

SCARLETT®

Keep home comfortable!

STORY OF SUCCESS

DEAR LADIES AND GENTLEMEN, PARTNERS

For over 20 years, the SCARLETT brand has successfully evolved in the markets of Russia, the CIS, the Baltic States and Eastern Europe. Our excellence is manifested in our leadership positions in the key categories of small home appliances, our reliable and loyal customers, and our long-term contracts with certified factories in South-East Asia. We owe our success to the consistent development of our range, constant monitoring of the quality of our goods, elaborate marketing strategy, and the policy of being guided by interests of our customers and end consumers.

The years 2016 and 2017 were marked
by a massive upgrade of SCARLETT.



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founder



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N. Merkulova,
commercial director



Being responsive to changes in consumer preferences, in 2017, the brand chose the most relevant market segment for its core audience as its platform for further development, with the following drivers:

- the need for user-friendliness
- absence of redundant elements
- availability of the optimal set of functions

However, there is something where the brand remains unchanged—fair prices and excellent quality.

The adjustment of our positioning has logically led to a change in our slogan and redesign of our package.

Currently, the key color of SCARLETT is elegant turquoise, and our new slogan is:

“SCARLETT - KEEP HOME COMFORTABLE!”

Many years of experience and proprietary developments have shaped more than 40 product categories in four product groups: Home, Kitchen, Beauty, and Climate.

- We speak the same language as our consumer, applying powerful creative advertising formats in relevant media channels.
- We take pride in our products that make the lives of millions of people around the world convenient and comfortable.
- We are grateful for your contribution to our joint successful development and are positive that our cooperation we help us achieve any ambitious goals in the future.

SCARLETT TEAM



CORPORATE MISSION AND VALUES

WE CREATE STATE-OF-THE-ART INTERNATIONALLY RECOGNIZED HOME APPLIANCES AVAILABLE AND AFFORDABLE TO MILLIONS OF CONSUMERS, OFFERING STYLISH, FUNCTIONAL, HIGH-QUALITY CUTTING-EDGE PRODUCTS AT FAIR PRICES.

TEAM

SCARLETT is a strong close-knit Team of professionals. Expertise, potential, energy and creativity of each member make our team unique in performance.

DIVERSITY

We offer a wide range of products for consumers with any level of income: from the affordable to the premium segments.

RELIABILITY

We have strong market positions and are constantly evolving, contributing to the development of our Business and Businesses of our Partners.

OPENNESS

We are focused on open partnership and collaboration, we want to be transparent and understandable to Society and our Partners.

SCARLETT BRAND – THE COMPANY'S MAIN ASSET

SCARLETT IS ONE OF THE TOP 5
MOST RECOGNIZABLE SDA
BRANDS IN RUSSIA.

69%

of the population
KNOW* SCARLETT
appliances

31,6%

of the population
USE* SCARLETT
appliances

46%

of the population
KNOW AND BUY
SCARLETT.
No. 1 IN CONVERSIONS*

Affordable high-quality home appliances to cook,
keep your home clean, and ensure comfort –
simple, fast, and practical.

These appliances are for regular
responsible women, who have
ambitions and who value their
family, their loved ones, and their work.



HISTORY OF THE COMPANY

1993

year of foundation

1996

year of birth of the SCARLETT brand

1997

sales of more than 1 million units

1998

warehouses open in Kotka and Hamburg

2002

start of deliveries to federal retail chains

2003

EFFIE/Brand of the Year award

2004

EFFIE/Brand of the Year award

2006

leadership in the Russian market

2008

No. 1 brand in the markets of Russia and Kazakhstan
in terms of ownership by consumers

2010

Retail Grand-Prix

2012

"Hairdryers" and "Fans" Product of the Year award

2014

Brand of the Year award, sales of 15 million units, launch of specialized SCARLETT
Vita Spa and SCARLETT Comfort lines

2015

launch of the specialized SCARLETT Top Style line

2016

update of brand positioning, new communication platform,
and corporate identity

2018

updated SCARLETT brand in all stores of the country

SCARLETT BRAND ARCHITECTURE

IT CONSISTS OF THE MAIN "TURQUOISE" LINE WITH A WIDE RANGE OF SDA
AND THEMATIC PRODUCT LINES FOR SPECIAL CARE

SCARLETT®
Keep home comfortable!

