



Market

TOP SHOP® is one of the leading Multi-channel and direct-to-consumer retailer in Central and Eastern Europe for almost a quarter of the century. Its success story started in Slovenia in 1992 with 3rd party TV shopping products and Studio Moderna brands. They started selling traditional DRTV products and achieved great success with their first hero products Kosmodisk. Since then the company was developed and grown in 20 countries with its large portfolio of products.

Its mission is to make every day, routine tasks easier by offering innovative, but at the same time simple products and solutions. TOP SHOP® focus is not only on products, but on entire shopping experience, making it simple, easy to understand, convenient, safe and trustworthy. TOP SHOP® offers innovative and creative products from different categories: home improvement and cleaning, sports and recreation, health and beauty and more. Convenient shopping every day!

Achievements

TOP SHOP® is a leading multichannel e-commerce and direct-to-consumer platform in Central and Eastern Europe, with a vertically integrated network, reaching more than 300 million consumers across 20 markets. It is the only multi-channel company with strong TV infomercial production. It operates across multiple channels to bring the brands and products to their loyal and active customer.

Present in 40+ countries worldwide.

More than 18,68 million customers.

5+ mio satisfied customers.

30+ mio product sold.

Every day we get in touch with more than 100.000 customers.

Over 13 million minutes yearly of advertising on more than 500 TV stations.

30+ call service locations, and 4.000+ call

center agents.

More than 300+ stores.

150+ websites across the system with over 0,5 billion page views annually.

Catalogues in 25 million copies per year, over 130 million catalogues sent already.

History

It started to operate in Albania in October 2003. As the business expands TOP SHOP® quickly addresses the needs of the customers and introduces new innovative products to the marketplace, followed by an excellent customer service allowing the company to position itself as a brand that provides to its customers a superior product and service experiences. Top Shop had developed 6 successful sales channels that offer to the customer the best service every time everywhere.

Internet started with the first e-commerce site in 2004, Catalogues, Telemarketing that enables us to create on-going relationships with our customers and increase customer satisfaction and loyalty.

As one of the largest DRTV Company in Central and Eastern Europe, in Albania it collaborates with 7 national TV channels, broadcasting 500 minutes of commercial content daily, 24/7.

Retail is an important part for this company in acquiring new customers and retaining the current ones. In our 310+ retail stores across Central and Eastern Europe, Albania have 17 ones where customers have the opportunity to see, touch, feel, try the products, compare and evaluate them. They get professional advices from trained sales personnel and purchase products on site.

After a decade of experience in DRTV, hundreds of innovative products and thousands of stories told by our satisfied customers, the company saw the opportunity to create their own brands. This is when Dormeo, Delimano, Walkmaxx started.

Products

Dormeo® is infusing entire home with comfort, care, harmony and intimacy. Feel it everywhere: while dreaming, waking up, relaxing, refreshing or even breathing. Dormeo® mission is to find harmony between nature, people and comfort by developing innovative and quality products for sleeping and living.

DELIMANO® brings innovative range of great quality kitchenware that is designed to

provide healthy, tasty and enjoyable cooking experience. DELIMANO® encourages passion for cooking and having fun in the kitchen - no matter of your cooking skills.

WALKMAXX® supplies innovative and comfortable, yet affordable products in footwear and outdoor categories. Our mission is to bring our customers functionality, extra comfort and great style with every pair of WALKMAXX® shoes.

TOP SHOP® multichannel selling proposition for 3rd party TV shopping different products and Studio Moderna brands. Its mission is to make every day, routine tasks easier by offering innovative, but at the same time simple products and solutions. TOP SHOP® focus is not only on products, but on entire shopping experience, making it simple, easy to understand, convenient, safe and trustworthy.

ROVUS® is committed to creating a safer, more sanitary and more comfortable living environment for the whole family – by offering easy to use, eco-friendly, quality products that suit any needs and budget.

Recent Developments

DORMEO® is a global trusted brand present worldwide in 40+ countries offering to the customer's choice and convenience shopping experience.

They are always searching and developing new technology and innovation in their products. Even they had a large range of mattresses in 2011 they presented the new Octaspring® technology and first mattress with Octasprings®.

