

**DROP TO POOL
MARKET'S RIVER**

**HOW TO
GROW UP
FURTHER**



**POOLFACTORY.RU
AQUATUNING.RU**





5 years ago in RU

- **2 networks of pool outlets**



In our time

- **No global networks**



SITUATION ASSESSMENT

NO WELL KNOWN POOL RETAIL BRANDS

NO GLOBAL POOL OUTLET NETWORKS

ECONOMIC GOOD SITUATION FOR START

GOOD BUSINESS BACKGROUND



THEN

**niche
market**

NOW



How big is the niche market?

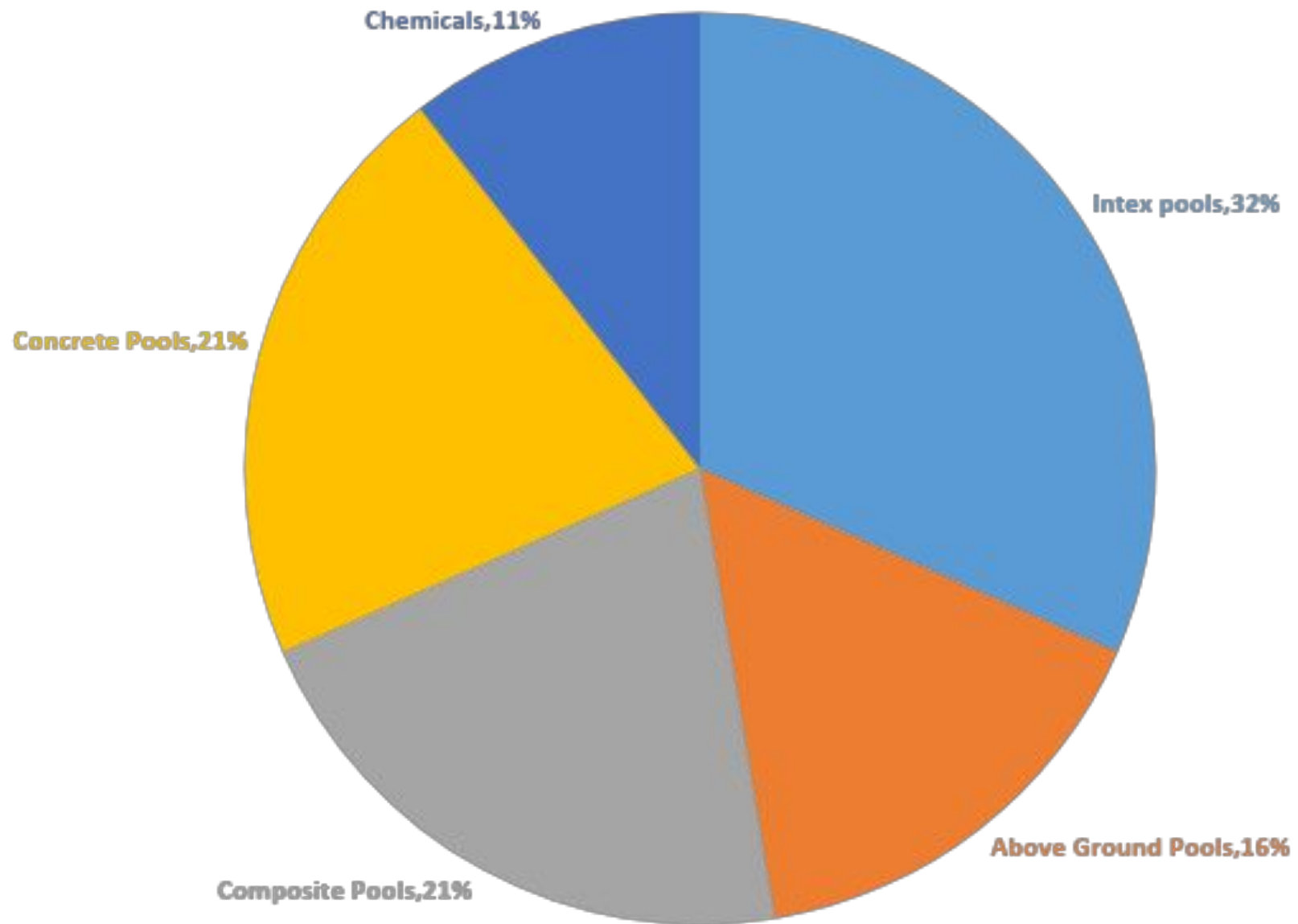
RU pool market – 40 millions €

Intex pool market – 10 millions €

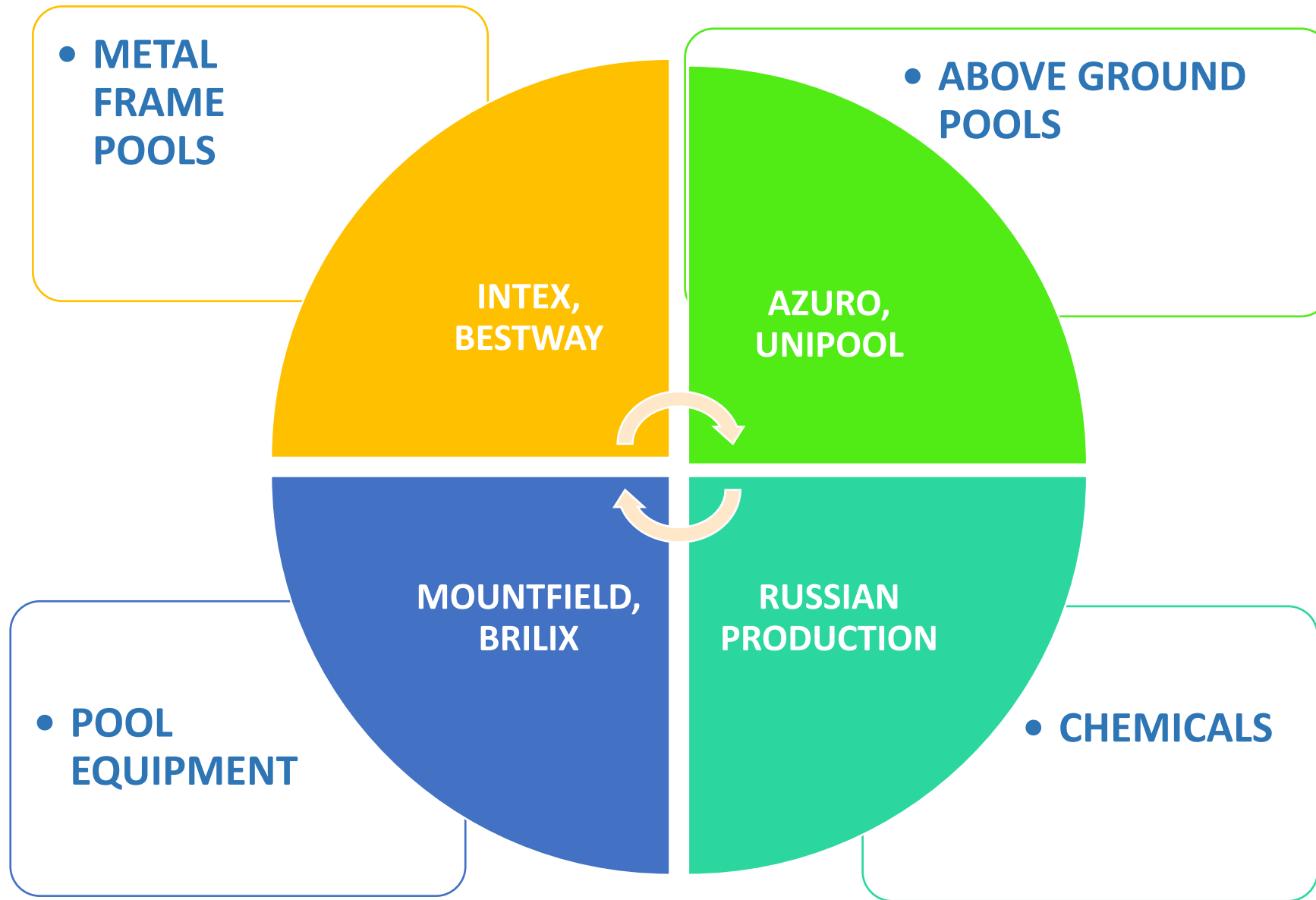
Pool service market – 5 millions €



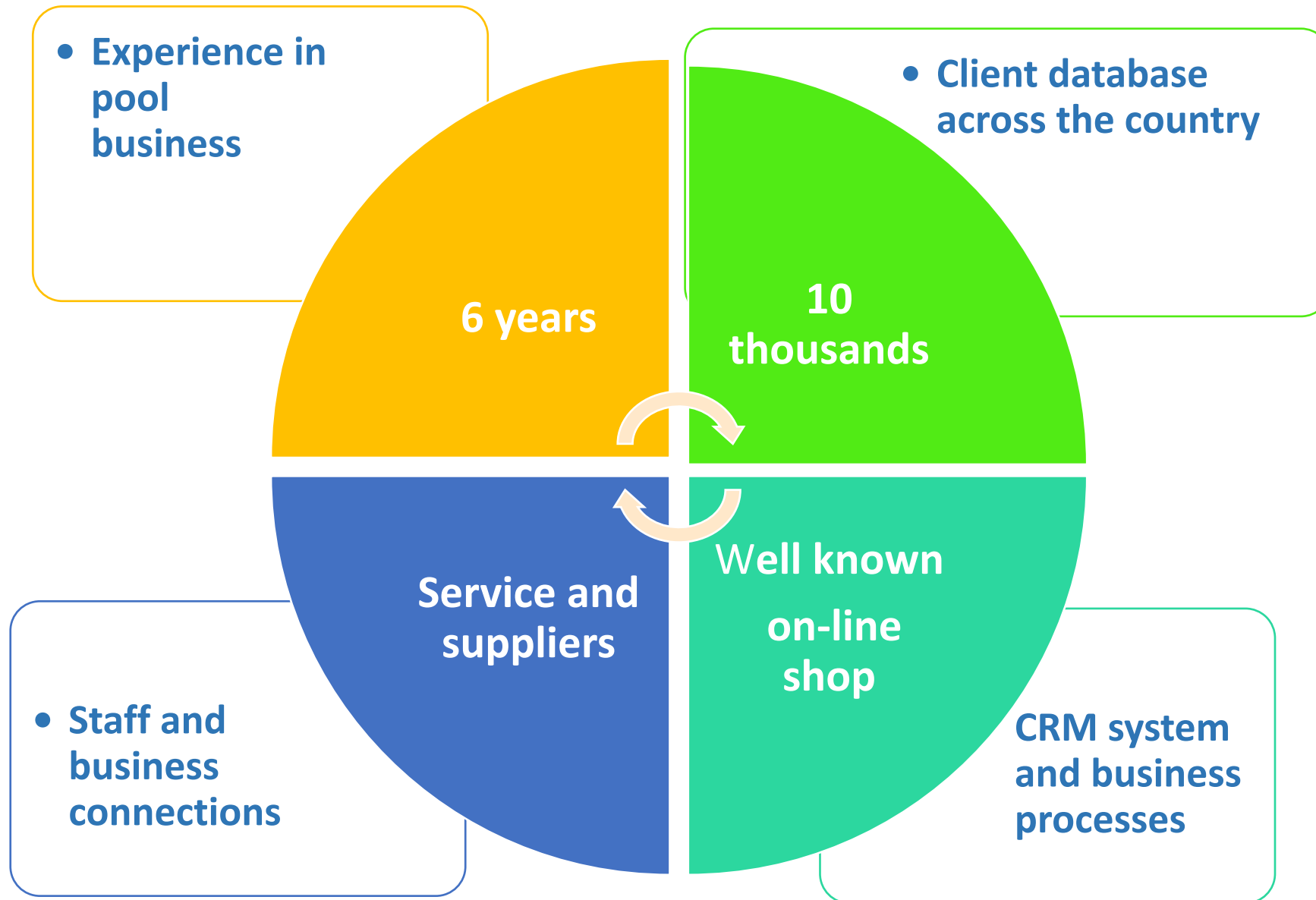
Private Pool Market RU 2015 turnover



WHAT WE HAVE NOW – ASSORTMENT



WHAT WE HAVE NOW – BUSINESS



WHAT WE HAVE NOW – TURNOVER