**MODERN DOMESTIC APPLIANCES – EASY, FAST
AND CONVENIENT TO USE.**

All of the products offer the most popular functions
and are made of modern materials that ensure
enjoyable user experience. They are convenient to
use, ergonomic, and intuitive.

SCARLETT^{TOP}Style

Hair Care appliances.
Designed in collaboration
with a professional stylist.

SCARLETT^{Vita}SPA

Personal Care appliances.
Salon experience
at your home.

**SCARLETTTM
comfort**



Appliances ensuring
a comfortable climate.

THREE POSITIONING PILLARS UNDERSTANDABLE TO CONSUMERS

QUALITY

- Health-friendly materials
- Sense of being a professional
- Excellent specifications
- High-quality results without much effort
- Intuitive interface

COMFORT AND CONVENIENCE

- Ergonomic
- Sense of convenience
- Easy to assemble/disassemble/wash
- Intuitive interface
- Feeling of comfort

AFFORDABLE PRICE

- Affordable average price
- Easy to find in stores



SCARLETT – LEADERSHIP IN CATEGORIES

BRAND EXPERTISE IN MANY CATEGORIES IS REGULARLY
CONFIRMED BY EXPERTS DURING MARKET ASSESSMENTS

KITCHEN APPLIANCES



No. 1
IN KETTLES



No. 1
IN JUICERS



No. 2
IN BLENDERS



No. 2
IN MIXERS



TOP-5
IN MULTICOOKERS
AND MEAT
GRINDERS



TOP-3
IN TOASTERS

LEADERS OF THE GfK HIT LIST



Meat mincer
SC-MG45S52



Blender SC-HB42F14



Kettle SC-EK 21S43

* according to GfK Russia, January – Nov 2018, units



Hair dryer
SC-HD70I47



Steam iron SC-SI30S01



Vacuum cleaner SC-VC80B03



Juicer SC-JE50S15



HOME APPLIANCES:



MARKET LEADER

IN FANS



TOP-3

IN HUMIDIFIERS



No. 2

IN TRIMMERS



FIRST

NATIONAL BRAND
IN VACUUM CLEANERS



No. 1

IN BATHROOM SCALES



No. 3

IN HAIR DRYERS

DOZENS OF NEW SKUs ARE CREATED ANNUALLY

MODEL LINEUP UPDATES AND EMERGENCE OF BESTSELLERS
IN ALL PRODUCT CATEGORIES

KITCHEN:



SC-EK21S64



SC-EK27G55



SC-EK27G41



SC-ET10D15



SC-KS57P43



SC-MG45S56



SC-JE50S43



SC-HB42F54

HOME:



SC-SI30K30



SC - VC80H13



SC-AH986E08



SC-BS33ED81



SC-HD70I40



SC-HC63C62



SC-HS60700



SC-HS60T65



SC - VC80R11

SCARLETT BUSINESS

A MARKET GURU – WE FORM CATEGORIES AND SET TRENDS



JUICERS

- every fifth juicer sold is a SCARLETT
- vivid, stylish, easy to use design created specially for today's audience



KETTLES

- since the inception of the company, more than 25 million units have been sold

A MARKET EXPERT – WE DEVELOP PRODUCTS



HAIR DRYERS

- specialized TOP STYLE line of hair care products was developed in 2015
- annual growth +20%
- TOP STYLE models in every third family



BATHROOM SCALES

- development of exclusive designs
- annual sales of more than 500,000 units

MARKET AGGREGATOR – WE ADAPT THE BEST TECHNOLOGIES



IRONS

- we use 5 types of soleplates for various fabrics
- implementation of eco-technologies



