



DEZZIE

*OUR LOVE IS
MUTUAL*



THE HISTORY OF THE COMPANY

DEZZIE Company was established on the basis of an existing COTTUS brand fishing and outdoor activities products distributing company. In 2004 it was decided to develop a new business. In 2005 DEZZIE pet products were introduced to the pet accessories market.

Long-standing experience of business relations with foreign producers (management of import operations, partnerships with a wide range of manufacturers, expertise in the specifics of the trade) has made it possible to develop a unique, highly competitive range of products with attractive price level, distributed all over Russian market.



DEZZIE TODAY

DEZZIE employs more than 60 highly competent specialists.

The Company adjusts flexibly to the changing market, uses advanced techniques of business management and invests in a number of projects:

- Enhancement of the Company's Warehousing Complex (upgrade of warehousing software system, extension of storage facilities and improvement of its usage);
- Optimization of information processing systems;
- Participation in trade shows, organizing Company presentations for Partners throughout Russia.



OUR ACHIEVEMENTS

- DEZZIE is an established leader of the Russian animal companion products market.
- DEZZIE is a strong competitor to top world brands.
- More than 500 original pet products.
- A wide product range including an impressive variety of products for dogs, cats, rodents, birds and fish.
- DEZZIE products are marked for their attractive and informative packing.
- DEZZIE has partnership relations with major distributors, leading retail networks and specialized pet products vendors.
- Advanced logistics facilitating round-the-clock efficient operation of the Company's Warehousing Complex.
- Owned freight carrier fleet enables timely delivery of ordered goods.
- Long-standing trust-based relationships with our Partners in major Russian cities ensure availability of DEZZIE products all over the country.
- 1S 8.2 record-keeping software system assures effective servicing of Clients and optimization of business processes within the Company.
- Multilevel product quality control.



DEZZIE OFFERS:



- A range of over 3,200 items in vivid modern packing that makes our products stand out on a shelf and attracts potential buyers;
- Competitive high quality products at prices 10 to 30% below market average;
- An opportunity to secure at least 50% returns owing to attractive pricing;
- Round-the-clock trouble-free operation of our Warehousing Complex;

- Effective stock keeping ensured by barcoding of every product item;
- Timely shipping of products to clients within twenty-four hours from a confirmed order.



OUR PRODUCT RANGE

The product range totals over 24 series with about 3,200 items.

DEZZIE offers:

- vinyl, latex, rubber, plush and rope toys for dogs;
- toys and play sets for cats, rodents and birds;
- dog and cat delicacies;
- a broad variety of leashes, harnesses and collars of diverse colors and sizes;
- grooming products for animal companions;
- bowls and feeders;
- clothing and footwear for dogs;
- cages, pet carriers, bags, sleep pods, car seats;
- aquariums and accessories;
- silk plants, soft corals and grottos.



NEW PRODUCTS

Every year DEZZIE introduces more than 500 new items.

- Exclusive harnesses and leashes;
- Artificial leather and nylon collars with pastes;
- Attractive and comfortable pet carriers;
- Winter and summer dog clothing;
- Unique nonwetable raincoats;
- Comfortable footwear;
- Grooming tools with replaceable implements;
- Comfortable scratchers;
- Stylish play sets for cats, rodents and birds;
- Plastic bowls for dogs, cats and rodents with antislip inserts;
- Doghouse and cathouse-shaped sleep pods;
- Sleep pads with the Company's logo;
- A range of modern design cages;
- Aquarium decorations of innovative design.



QUALITY CONTROL

Three-stage product quality control system:

- Supplier



- Acceptance



- Shipment



OUR SALES NETWORK

Long standing trust-based relationships with our Partners in major Russian cities ensure availability of DEZZIE products all around the country.

