

## LICENSEE PROFILE



ЗАКРЫТОЕ АКЦИОНЕРНОЕ ОБЩЕСТВО

# GENERAL DATA



Founded in 1992, now EUT is the leading distributor and importer of balloon and party products for Russia



Offices in Moscow, St-Petersburg and Ukraine.  
More than 400 employees



The total turnover 2 billion



The partnership with Disney more than 10 years  
(since 2003)



Market Share - 30%; 50% in balloons  
Disney share in business - 10%

# BRANDS



Other brands:



# ORGANIZATIONAL STRUCTURE



## Departments

## Key persons

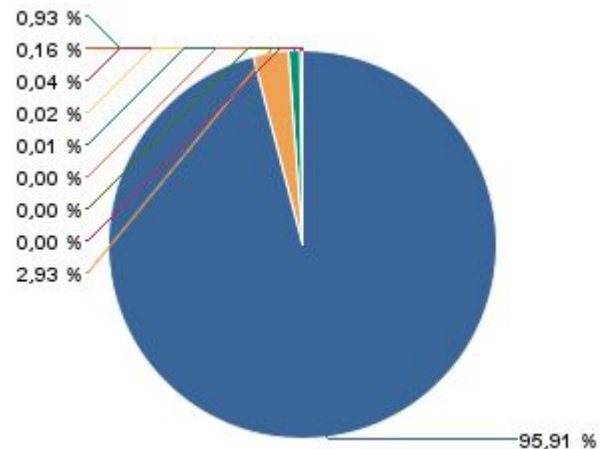


"Europe uno trade" - energetic, developing enterprise, constantly improving and optimizing its own structure.

# DISTRIBUTION

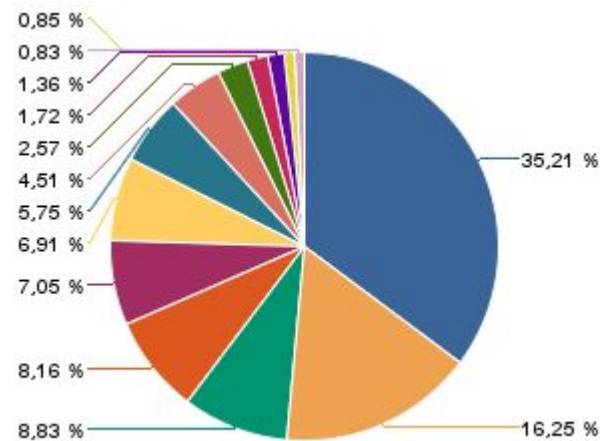
## Countries (2014)

Russia	95,91%
Rep. of Belarus	2,93%
Kazakhstan	0,93%
Ukraine	0,16%
Mongolia	0,04%
other	0,02%
Azerbaijan	0,01%
Kyrgyzstan	0,00%
Moldavia	0,00%
Estonia	0,00%



## Regions (2014)

Moscow	35,21%
Central Federal District	16,25%
Saint Petersburg	8,83%
Northwestern Federal District	8,16%
Siberian Federal District	7,05%
Volga Federal District	6,91%
Southern Federal District	5,75%
Ural Federal District	4,51%
Far Eastern Federal District	2,57%
Other regions	1,72%



