



Beautifully. Consistently. Focused.

NAKED TRUTH

YANSER
tights & underwear

1. Mission
2. Our development history
3. Yanser brands
4. Business partners
5. Product's distribution channels

"Yanser" means the Beautiful business in Beautiful framing for Beautiful people. Our view of the beauty — it is the peerless sense of harmony between the body and the underwear... We strive for:

Doing business in a beautiful, consistent and purposeful way.

Perfection in all matters: in products, design, colour, service...

Keeping abreast of the times and looking into the future.

Learning to anticipate the wishes of our clients. Understanding the essence of the mood of our clients and learning to manage all the scale of this mood – from the ecstasy to the mysteriousness.

Enabling all women to touch the "true" underwear.

We strive to be needed, accessible, interesting. To find the like-minded people, to inflame them with beautiful ideas and to never disappoint them on our way towards perfection.

... it is much more than the business, it is our beautiful mission!

(Extract from the Brand Book of the "Yanser" Company — "ON REALIZING THE ESSENCE OF THE BEAUTY")

- 1994** The year of foundation of the Yanser Company
Development of the wholesale sector in Ukraine (department stores)
Development of the retail sector in Ukraine (exhibitions, fairs)
- 1998** Foundation of the *Legs* brand.
- 2000** Opening of the first special hosiery shop (the *K-Market* Project prototype)
- 2003** Opening of the first women underwear and tights retail shop — *75B*.
- 2004** Starting of the *Market4Pro* Wholesale Project in Ukraine
Foundation of the *Kleo* brand.
- 2006** Opening of the *75B* store chain in Russia (Voronezh city)
- 2007** Opening of the first *K-Market* shop in Ukraine (Kyiv city)
Opening of the first *L'etude* shop in Ukraine (Kyiv city)
Opening of the *Market4Pro* Branch in Russia (Voronezh city)
- 2010** Opening of the first *L'etude* shop in Russia
Opening of the first *K-market* shop in Russia
Opening of the first *Bilyzna.STREET* shop in Ukraine
- 2011** Opening of the first *L'etude* shop in Moscow
Opening of the *K-market* online shop

* **As of December 2012** the staff of the Company numbers more than 600 employees.
The general number of sales outlets is more than 200.
The Founder and Executive Director of the Company — Serhiy Leonidovych Klymenko.

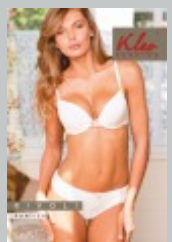
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3.YANSER BRANDS



The global lingerie Kleo brand is created in 2004

- International team of Ukrainian, Italian, Latvian, Polish professionals is working at design, construct and products creation.
- High-quality materials from the best manufactures.
- Production areas are located in European countries like Latvia, Ukraine, Italy, Poland and Albania.
- Kleo brand comprises the broad range of products:
 - Currently, our base lingerie collection consists of 17 in classical color models;
 - Fashion collection is created on the global trends basis, renovating twice a year;
 - Purpose designed lingerie Kleo Comfort line is created for Full Figure women;
 - Day by Day panties collection is an independent woman's wardrobe fashion element, consisting of two lines: «Cotton Line» and «De lux Line».



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3.YANSER BRANDS



L'etude – lingerie that makes to fall in love...

- Lingerie L'etude brand is created by Yanser professionals on the basis of existent long-term experience in the fashion and lingerie business – more than 15 years.
- Manufacturing our lingerie, we use high-quality Italian, French, Spanish materials, which we select, visiting Paris exhibitions.
- Production areas are located on the near abroad territory (Russia, Ukraine, Latvia, Poland). This factor affords an opportunity to control prices and maintain loyal price policy.
- Fashion trend line is produced under L'etude brand, renovating twice a year.



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3. YANSER BRANDS



Key company, well known Polish producer of modern natural lingerie, was founded in 1990.

- Key brand holds strong positions around Ukrainian, Belorussian, Czech, Slovak and many other European markets.
- Innovative style, modern design, high quality and model diversity have always been and remain the most indicative elements of Key products popularity.
- High quality and natural cotton stockinet along with innovative cloth of natural origin such as bamboo fiber, viscose, rayon is used in the process of models production.
- Key brand produces a broad range of lingerie models, playclothes for women, men, teenagers, children.
- The world of lingerie from Key is the universe enriched with colour, pleasure, imagination and humour!



