shelves of our stores there are over 20,000 current items of equipment and accessories to it, complemented by a huge online assortment.



OMNICHANNEL

We provide our customers with a seamless customer experience:

- you can purchase goods in our network using any convenient method;
- we use all platforms and devices for interaction.



Online store



Retail outlets



Self-service terminals

OFFLI

We strive to offer the most convenient and high-quality locations for our customers, finding a balance between the number of points and their size!



up to 600 m²



up to 2000m²



store-warehouse

DNS ЦИФРОВАЯ И
БЫТОВАЯ ТЕХНИКА

The optimal choice of digital and household appliances on an area of up to 600 sq. m., complemented by the possibility of ordering any product from the widest range of the company to the store for free.

DNS ГИПЕР

Hypermarket format, offering a huge selection of all kinds of goods on an area of up to 2,000 sq. m. and an improved service, including additional services.

DNS ТЕХНОПОИНТ

Store-warehouse format. The maximum range of high-quality products of well-known brands both on the spot and with prompt delivery to the door or to a convenient pick-up point.

The store DNS –

this is a modern, technological and convenient shopping space.



OUR LANDLORDS—

the best and largest trading platforms in the country!



ONLINE

In our online store, we strive to place the most complete and reliable information about the product, and make the purchase process as simple and understandable as possible.

More than

1 400

000

25%
unique user per day on
the site

share of online
sales from
turnover



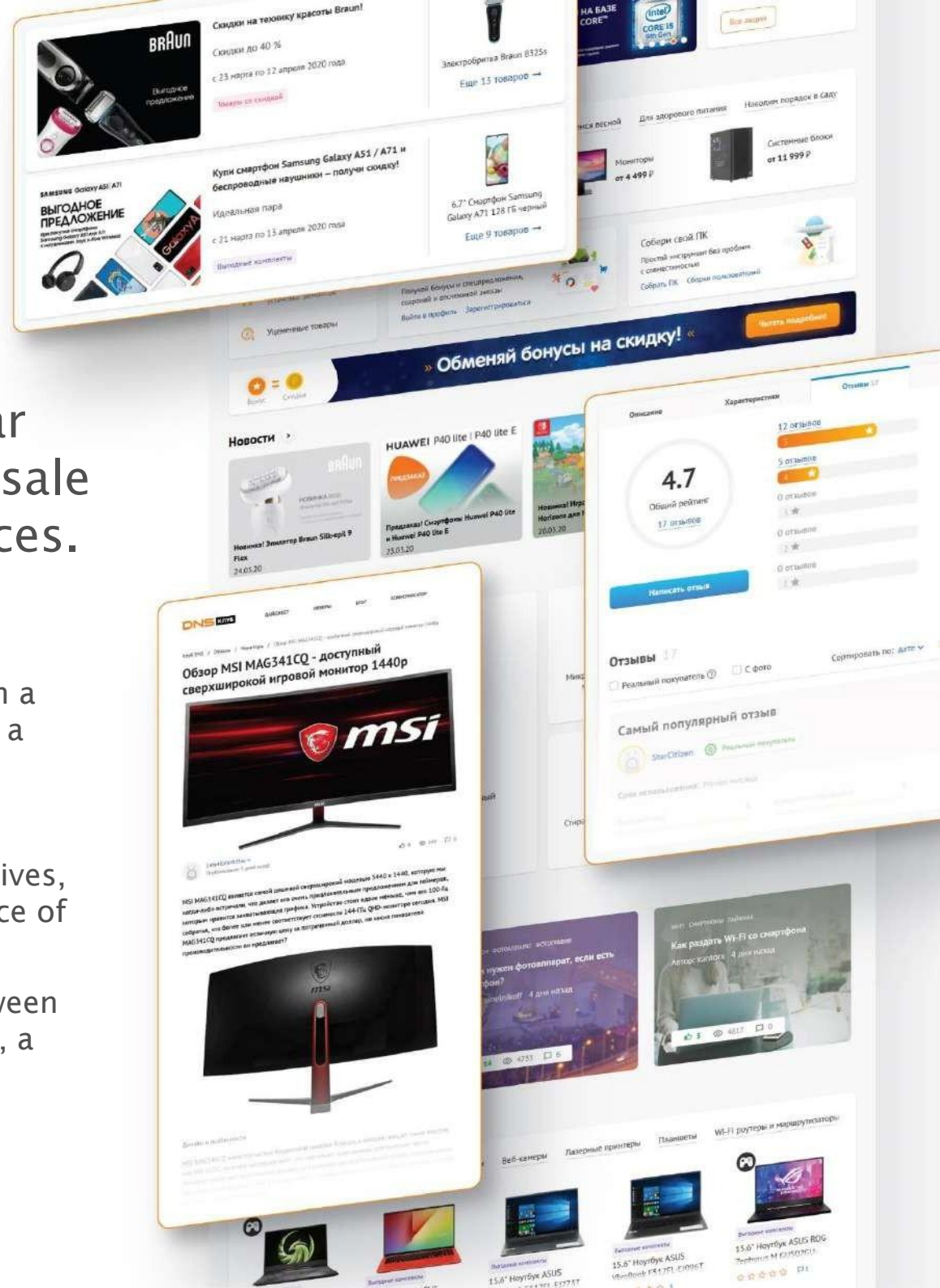
The DNS store of
any format serves
as a point for
issuing online
orders!