TRIMMERS

- models for any “familiar” situation
- most sought after brand in the category

WE CREATE AFFORDABLE PRICE SEGMENTS IN MASS CATEGORIES



BLENDERS

- introduction of a new generation of motors in 2016 resulted in doubling sales

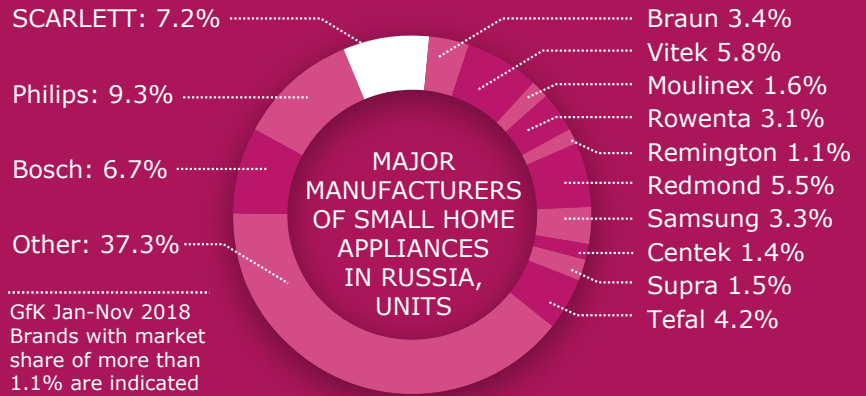


VACUUM CLEANERS

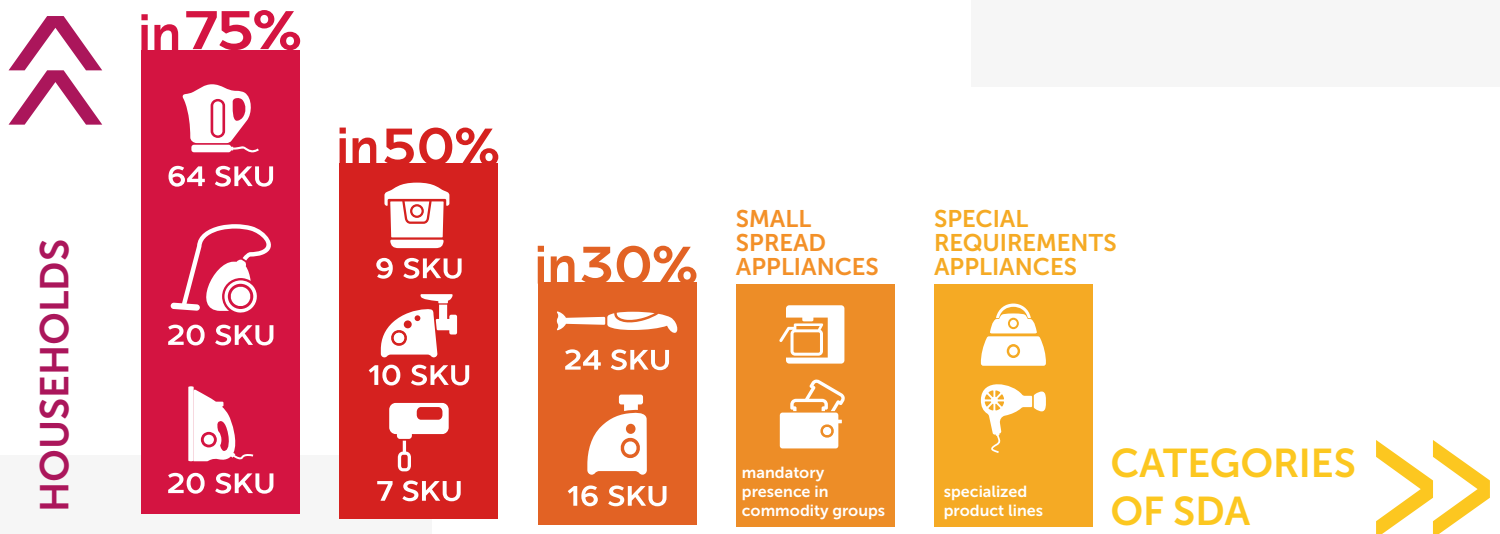
- introduction of the cyclone technology into mass production resulted in trebling sales

SCARLETT BUSINESS

FOCUS ON THE MOST POPULAR PRODUCT GROUPS



SCARLETT IS ONE OF THE LARGEST MANUFACTURERS OF SMALL DOMESTIC APPLIANCES IN RUSSIA. WE ARE SENSITIVE TO MARKET NEEDS, CREATING MAXIMUM DIVERSITY IN THE MOST POPULAR CATEGORIES.