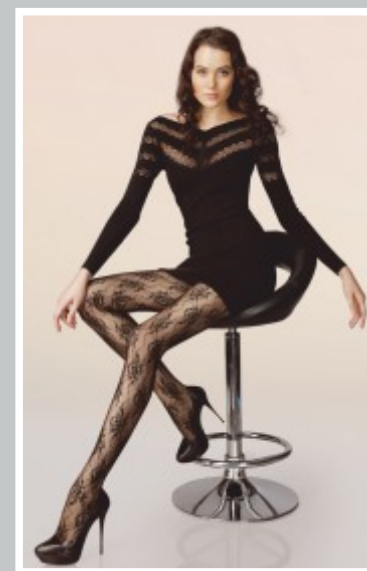
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3.YANSER BRANDS



Having been founded in 1998, Legs brand appears to be the co-project of international company "Yanser" and the Italian company of high standing "Mura".

- Products under the Legs brand combine the best tights, stockings, gaiters and socks, which will gently take care of your legs;
- Legs brand is the harmonious union of high quality products and pleasant prices for clients. Exactly by means of this,
- Legs brand managed to get a good name and plenty of products well-wishers throughout Eastern Europe.
- The collection consists of two main lines: basic and elegant fashion.
- Hosiery under Legs brand is the excellent solution for any real-life situations!



«**Yanser**» (Ukraine) present at the market since 1994: **Kleo, Legs, L'etude** brands.

Elbrina Group (Holland) the approximate yearly turnover makes 70 million euro: **Elbrina, After Eden, Beautifull, Zilly, Dress Code** brands.

Jolidon Group (Rumania-Italy) present at the market since 1993, the approximate yearly turnover makes 120 million euro: **Jolidon, Prelude, Lilly, Argos** brands.

Calzificio MURA SpA (Italy) present at the market since 1969, the approximate yearly turnover makes 20 million euro: **Mura** brand.

Lpp Group (Poland) present at the market since 1995: **Henderson, ESOTIQ, Reserved, Promo Star, Gropp** brands.

V.O.V.A. (Latvia) present at the market since 1991, the approximate yearly turnover makes 7 million euro

Marilyn (Poland)

Key (Poland) present at the market since 1989, the approximate yearly turnover makes 10 million of USA dollars.

Season offers from:

CSP Group (Italy): Sanpellegrino, Oroblu, Miss Sixty, Le Bourget, Libreti brands.

Ladyberg Group (Italy): Papillon, Liabel, Lauro Biadjiotti, Io Donna, Coconuda, Valeria Marini brands.