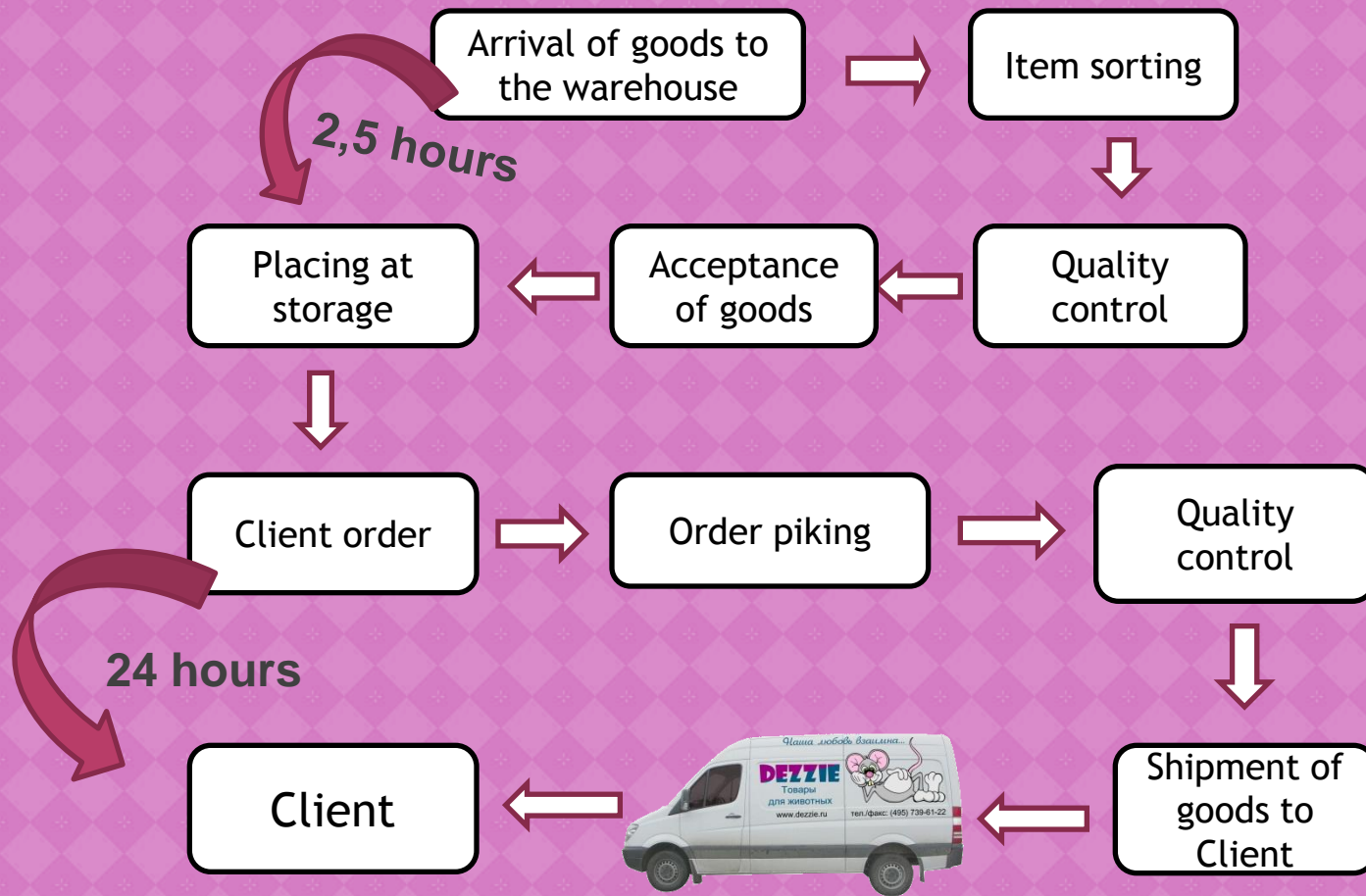


LOGISTICS

- Logistics software system ensures accurate warehousing and complete control of product traffic from the moment of arrival to its shipment to a Client.
- Electronic Document Management System and Wi-Fi wireless network implemented by the Company serves to minimize time losses and errors during order picking.
- Round-the-clock operation of warehouse facilities enables timely processing of orders.
- Timely shipment of products to Clients within twenty-four hours after receiving a confirmed order.
- Ownership of site, office and storage premises make us free from real estate market fluctuations.
- Owned freight carrier fleet guarantees timely delivery of goods within Moscow and Moscow region and to freight forwarders for transportation all over Russia.



