

Follow the future



MARKET

Eros Group distributes, retails and services a portfolio of world-class brands in the United Arab Emirates (UAE) and in select markets in the Middle East and North Africa (MENA) region. The company proudly partners with twelve global brands, operates 28 retail stores and has six service centres in the UAE.

Eros Group is headquartered in Dubai, UAE which is strategically located at the crossroads of Asia, Africa and Europe serving a potential market of over two billion individuals. The company caters to a cross section of the trade channel which includes power retailers, independent retailers, souq markets, system integrators, architects and consultants. As the company gains momentum it is fast achieving its objective of becoming the number one distributor of consumer electronics, IT and mobility products in the region.

ACHIEVEMENTS

- Eros Group has traversed a path of growth, registering on average 25% growth year on year. In 2010 the company achieved a record 37% growth over 2009.
- The company expanded its brand portfolio to include new brands such as Candy from Italy, TCL from China and Flip from United States of America. It also signed an agreement for distribution of Sonos – the worldwide leader in wireless, multi-room music systems – in the Middle East.
- The company grew its retail – Eros Digital Home – business by 41% over 2009 and garnered a 42% market share in the Flat Panel segment, consolidating its leadership in consumer electronics.
- Eros Group has been recognised by its brand principals for record sales of Samsung LED TVs, Hitachi Side-by-Side Refrigerators, Hitachi Vacuum Cleaners and Samsung Notebooks.
- The company's new warehouse facility in the Jebel Ali Free Zone is now fully operational adding another 150,000 square feet of warehouse

space to the company's logistic operations.

- The company has been recognised for a second time by the Dubai Quality Group with the Dubai Quality Appreciation Award. The first time the company was awarded this recognition was in 2006.
- Eros Service Centre – the service division of the company – was awarded the Idea of the Year award by Ideas Arabia for the innovative and unique Service on Wheels concept which was started in 2009 and expanded in 2010.

HISTORY

Eros Group was founded in 1967 in Deira – the heart of Dubai's trade market – with a small store. The company grew with the distribution of Hitachi products and continuously expanded with retail stores in Dubai and other emirates. In 1995 the company partnered with Samsung and since then has tied up with global leader brands like Thermobreak from Australia, Lennox from USA, BenQ from Taiwan and Taurus from Spain among other brands.

In 2009 the company commenced operation of the IT Business Group with the launch of Samsung IT products and



Linksys from United States of America. In the same year the company also partnered with Candy from Italy for household appliances and TCL from China for LCD and LED TVs.

PRODUCT

Eros Group offers customers the following:

Eros Digital Home – With 28 retail stores in the UAE, Eros Digital Home has one of the widest networks of electronic retail outlets in the UAE. Eros Digital Home retails all brands distributed by its parent company – Eros Group – and is also a key retailer for brands like Nokia, Sony Ericsson, Blackberry, Lenovo, Apple and Samsung Home Appliances.

Samsung – Eros Group distributes a wide range of products from the Korean electronics giant which include consumer electronics, mobiles and smart phones and IT products.

Hitachi – Eros Group has partnered with Japan's leading brand, Hitachi, for over four decades and distributes a wide range of Home, Kitchen and Small appliances and consumer electronics.

Cisco – Eros Group partnered with Cisco from United States of America in 2009 to distribute the Linksys range of routers and Flip shoot and share video recorders.

Candy – A new entrant to the Eros Group portfolio, this Italian brand is a European leader in household and kitchen appliances.

TCL – The Chinese leader in home electronics and

also the sponsor of the 16th Asian Games held in Guangzhou, China joins the Eros Group portfolio with its wide range of LCD and LED TVs.

BenQ – Eros Group distributes LCD and LED TVs from the Taiwan manufacturer.

Thermobreak – Eros Group has a separate division (Air Conditioning Business Group) which handles the distribution of cooling products which includes Thermobreak from Australia for Physically Crossed Linked Polyolefin Foam Insulation.

Lennox – The Air Conditioning Business Group also distributes the wide range of split ducted and roof packaged air conditioners from Lennox of United States of America.

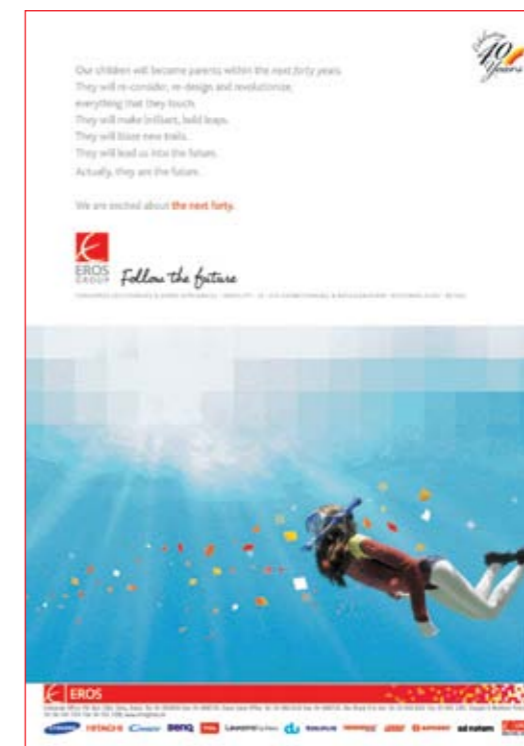
Aiphone – The leader in home security systems is also a part of the Eros Group portfolio for the UAE.