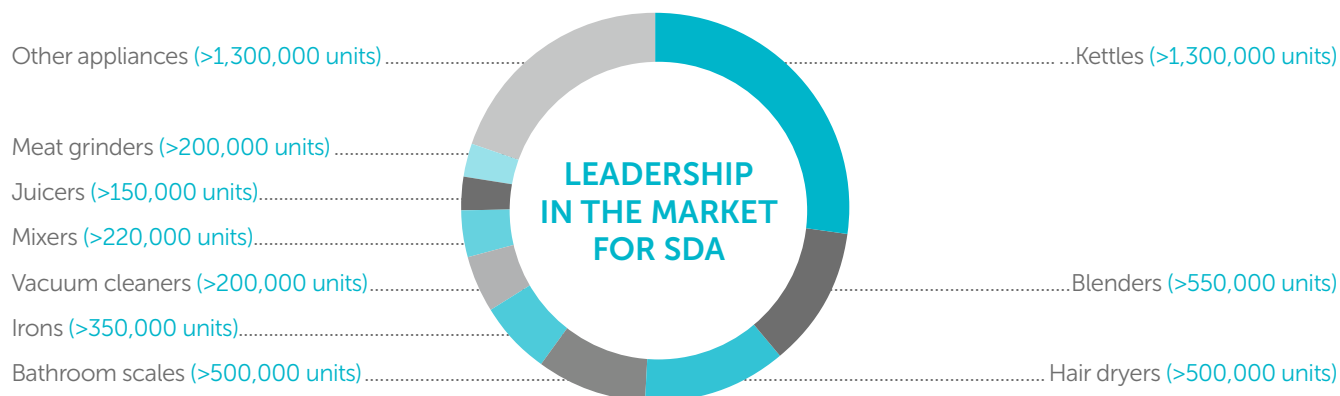


BESTSELLING APPLIANCES

FOR KITCHEN AND HOME,
YEAR AFTER YEAR,
FOR 20 YEARS NOW

EVERY THIRD RUSSIAN FAMILY OWNS
SCARLETT APPLIANCES

**MORE THAN 5.5 MILLION UNITS OF SCARLETT APPLIANCES
ARE SOLD ANNUALLY**



GEOGRAPHY AND DISTRIBUTION

WE ARE WORKING WITH THE BEST PARTNERS
IN RUSSIA AND IN 16 COUNTRIES ACROSS THE GLOBE

CIS COUNTRIES—THE MAIN PRESENCE REGIONS OF THE BRAND

Products are sold through all of the major sales channels:



Specialized stores selling
home and digital appliances



Hardware and home
products stores



FOOD
hypermarkets and supermarkets

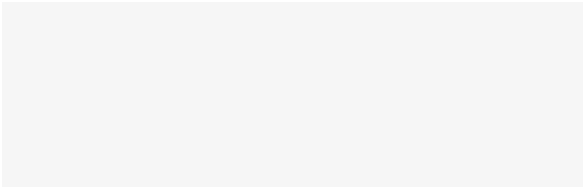


E-commerce
and online catalog stores



SCARLETT APPLIANCES ARE SUCCESSFULLY SOLD IN MANY COUNTRIES

■ Russia.....	in more than 10,000 outlets
■ Kazakhstan	in 100 outlets
■ Belarus.....	in 200 outlets
■ Latvia.....	in 50 outlets
■ Lithuania	in 100 outlets
■ Ukraine.....	in 150 outlets
■ Moldova.....	in 30 outlets
■ Poland	in 200 outlets
■ Hungary.....	in 50 outlets
■ Georgia	in 21 outlets
■ Armenia	in 20 outlets
■ Azerbaijan	in 30 outlets
■ Jordan.....	in 30 outlets
■ Romania	in 85 outlets