Every now and then, an innovation appears that changes our lives. Or, in this case, changes our sleep. The new Air Plus mattresses from Dormeo are just that innovation. They were designed with one thing in mind – to make sleep as supportive and comfortable as possible. Their 3D adaptability of award



winning Octaspring® technology, increased height and outstanding breathability will lull you into luxurious perfection of supportive, comfortable and rejuvenating sleep.

Award winning Octaspring® technology is the result of more than 25 years of development in the field of sleep science. Octasprings are specially designed springs that move three-dimensionally, in all directions, ensuring dynamic and flexible support in all sleeping positions. Thanks to their 3D adaptability, the Air Plus mattress will optimally adapt to your weight, shape and movement, follow your body's contours and support your body in its natural position without creating counter-pressure. It will act as your custom-made support, and this, of course, will result in healthier and more rejuvenating sleep.

The additional layer of pocket springs provides the mattress with extra height, stability, breathability and durability. The springs are also encased with a layer of Ecocell® foam which wraps the mattress' core, providing excellent adaptability and additional support and cushioning.

Promotion

The Company uses many promotions in all of its brands using a Multichannel strategy, where are promoted the same offers in all the sales channels as DRTV spot advertising, Internet and social media advertising, Print advertising with special catalogues and UDM's, Retail Promotions through Window Display's and live presentations in the stores and also Telemarketing Campaigns from our Call Center.

Brands Value

Dormeo, Delimano, Walkmaxx

Our well-known, trusted and enjoyable international brands are present all around the world building relationships and creating brands.

2010 DELIMANO® is one of the most recognizable kitchenware brands on the market of over 20 countries and one of the fastest growing brands of Studio Moderna, with more than 3 million satisfied

users to prove it. DELIMANO®, best materials, innovative solutions, outstanding performance and modern design. It brings innovative range of great quality kitchenware that is designed to provide healthy, tasty and enjoyable cooking experience. It encourages passion for cooking and having fun in the kitchen - no matter of your cooking skills. DELIMANO® inspires and encourages your creativity so that any time spent in the kitchen feels like celebration. DELIMANO® covers small kitchen appliances, cookware, tableware, utensils and accessories.

2010 Comfort, every single step of the way. WALKMAXX® supplies innovative and comfortable, yet affordable footwear and outwear solutions. Their mission is to bring costumers functionality, extra comfort and great style with every pair of WALKMAXX® shoes. WALKMAXX® brings energy to people's everyday life and inspires them to move.

No matter the occasion or the season, WALKMAXX® has it all covered - from winter boots to flip-flops, all designed with care to gently support your feet on the move. When producing the shoes, WALKMAXX® goes with the best materials and latest technologies to ensure our customers get the best for their feet.

DORMEO® Started in 2002 - DORMEO® started its journey with foam and Memory mattresses produced in Italy. With the development of the brand, in the portfolio were introduced new categories like toppers, pillows, duvets and living accessories.

Millions of people from all around the world have welcomed DORMEO®, leading sleep and living expert brand, into their most sacred place - their homes. One by one they have discovered the reasons why this company that in 2002 started with only one mattress has grown into a global, renowned and trusted brand. DORMEO® today offers high quality sleeping and living products: mattresses, toppers, pillows, duvets, beddings, living room items, bathroom accessories... and also expert advices, tips & tricks, sleeping solutions on how to sleep better, wake up rested and live fulfilled life. From the beginning we have sold over 30 million products and by so created as many great stories about good sleep, night

THINGS YOU DIDN'T KNOW ABOUT

Over 5 million customers and DORMEO® is globally trusted brand present worldwide in 40+ countries: Central and Eastern Europe, United Kingdom, United States of America, Germany, Netherlands, Canada, Japan, Australia ...

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2011 Dormeo lunched the new Octaspring® technology and first mattress with Octasprings®. It's a hybrid invention, the first and only of its kind. Spring coil meets memory foam - dynamic flexibility plus unsurpassed support. The final result is a luxurious, dynamic sleep surface, 8x more breathable than memory foam.

after night, morning after morning.

At DORMEO®, we use the latest technologies to maximize the comfort experience and create the best sleep and living environment with our products. We believe every home should be a place you can return to after a long day and unwind or a place where you can feel Zen-like throughout the day. Therefore we work hard to bring healthy sleeping and living to every home, turning it into haven of peace and tranquility. At DORMEO®, we know that home is where the heart is.