Du – UAE's second major telecom player appointed Eros Group as a distributor for its products in 2008.

Sonos – The worldwide leader in wireless multi room music systems has tied up with Eros Group for distribution of its products in the Middle East.

RECENT DEVELOPMENTS

Eros Group unveiled its new logo and slogan, Follow the Future, a simple message that not only recognises the efforts put in over the past four decades to build the company, but also identifies exciting opportunities in the future. Under the new corporate identity the retail stores were also given a new look to give customers a new, distinctive and enjoyable shopping experience.



The company has continued its retail expansion with the opening of new stores in Midriff City Centre and Bur Dubai. The company also introduced its express store – Eros Digital Point – at strategic malls like Al Wahda, Abu Dhabi and MegaMall and Sahara Centre in Sharjah. The company will soon launch its first big format store – Eros Digital World – in Delma Mall, Abu Dhabi.

In line with its pan-GCC expansion plans, Eros Group has tied up with partners in Oman and Kuwait for the distribution of TCL. The company is also evaluating various locations for commencing retail operations in the GCC region.

Eros Group expanded its warehouse space with the opening of a new logistics facility in Jebel Ali Free Zone and Musaffah, Abu Dhabi. With this expansion the company has added over 200,000 square feet of warehouse space to help meet the needs of its growing business objectives. Plans are also afoot in opening a new warehouse facility in Dubai Investment Park to meet the future needs of the organisation.

The company has tied up with Samsung to open exclusive Samsung Customer Service Plazas, to address the needs of Samsung customers. The Samsung Customer Service Plaza was opened in Deira, Dubai and Tourist Club, Abu Dhabi.

Eros Group has launched its Corporate Social Responsibility programme called Pass It On. The new programme encourages Eros Group's wide customer base to pass on their old electronic items

so the same can be reused by providing them to the under privileged in the UAE or by recycling them in an ethical and eco-friendly manner. In this initiative Eros Group has received support from organisations like TakeMyJunk, The Green Foundation and The Emirates Environment Group.



PROMOTION

Eros Group has continuously promoted its brands in line with its strategy to expand its business. The company is a regular participant in the Dubai Shopping Festival, Dubai Summer Surprises and other promotions which are in line with its marketing strategy. The company heavily relies on various media to take its promotional and brand messages across to its customer base in the UAE. The company is also an aggressive participant with all promotions initiated by its trade partners and also present on the shopfloor across all emirates.

Identifying the growing popularity of Social Media websites, Eros Group has launched its social media initiative on Facebook (www.facebook.com/erosgroup) and twitter (@ErosGroup) where customers can get the latest updates and win loads of prizes all year long.

BRAND VALUES

With the standards set this high, Eros Group's stated vision is to achieve the number one position in marketing, distribution and retailing of consumer electronics, home appliances, telecom, IT and engineering goods and services by the year 2015.

As a forward looking business group, to achieve and sustain competitive advantage by strengthening their commitment towards customers, suppliers, employees and society Eros Group are today in the process of translating this vision into reality. The company has defined

the many layers of its mission through:

- Industry leading customer satisfaction, while constantly building loyalty and trust.
- Superior financial performance, while maintaining integrity and business ethics.

- Adding value to all its stakeholders, while ensuring effective teamwork and mutual benefits.

Eros Group's quality policy is continual improvement in achieving and sustaining leadership in consumer electronics, home appliances, telecom, IT and engineering industry by enhancing customer satisfaction through deliverance of quality products and services using effective Quality Management System and compliance with applicable regulatory and customer requirements.

www.erosgroup.ae

EROS GROUP BRAND PORTFOLIO



Things you didn't know about EROS GROUP

Eros Group is part of the Badri Group of Companies which is also involved in Real Estate and Office Furniture.

Eros Group started operations by selling Hitachi radio cassette players.

Eros Group has continuously grown since its inception even during recession periods in the United Arab Emirates.

If the number of products sold by Eros Group in 2010 were to be consumed only by residents of the United Arab Emirates then one in every two residents would own an Eros Group product.

Eros Group stocks and sells over 2500 SKUs every year.