SCARLETT APPLIANCES ARE EASY TO BUY

IN ALL MAJOR TRADING NETWORKS IN REGIONS
AND COUNTRIES OF OPERATION





magnum
cash & carry

Auchan

smørtbuy

5 ЭЛЕМЕНТ
НИКОПОРКА • БАТРАК • ТЕХНИКА

TOPO CENTRAS EURONICS GROUPES NARYS


Carrefour

 **ЭЛЕКТРОСИЛА**

TEKHO
LIVE

 **mycenter**

 **ROZETKA.UA**
интернет супермаркет

 **Kaufland**

MAXIMA

 **TECHNODOM**
Все делаем с любовью!

 **espoon**

 **ERMITAŽAS**

SELGROS
CASH & CARRY

BOMBA
SUPERMARKET ELECTROGAZNIČE

21vek.by
онлайн-гипермаркет

MAXIMUM

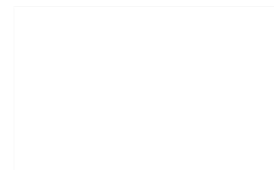
 **ELDORADO** UA

E.Leclerc 

eMAG

HK
НАРОДНАЯ КОМПАНИЯ

OPD



GROWTH STRATEGY

BEING A LEADER IS FOR US TO BE
IN EVERY FAMILY!

WE AIM AT CONTINUOUS DEVELOPMENT, ANTICIPATING MARKET CHANGES AND EXPECTATIONS OF CONSUMERS AND PARTNERS



WE CREATE

state-of-the-art household appliances using new materials and high technologies



WE MAKE

our products focused as much as possible on the end user



WE UPDATE

model range in accordance with current market trends



WE OFFER

ca balanced range designed for the broadest possible audience of consumers, and 360° communication support



WE EXPAND

sales markets and conquer new territories



WE PROVIDE

the widest possible price offer, from affordable to medium-high and compliance with high quality standards



ENSURING PRODUCT QUALITY AND SERVICE

PERMANENT QUALITY CONTROL

SCARLETT appliances are manufactured at the world's largest production sites in collaboration with more than **200 partners** among globally recognized manufacturers of appliances.

These are the most advanced factories with a high degree of production automation, equipped with cutting-edge manufacturing equipment.

The **quality control** of SCARLETT products is performed at all **production stages**. SCARLETT specialists conduct supervisory **control of every batch** of finished products.

SCARLETT APPLIANCES ARE EASY TO MAINTAIN

138 centers in Russia and maintenance offices in many countries of the world (including our proprietary offices in Kazakhstan, Kyrgyzstan, Moldova, and Ukraine).

SCARLETT BRAND, COMMUNICATION STRATEGY

THE REVAMPED SCARLETT IDENTITY IS UNIQUE, FRIENDLY, RECOGNIZED BY THE BUYERS AND EASILY INTEGRATED WITH THE CORPORATE IDENTITY OF ANY PARTNER



Advertising

We engage all communication channels, placing ads on our own and involving partners.

Packaging

A crucial information channel. Developed in conjunction with KIAN international branding agency it reflect the philosophy of our brand, provides exhaustive information about the product, and speaks the same language as the consumer. Limited edition creation



Events for partners

Training, outreach, tasting—the format is negotiated individually.



SCARLETT®
Keep home comfortable!

Cross-promo

Federal promotion events are held annually and ensure brand loyalty.

Direct communication with the consumer

Highly targeted advertising campaigns in relevant channels, use of proprietary and partner sites for promotion



Personnel motivation

Mutually beneficial sales promotion



POS and trade equipment



Regular promos

Individual approach to trade marketing activities



BENEFITS OF COOPERATION



BENEFICIAL

Guaranteed highly profitable business
(guaranteed protection of profits
in sales channels)



POPULAR

High brand awareness



STABLE

Business sustainability proven by decades
of experience



HIGH-QUALITY

Confirmed quality of all SKUs



RELEVANT

The modern range that sets consumption trends in the market and is supported by regular marketing activities.



CONVENIENT

The broad range that is regularly updated.