# DISTRIBUTION, KEY ACCOUNTS

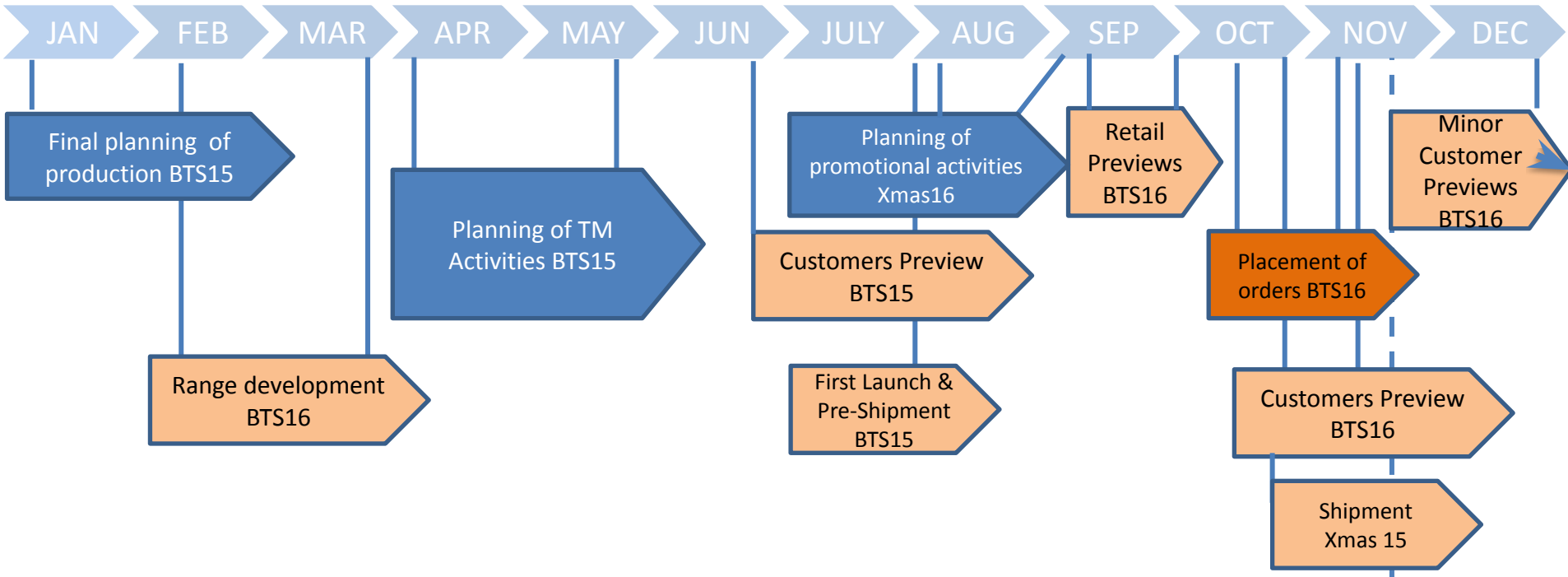
## Top Clients

Top client S	Emporiums	7,21
	Europa Uno Trade (office in St.Petersburg)	7,07%
	ACHAN	4,02%
	Micros (distributor in Voronezh)	3,03%
	Retail customers	2,76%
	Detckiy Mir	2,29%
	Tander (chain Magnit)	1,63%
	L-Designn (distributor in Samara)	1,26%
	Goncharov A.A. (distributor in Krasnodar)	1,19%
	MF Poisk	0,97%
	Internet customers (zatey.ru)	0,95%
	Prazdnichniy Dom (distributor in Ekaterinburg)	0,90%
	Specoborudovanie (distributor in Novosibirsk)	0,81%
	Velikiy A.V. (distributor in Pyatigorsk)	0,80%
	Ivanova I.I. (distributor in Ufa)	0,78%
	Deti	0,76%
	Prezent (distributor in Moscow region)	0,71%
	Other 6191 clients	62,86%