Official websites of the company **DNS-SHOP.RU** **TECHNOPOINT.RU**

They are among the most popular sites on the Runet related to the sale of digital and household appliances.

Our sites combine:

- online catalog of all currently relevant products with a detailed description of technical characteristics and a selection of high-quality photos;
- showcase of the most popular products;
- a feed with information about new products, exclusives, promotions and special offers; assistant in the choice of equipment – DNS Experts Club;
- there are many tools for direct communication between buyers and manufacturers – a communicator, blogs, a question-and-answer system.



OUR SERVICES



Fast delivery

Minimum terms in the location



Smart Service Software Kits

After-sale service



Installation and connection

Permanent and proven contractors



Equipment insurance

Any technically complex products



Profitable loans

A large number of partner banks



Bonus program

1 bonus = 1 ruble discount. The possibility of instant use



Additional warranty

Network of own service centers



Best Price

Discounts from the competitor's price

DEMONSTRATION ZONES



We provide an opportunity to check the best products in the work!

In DNS stores, you can get acquainted with the latest models of digital and household appliances test them yourself, learn the features and functionality from your own experience, as well as get professional advice.



OWN NETWORK OF SERVICE CENTERS

- Maintenance and repair of any equipment
- High quality of work performed
- Certified specialists
- Advanced training programs for engineers
- Field service
- Authorizations of the largest brands

Canon

PHILIPS

brother

EPSON



MI

JBL

AKG

REDMOND

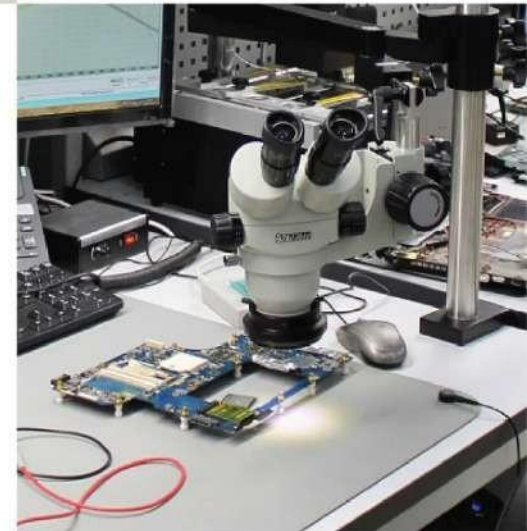


Indesit

PANTUM



ALL
TYPES
OF
REPAIRS



MORE
THAN
270
SERVICE
CENTERS

OWN TRADEMARKS


DNS today has extensive experience in the field of OEM, presenting in its stores a wide list of digital, home appliances and accessories under the following brands:



aceline

Fiero



 **24,5**
0%

sales
share

technicians of their own trademarks from the total sales of the DNS company.



