

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

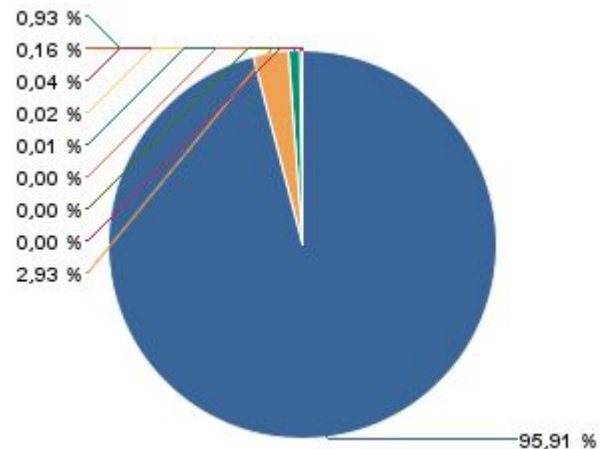


"Europe uno trade" - energetic, developing enterprise, constantly improving and optimizing its own structure.

DISTRIBUTION

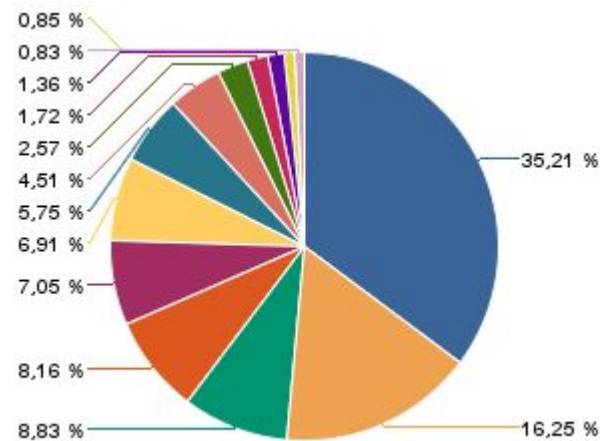
Countries (2014)