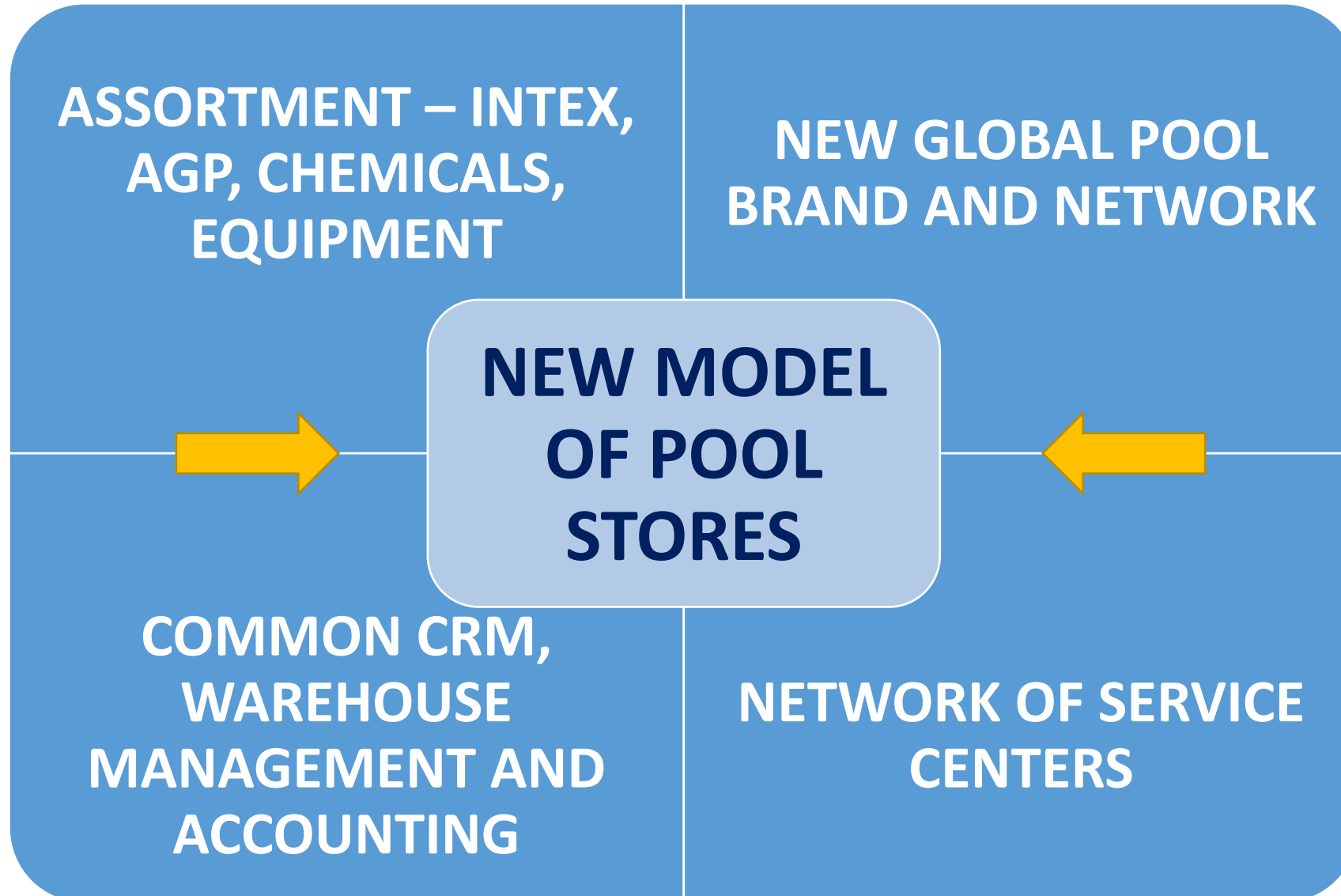
2013 - 24 millions rubles

2014 – 21 millions rubles

2015 – 22 millions rubles



WHAT WE WOULD LIKE



WHAT WE CAN MAKE

TO ESTABLISH A CHAIN OF POOL STORES AND SERVICE CENTERS

TO DEVELOP AND PROMOTE FRANCHISE IN RU REGIONS

TO COVER THE HALF OF THE POOL MARKET



WHAT WE ARE LOOKING FOR

**SENIOR PARTNER
FROM EU POOL MARKET**



WHAT WE NEED FROM SENIOR PARTNER

INVESTMENTS

EXPERIENCE

**A LOOK INTO
THE FUTURE**

**BUSINESS
INSTRUMENTS**



**THANK YOU
FOR YOUR
ATTENTION!**

**Mark Berman
Founder & CEO**



Pool-Spa.ru
spas and hottubs
distribution

FiberPools.ru
fiberglass pools production
and distribution

PoolFactory.ru
Intex and AGP
wholesale and retail

Qupel.ru
wooden tubs
retail

Aquatuning.ru
pool service