



# familia

OFF-PRICE STORES



# GOLD BRANDS





# Familia



# familia

- Established in 2000
- Off-price retail pioneer and leader in Russia
- More than 7000 brands
- More than 260 stores
- Over 4000 employees
- More than 100 buyers
- One of the Biggest 500 companies in Russia (according to RBC)
- Representative office in Poland

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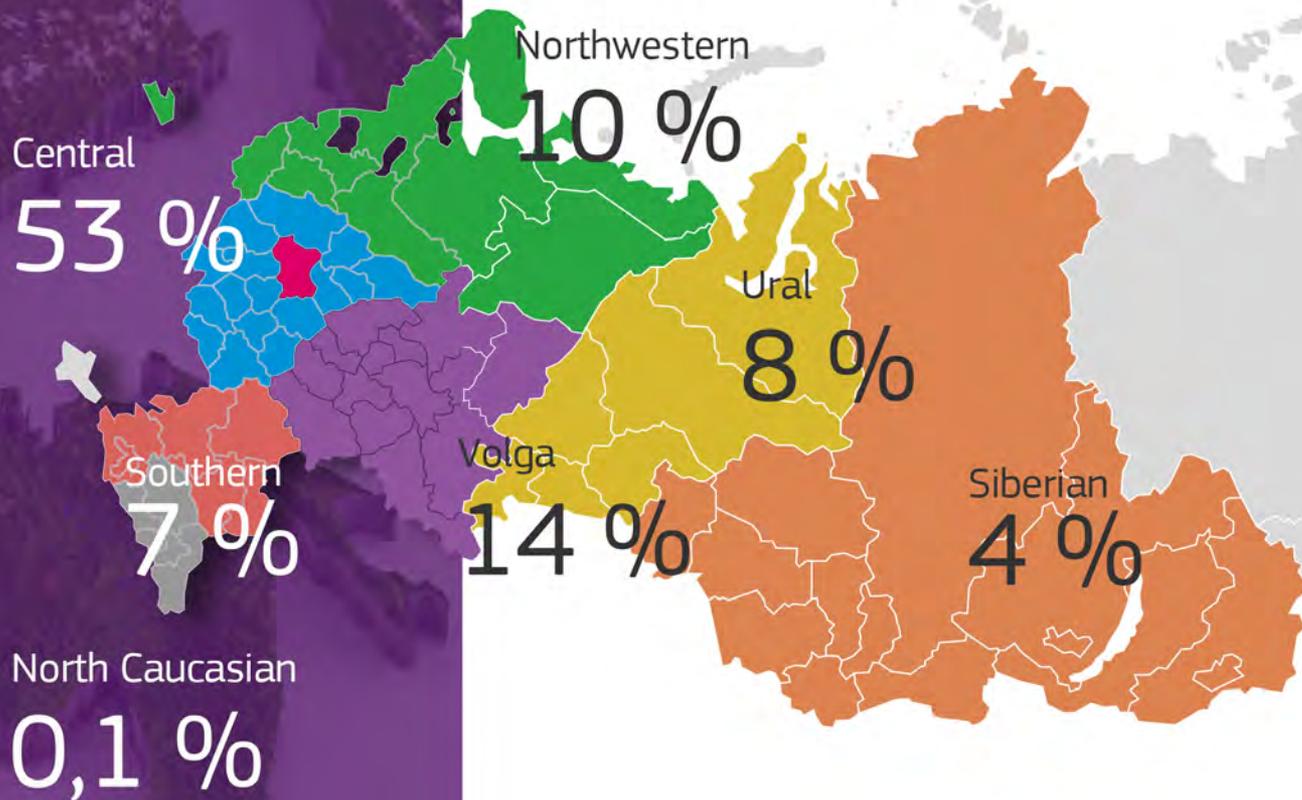