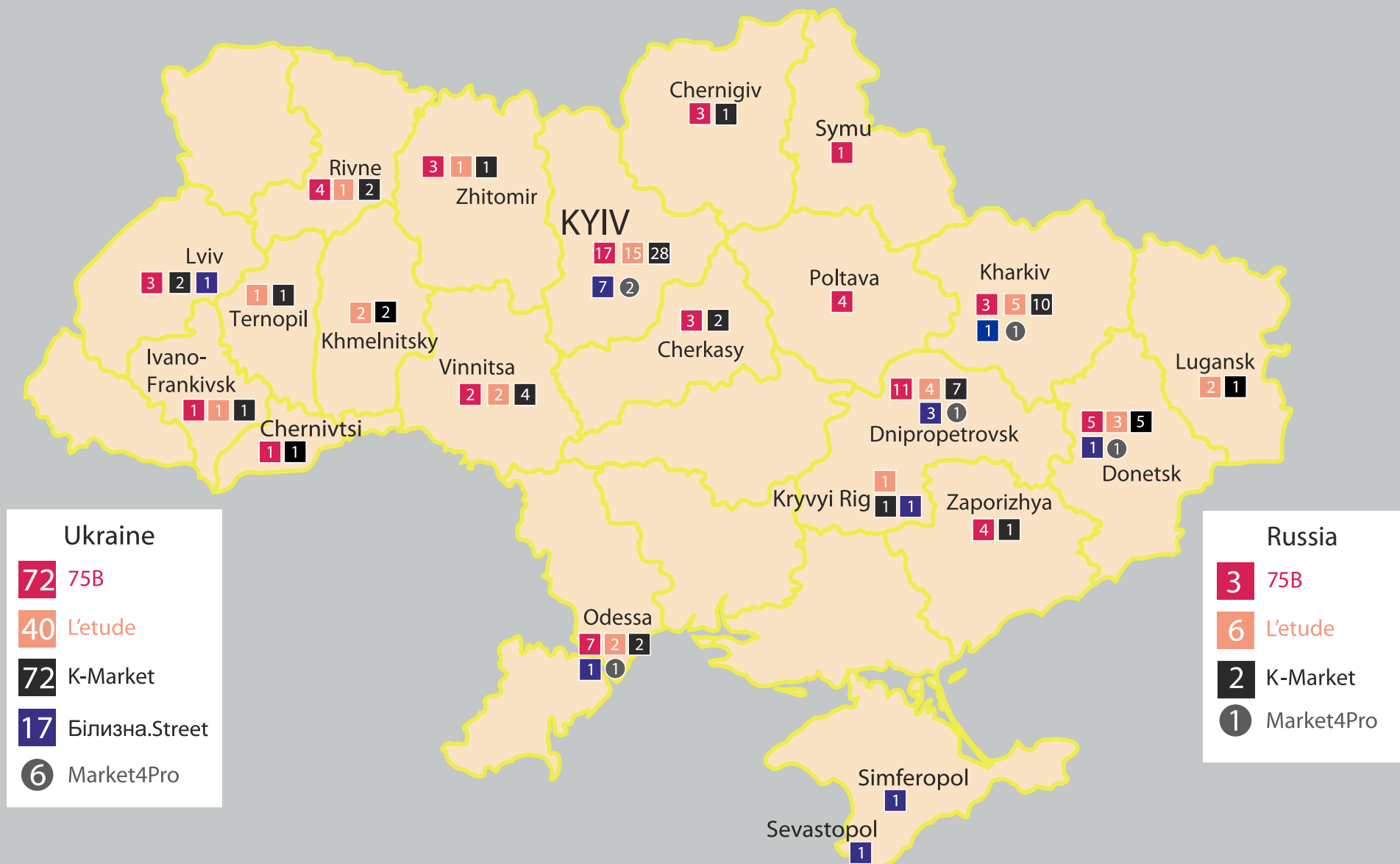
Pompea (Italy): Pompea, Glamour, Roberta, Mimi brands.

Golden Lady Group (Italy): Philippe Matignon, Golden Lady, Omsa, SiSi, Filadoro brands.

Inticom SPA (Italy): Yamamay brand.

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5. PRODUCT'S DISTRIBUTION CHANNELS



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5.I. MARKET4PRO



The wholesale supermarket Market4Pro is the professional approach to the wholesale of the corset, hosiery and knitted fabric products.

The heart of the Market4Pro efficiency is product quality, broad product assortment and beneficial terms for the wholesale customers.



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5.2. L'ETUDE



L'etude brand is our companies pride among other retail trends of the company.

The company outlet L'etude means not only stylish underwear and tights, but also the advices of experts and the professional concern for the beauty and the harmony of woman body.

It is accessibility and style. Women credence to L'etude and are ready to visit these shops often.





75B is the retail chain for underwear and tights, offering the friendliest prices for the wide range of consumers. The company outlets present a broad assortment of corset, hosiery and knitted fabrics products, manufactured by leading European brands. The project expands over borders and is open for cooperation on franchise basis.





The K-Market is the first and single in Ukraine retail chain of special hosiery shops. The project is founded on:

- Specialization in the single type of goods, high quality features and the accessible price for the wide range of consumers.
- Women who need professional service.
- Which invites to spontaneous shopping.

The project expands over its borders and is open for cooperation on franchise basis.





Bilyzna.STREET – multibrand lingerie shops.

- Wide range of products for the whole family: fashion and basic lingerie collections.
- The best collections of the passed seasons, presenting up-to-date designed forms, season colours, high quality and comfort.
- High standing European brands for reasonable prices: Yamamay, Phillippe Matingnon, Sisi, Hue, Pompea, Kleo.
- The shop is designed like old European streets.