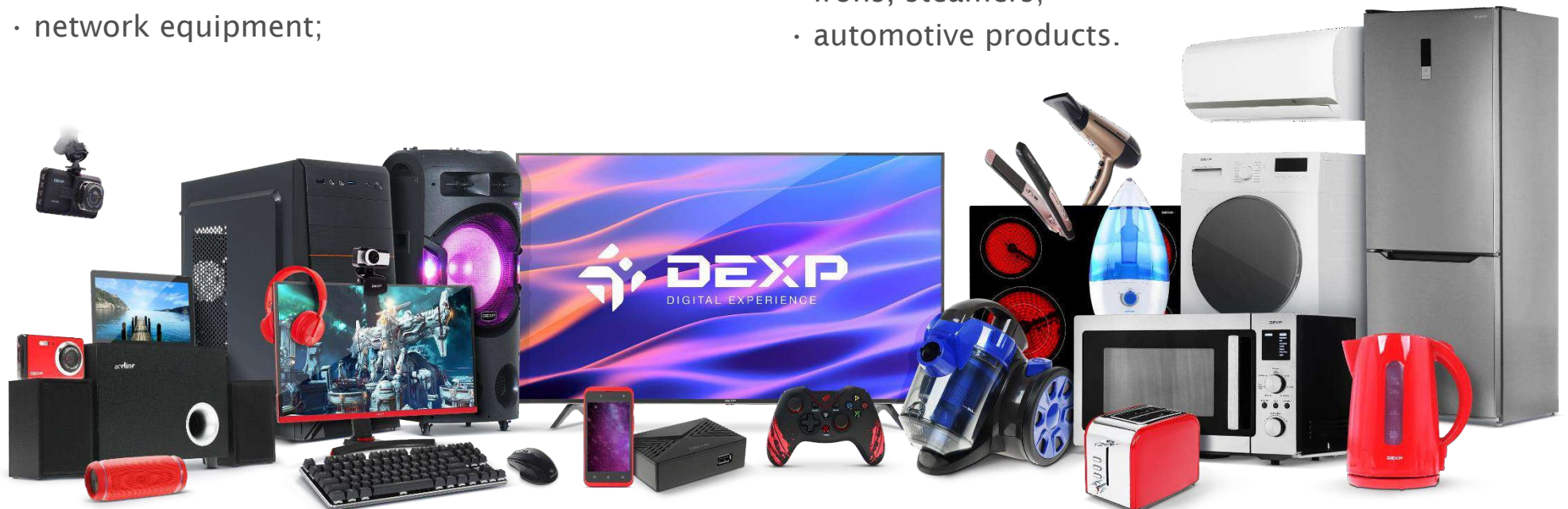
The equipment under its own brands is presented in all the company's stores.

MORE THAN 450 PRODUCT

in which their own trademarks are represented. Including:

CATEGORIES,

- Smart phones and tablets;
- televisions and monitors;
- personal computers and monoblocks;
- headphones and microphones;
- mice and keyboards;
- acoustic equipment;
- mp3 players, webcams;
- enclosures, uninterruptible power supplies and power supplies;
- network equipment;
- vacuum cleaners;
- microwave ovens;
- climate equipment;
- blenders, kettles;
- hair dryers, hair straight teners;
- floor scales;
- refrigerators and freezers;
- cooking surfaces;
- irons, steamers;
- automotive products.



BONUS PROGRAM PROZAPASS

allows regular customers to receive discounts and notifications about company news and promotions.

More than

15 500 000

participants of the bonus

Participation in ProZaPass allows you to:

accumulate bonuses for purchases;

receive discounts up to 100%* of the cost of the goods;

use bonuses not only for the next, but also for the current purchase.



*minus 1 ruble.

ACHIEVEMENTS OF THE COMPANY



9th place in terms of business size in 2018 among the leading retail companies in Russia (2nd place among sellers of digital and household appliances).



53rd place among the 500 largest revenue companies in Russia in 2019

+10 positions for the year (63rd place in 2018)



"Best Retailer" iXBT Brand 2019 — readers' choice.

For the fourth year in a row, DNS was awarded a gold award based on the results of the annual visitors' vote.



31st place among the 200 largest private companies in Russia in 2019.

+7 positions for the year (38th place in 2018)



4th place «The best online store 2019» offline + online.

ECOMSPACE. The RUSSIAN POST 2019 AWARDS is an independent award where the participants and winners in the nominations are chosen by the community by open voting.