# Store distribution by region

Over  
**260 stores**

Locations in more than  
**90 cities in Russia**

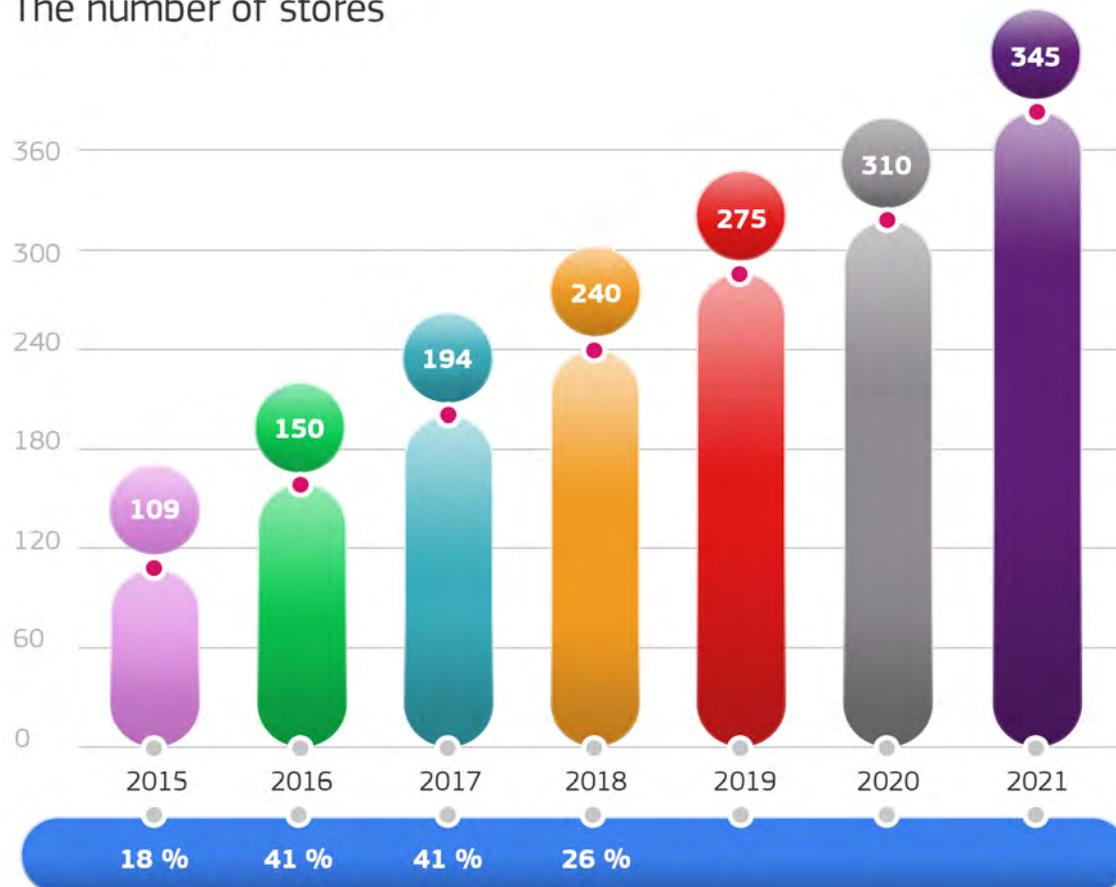
Moscow and Moscow region - 38 %  
St. Petersburg - 10 %  
Regions - 52 %



