



FOXTROT

G R O U P O F C O M P A N I E S



FOXTROT Group of Companies is one of the largest commercial organizations in Ukraine, which works steadily in the economic space of the country and actively influences the development of civil society.

- ▶ FOXTROT Group of Companies develops the brands "Foxtrot", as well as "DEPO't Center" and "Fantasy Town" (real estate management at FOXTROT GC)



- ▶ In 2020, FOXTROT GC together with Microsoft Ukraine have begun negotiations on potential cooperation in the field of information systems modernization. The main areas of potential partnership are the assistance in digital transformation, implementation of retail innovations and modern technologies based on Microsoft platforms. For this purpose, the parties signed a Memorandum of Understanding (MOU).

Board of Founders of FGC



Gennadii Vykhodtsev

co-founder, CEO of FOXTROT Group of Companies



Valerii Makovetskyi

co-founder of FOXTROT Group of Companies, chairman of the supervisory board at the FOXTROT retail chain



Gennadiy Moldavsky

Deputy chairman of the supervisory board at the FOXTROT retail chain

FOXTROT Group of Companies develops the brand "Foxtrot"



- ▶ Foxtrot is a Ukrainian chain of electronics and home appliances stores, one of the largest omnichannel companies (offline and online trade) in this segment in terms of the number of stores and the volume of trade and money turnover. The managing company of the network is SAV-Distribution LLC.
- ▶ The head of the network is Oleksiy Zozulya (since October 15, 2020)
- ▶ The brand entered the market 25 years ago. Currently, the Foxtrot network has 164 stationary stores and a powerful online store Foxtrot.ua.
- ▶ The range presented on the site is impressive in number and covers all product categories available in retail stores, as well as the range of remote shelves.
- ▶ The only Ukrainian retailer that is part of the largest purchasing group of electronics and home appliances Euronics, operating in 35 European countries.



1994

The first store of the trade network was opened in 1994 in Kharkiv, in 1997 - in Kyiv.

162

162 stores in 90 cities throughout Ukraine

4500

More than 4,500 employees

200

Partnership with more than 200 suppliers

20,5%

Sales through the Internet channel in 2020 showed an increase in total sales by almost 2 times

76%

The leader in its category in terms of brand knowledge (76%) and the level of conversion of "knowledge in attendance" (52%) according to the 1st quarter of 2020 (MMI Ukraine).

FOXTROT Group of Companies develops the brand "DEPO'T"



- In 2009, **DEPOT Development Group** introduced a brand DEPO't Center™, which is represented by a network of shopping malls / shopping centers / POCs in the regions of Ukraine with a population of more than 50 thousand people. As of today, centers of DEPO't Center™ every day take about 10-15 thousand people in Chernivtsi, Lubny (Poltava region), Mykolaiv, Kropyvnytskyi, Cherkassy and Odessa. Brand DEPO't Center™ is united by a common concept of shopping and entertainment, shopping and offices and shopping centers. Its marketing strategy is aimed at developing a culture of shopping and recreation for the whole family, providing a large selection of different products, services, and entertainment projects. The shopping mall features more than 20 product groups. It contains world-famous brands stores and stylish boutiques of domestic brands.

FOXTROT Group of Companies develops the brand FANTASY TOWN



- **Fantasy Town**™ - it is the logical conclusion of the idea of shopping and entertainment center, family-oriented and collective rest.
- One of the main desires of Depo't center - opportunities for everyone in the city a choice to your taste is different in style and form of recreation

We give people:

- A new quality of life, because we offer our customers not only a wide range of technology and solutions and a wide range of domestic problems. We bring comfort to the home, and this creates coziness not only in homes, but also in the hearts of our fellow citizens;
- A new type of "seller" - "buyer" relationship in a new format of stores, where relationships are based on mutual respect, positivism and the effectiveness of the process;
- New quality partnerships, where the partners are responsible for duties and the result;
- A new perspective on corporate relationships, where each employee is a part of the corporate team, and holding strengthened by the company's team spirit;





FOXTROT Group of Companies follows the UN Global Compact principles of socially responsible business activities.



It is a conscious choice of holding many thousands of employees - to promote the continuous growth of Ukraine not only by their own achievements in business, but also through the mechanism of social investment.

This choice is based on the belief that competitive advantages appear where social aspects are identified as priorities in the overall business strategy.

FOXTROT Group of Companies has adhered to the principles of the UN Global Compact and reports on social business activities every year since 2008.