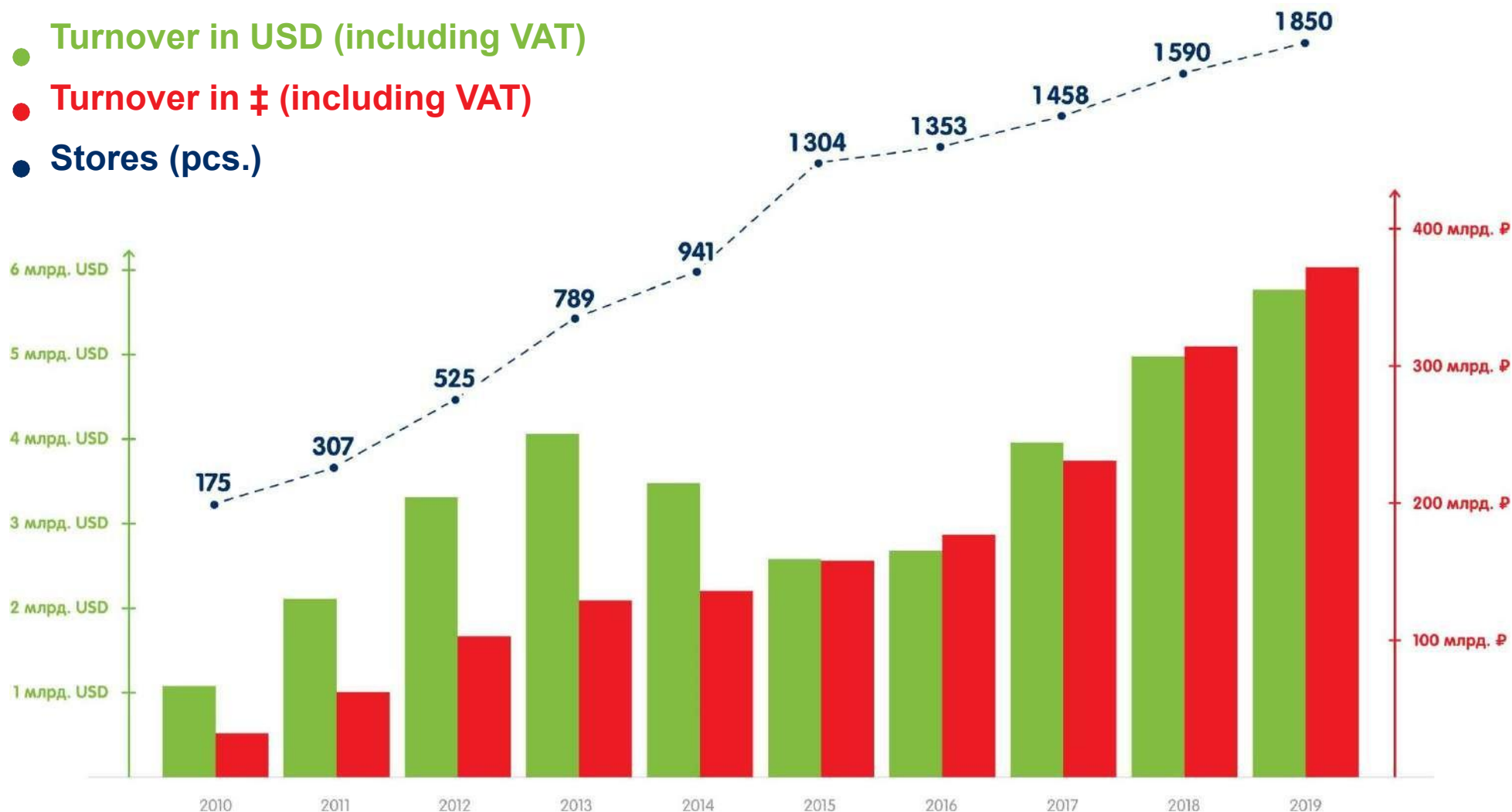
The Similar Web TOP 50 rating.

4th place in the category of electronics sellers in Russia as of February 1, 2020.



COMPANY TURNOVER AND THE NUMBER OF STORES

- Turnover in USD (including VAT)
- Turnover in ₺ (including VAT)
- Stores (pcs.)



Competitors:

In the Russian market, there are a lot of companies that do the same as our company. However, some of the most important competitors are: Eldorado, MVideo, RBT.RU



**Thanks for
watching.**

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DNS **GROUP**

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