# Our growth

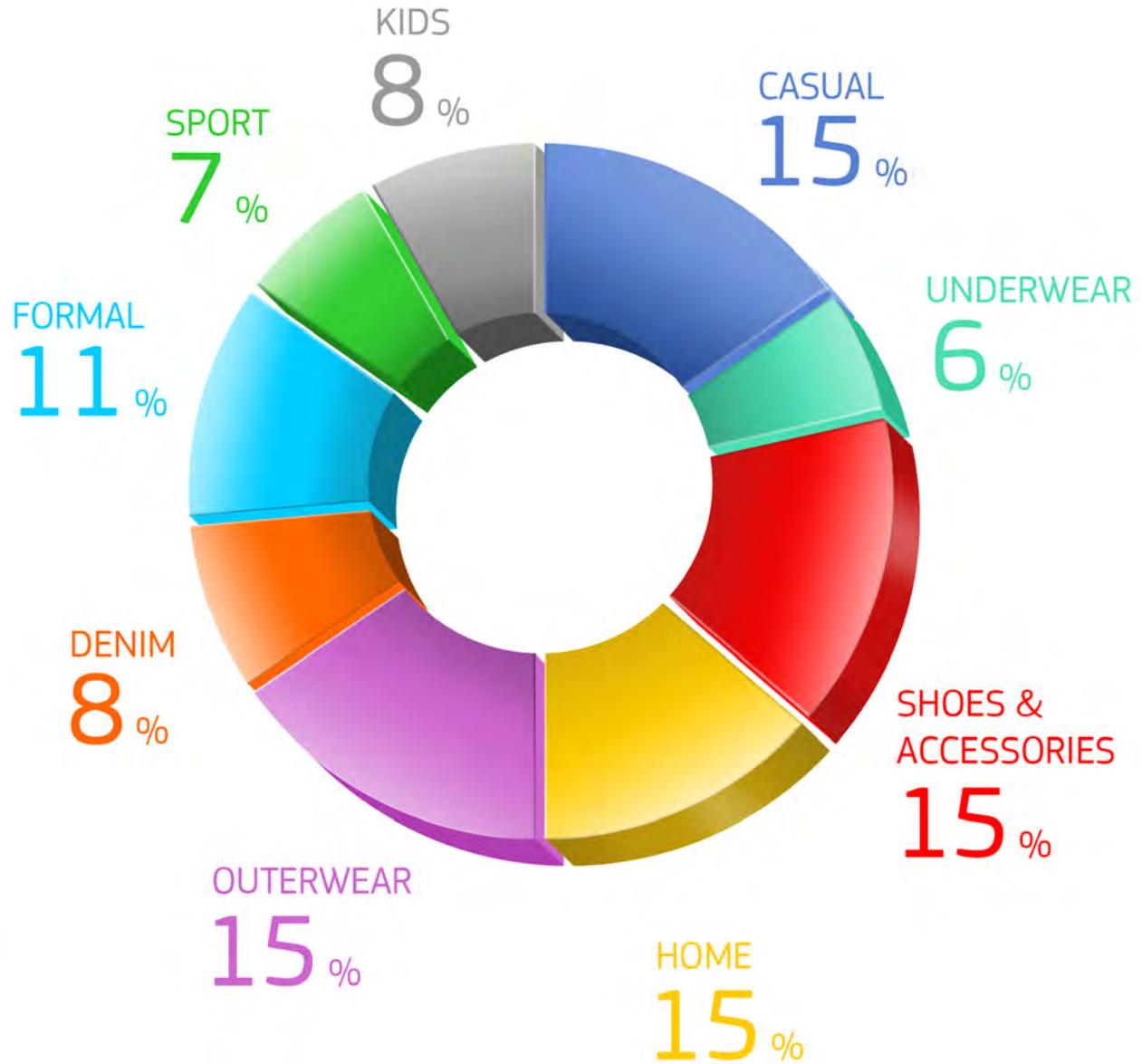
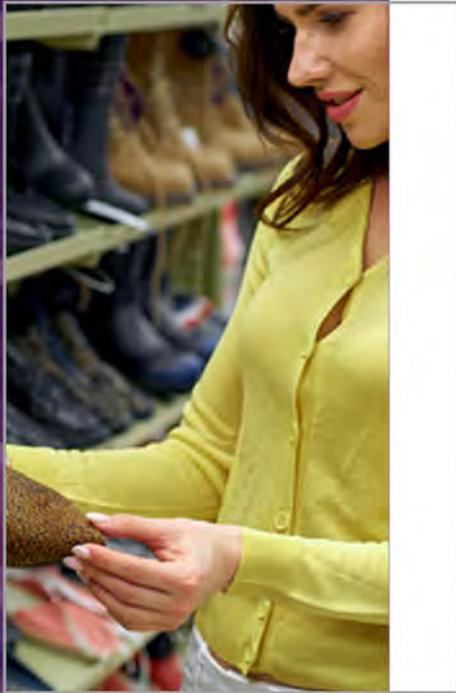


## The number of stores



## Turnover growth

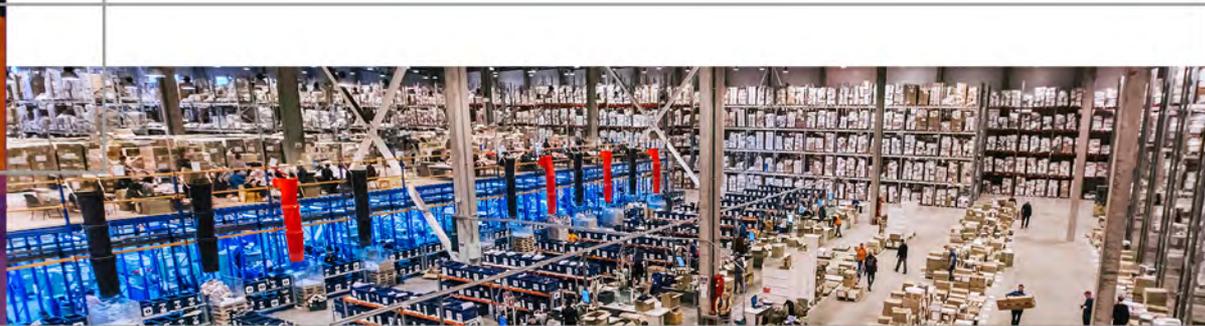
# Development



# Distribution Center



- Unique system of product assortment management
- Self-developed technology for product processing and distribution
- Floor space: 20 thousand sq m
- Over 200 incoming and outgoing production supplies daily
- Average turnover of 300,000 units per day
- Inventory turnover: 1.7 days