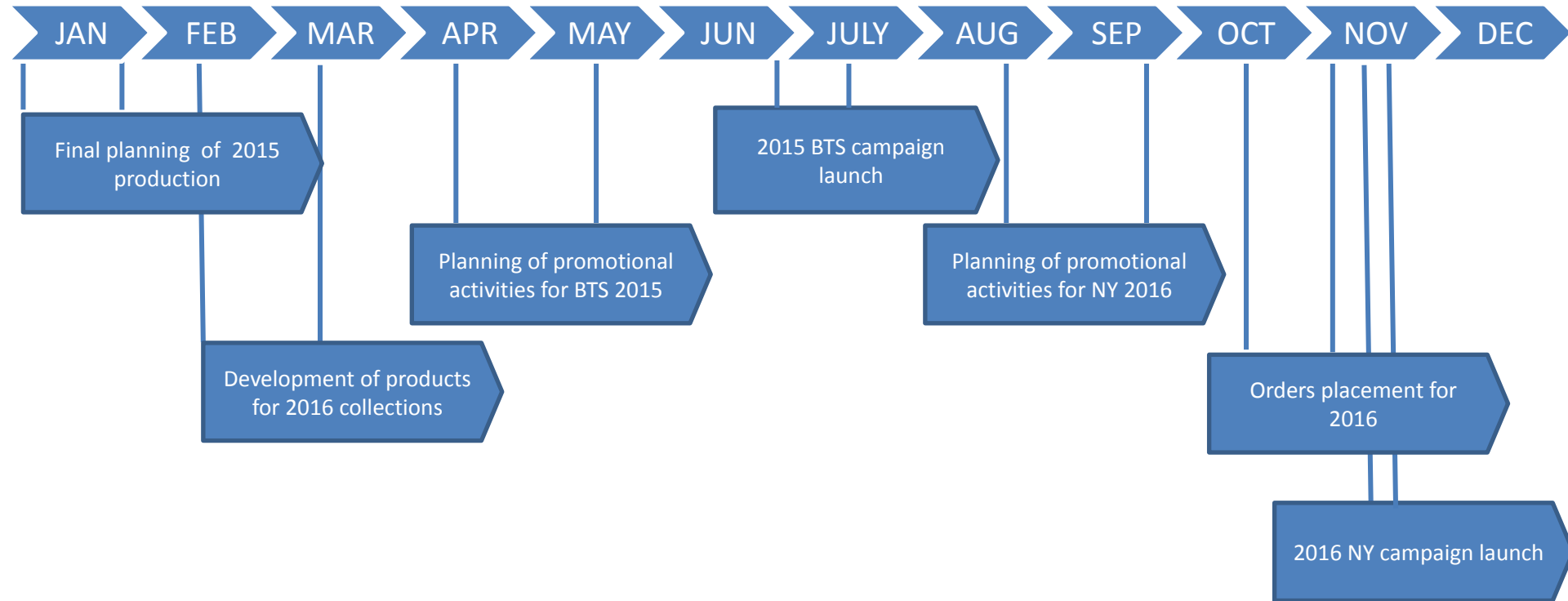
## Chain stores



# PLANNING CYCLE










# 2015-2016 timeline





# 2015 range plan

	SKU	Product name	Sales start
	<b>Collection Disney "Winnie The Pooh"</b>		
	1502-1617	Decorations for cakes Disney Winnie 48pcs/G	september 2015
	1504-0372	Giant bubbles Disney Winnie/G	march 2015
	1504-0374	Small bubbles stick Disney Winnie/G	march 2015
	1502-1605	Two-level decorations for cakes Disney Winnie/G	september 2015
	<b>Collection Disney "Minnie Mouse"</b>		
	1502-1618	Decorations for cakes Disney Minnie 48pcs/G	september 2015
	1501-2358	Badge Disney Minnie LED/G	april 2015
	1502-1606	Two-level decorations for cakes Disney Minnie/G	september 2015
	<b>Collection Disney "Sofia the First"</b>		
	1501-2356	Badge Disney Sofia the First LED/G	april 2015
	<b>Collection Disney "Fairies"</b>		
	1501-2140	Bracelet Disney Fairies 4 pcs/A	june 2015
	1501-2341	Bracelet Disney Fairies with pendant/A	june 2015
	1507-0973	Keychain notebook Disney Fairies/A	june 2015
	1507-0972	Pencil Disney Fairies 12pcs/A	april 2015
	1504-0376	Small bubbles stick Disney Fairies/G	march 2015
	1501-2150	Ring for head Disney Fairies/A	june 2015
	<b>Collection Disney "Princess"</b>		
	1501-2357	Badge Disney Princess LED/G	march 2015
	1502-1619	Декор-компл д/кекса Dis Princess 48pcs/G	september 2015
	1504-0375	Small bubbles stick Disney Princess/G	march 2015
	<b>Collection Disney "Тачки"</b>		
	1502-1620	Decorations for cakes Disney Cars 48pcs/G	september 2015
	1501-2359	Badge Disney Cars McQueen LED/G	april 2015
	1501-2360	Badge Disney Cars Mater LED/G	april 2015
	1507-0849	Pencil Disney Cars 12pcs/A	april 2015
	1504-0371	Giant bubbles Disney Cars/G	march 2015
	1502-1608	Two-level decorations for cakes Disney Cars/G	september 2015
	<b>Collection Disney "Mickey Mouse"</b>		
	1504-0373	Giant bubbles Disney Микки/G	march 2015

# 2016 range plan

Development the collections: "Frozen", "Sofia the First" and others depending on the economic situation in Russia.

# TM & Promo campaigns 2015 draft

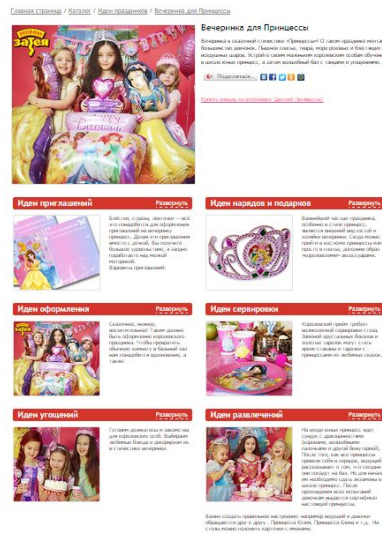
## Retail stores “Veselaya Zateya” branding



## Cash&Carry stores branding



Website (zatey.ru) update and branding with dedicated Disney & Marvel pages.  
Photo sessions with the products (cooperation with children's modeling agency)



## Strategy

Optimization of the range, to study the experience of foreign partners (cooperation with companies Amscan and Anagram).  
The search for new trends.

## 2015 Next Steps

Step 1: BTS15 BP & TM finalization

Step 2: 2016 range discussion & strategic partnership