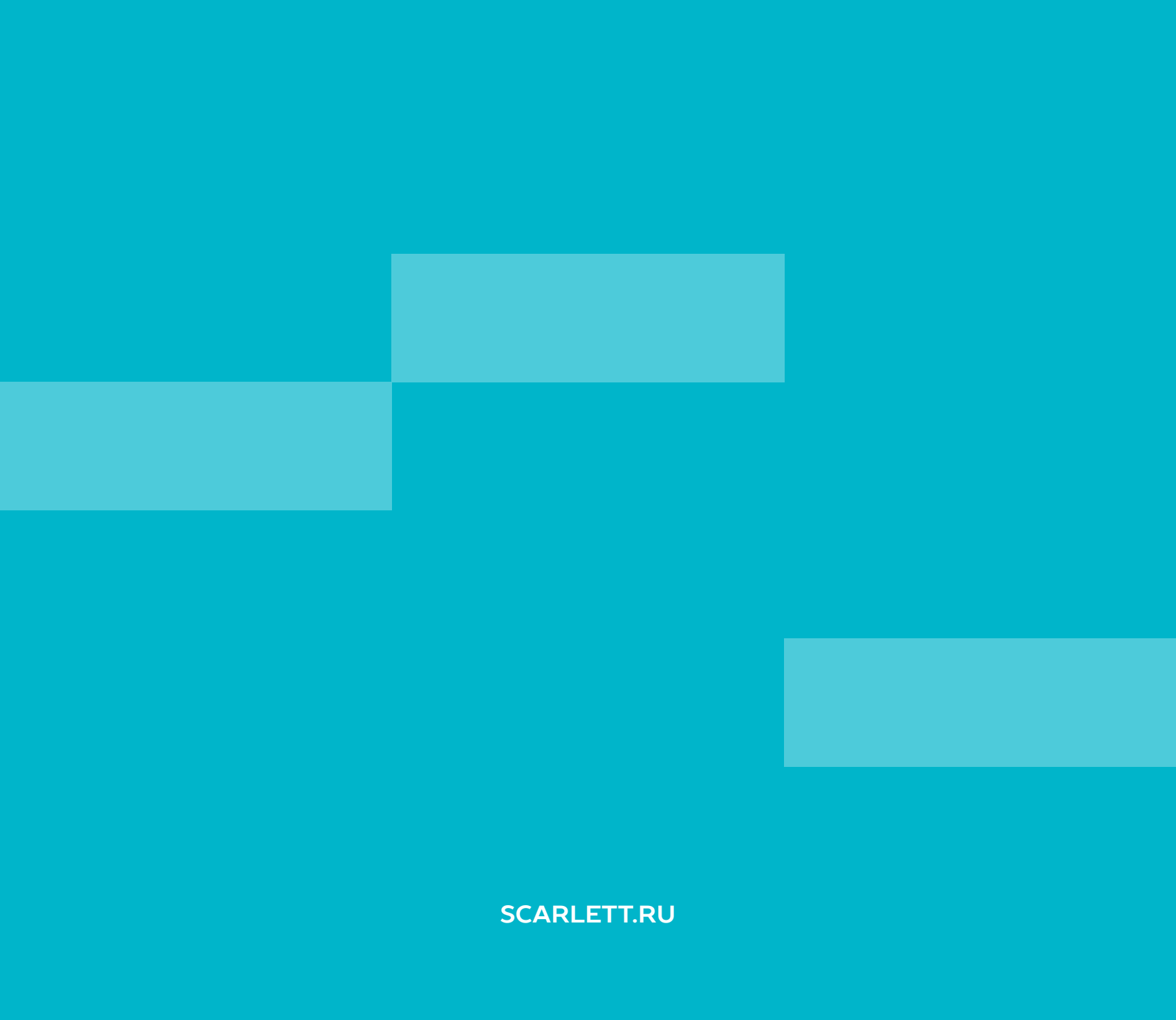
POPULAR

Products are highly sought after



INDIVIDUAL

Individual approach to every customer
(commercial policy)



SCARLETT.RU