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# Familia ID-Technology

- Self-developed, patented technology for product processing and distribution



Only **2.4 seconds** in total!

# What we buy

1 Imports and production surplus

2 Cancelled orders

3 Factory overruns

4 Off-season products

5 Excess inventory

6 Stores leftovers

7 Samples

8 Broken sizes



# Partners

Import from  
40  
countries

Over  
2 000  
vendors

Long-term  
cooperation



USA, Canada, Australia  
2 %

Europe  
34 %

England • Netherlands  
France • Germany  
Italy • Turkey

Russian Federation  
(+ CIS)  
55 %

Asia  
9 %

## TOP-7 supplier countries

- Italy 10%
- England 8%
- China 8%
- Turkey 4%
- France 3%
- Germany 3%
- Netherlands 2%

# Purchasing

1 We import from anywhere in the world

2 Compliance with all international regulations

3 Convenient payment system

4 Impeccable reputation proven by years of cooperation with famous brands

5 Boundless product range

6 Outstanding sales and purchase volume

7 Final link in the trade chain



# Partners



## Gold Brands

- Specific brand corners
- Premium brands
- Globally well-known brands

REPLAY

DIESEL

Pepe Jeans  
LONDON



PAL ZILERI

GF  
FERRE

UTERQÛE

TRU TRUSSARDI

cacharel

STEFANEL

ANTONY MORATO

G-STAR  
RAW

CR7  
CRISTIANO RONALDO

ALEXANDER TEREKHOV

ARMANI  
COLLEZIONI

Ben Sherman

bugatti

Dezigual

EMPORIO ARMANI

BOMBOOGIE

GIORGIO ARMANI

GANT

elena miro

JOHN  
RICHMOND

GUESS

LACOSTE

ODDI

J.LINDBERBERG

Juicy Couture

Massimo Dutti

Marc O'Polo

roberto cavalli

PATRIZIA PEPE  
FIRENZE

PIQUADRO

PINKO

TWINSET

WOOLRICH  
JOHN RICH & BROS.

VERSUS  
VERSACE

LOVE  
MOSCHINO

AKHMADULLINA  
DREAMS

U.S. POLO ASSN.  
SINCE 1980

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# Partners



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## Sport

- Specific sports brand corners
- Sports clothing and footwear
- Sports hardware and accessories



# Partners



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ZARA Bershka Stradivarius PULL&BEAR lefties RESERVED

MOHITO

cropp town

MARKS & SPENCER

GAP

BANANA REPUBLIC

UNITED COLORS OF BENETTON

mötivi terranova

GAS

s.Oliver

TOM TAILOR

GERRY WEBER

olsen

TALLY WEIJL

MANGO

SPRINGFIELD

PUNT ROMA

JACK & JONES

SELECTED VERO MODA

STOCKMANN

MEXX

promod

CAMAÏEU

Jennyfer

KOTON

D'S domat

collezione

ALCOTT

RINASCIMENTO  
MADE IN ITALY

ORIGINAL MARINES

Le Cooper

TED BAKER  
LONDON

Abercrombie & Fitch  
NEW YORK

celio\*

hype

pimkie

RIVER ISLAND

LTB

ESPRIT

OVS

LERROS

H.I.S.

Levi's

COLIN'S

CARRERA  
EYEWEAR SINCE 19

MUSTANG  
JEANS

mavi

VIGOSS

Wrangler

American Spirit  
WESTLAND  
1930  
JEANS & CASUAL

BIG STAR

DELFIN

GEOSPIRIT

Pajar  
CANADA

RAINS

O'STIN

INCITY

TEDE

lamoda

LIMÉ

MODIS

SELA  
WEAR & ACCESSORIES

oodji

befree

BAON

tom farr

FINN FLARE

GJ GLORIA JEANS

NAUMI

ODDI

CLASNA

# Partners



# Partners



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# Contacts



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