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

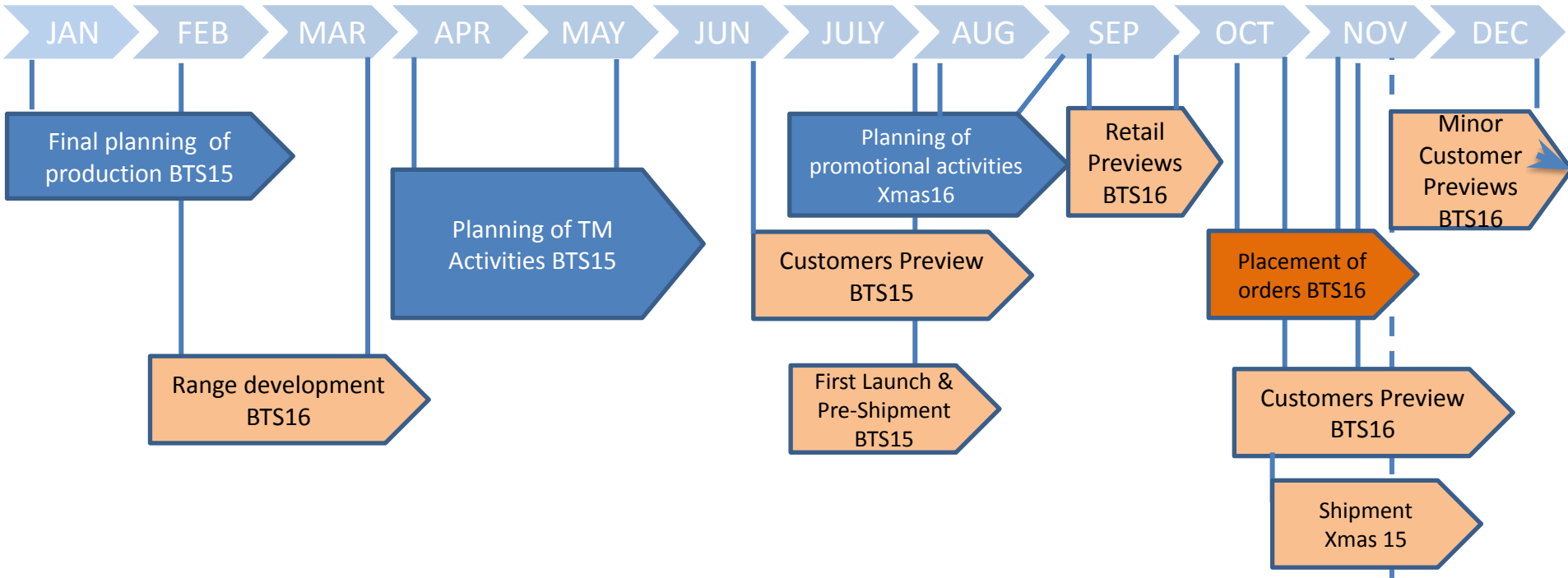
Top Clients

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%

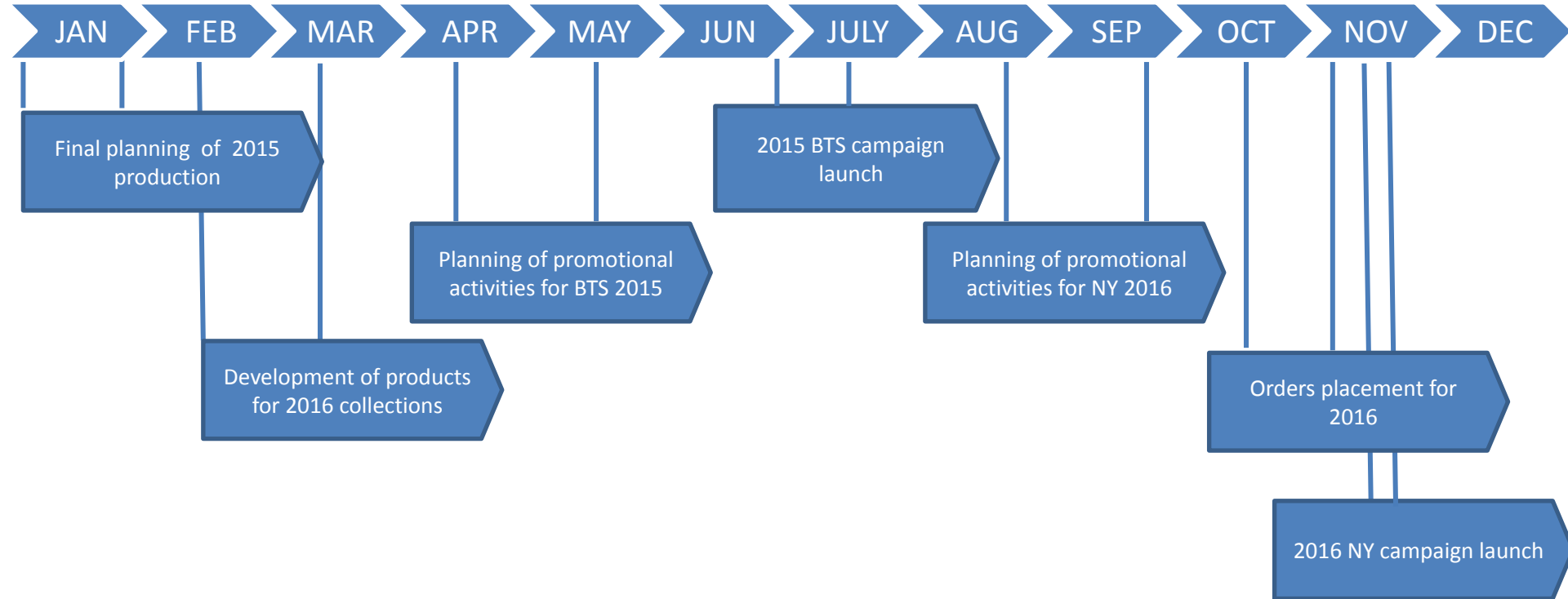
Chain stores










PLANNING CYCLE



2015-2016 timeline



2015 range plan

	SKU	Product name	Sales start
	Collection Disney "Winnie The Pooh"		
	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
	Collection Disney "Minnie Mouse"		
	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
	Collection Disney "Sofia the First"		
	1501-2356	Badge Disney Sofia the First LED/G	april 2015
	Collection Disney "Fairies"		
	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
	Collection Disney "Princess"		
	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
	1502-1607	Two-level decorations for cakes Disney Princess/G	september 2015
	Collection Disney "Тачки"		
	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
	Collection Disney "Mickey Mouse"		
	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

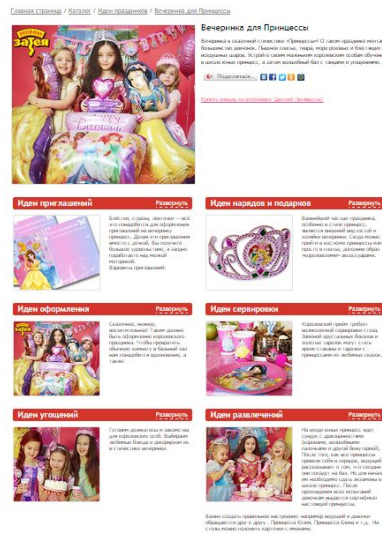
Retail stores “Veselaya Zateya” branding



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