WAREHOUSE LOGISTICS DIAGRAM



FEATURES OF OUR WAREHOUSING COMPLEX

- State of the art 3,200 sq. m. Warehousing Complex ensures timely acceptance and shipment of goods.
- 9 meter high six-tier racks with exceeding storage volume.
- Continually operated by more than 18 employees.
- Unique stock-keeping software tracks goods from the moment of arrival until dispatch to a Client.
- Accurate goods warehousing provides prompt and easy access to any storage bin.
- Advanced barcode scanning terminals minimize operator errors and facilitate tracking of every employee's operation.
- Effective goods acceptance procedure allows shipping of goods to a Client only 2,5 hours after their arrival to the warehouse.



- Round-the-clock operation of the Warehousing Complex ensures timely processing of all received orders.
- Prompt dispatch of goods to Clients within twenty-four hours from the receipt of a confirmed order.

DELIVERY

Prompt delivery of ordered items is one of competitive advantages of **DEZZIE**.

The Company is able to **minimize** the “confirmed order – receipt of the order” period.

The period from approval of an order to receipt of the order by a Client at a freight forwarder’s warehouse is divided into **three stages**:

1. **“Order approval – shipment”**. According to statistics it takes our Company **24 hours** to complete this stage for a confirmed order. Depending on the season the period may be extended but it is never more than three work days.
2. **“Dispatch – delivery to a freight forwarder’s warehouse”**. Owned motor transport fleet provides timely delivery of goods to any freight forwarding companies that perform further delivery to Clients.



3. **“Freight forwarder’s warehouse in Moscow – freight forwarders warehouse in Your city”**. Duration of this stage depends on your freight forwarder’s delivery terms.

1S 8.2 RECORD KEEPING SYSTEM



A unique products preorder system tracks orders and stock required by the Company and Clients within a given time period. The system ensures effective use of financial and logistic resources.

Automation of business processes of the Company and their continual optimization.

Electronic Document Management System (EDMS) serves to automate processes of management of order processing, shipment, Client stock reserves, thus minimizing time losses and human errors.

DEZZIE manages its business processes with *1S 8.2* record keeping system and actively uses the software's additional features. They include:

Planning subsystem, which allows to transparently forecast and track the balance of product orders, sales and required financial resources;

Key Performance Indicators Management System assesses the attainment of strategic and tactical targets and performs real-time monitoring of activity of the Company's employees and of overall progress of the Company.

Customer Relationship Management System is an information processing system designed to automate the Company's relations with Clients and to improve Client servicing by keeping records of the history of these relations and subsequently analyzing results.

PACKING

Attractive and informative packing is a must for each item of our products.

DEZZIE brand packing has a uniform style and is developed by creative designers to incorporate the following requirements:

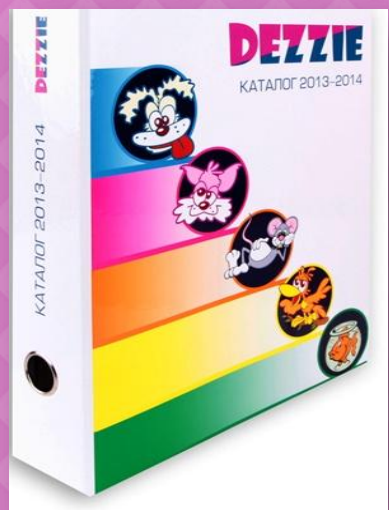
- vivid exterior that attracts Buyers;
- product features and use description in Russian that assist Buyers to make their choice;
- use of additional elements of packing for placement at points-of-sale (hooks, blister packs, stands, etc.);
- information about producer, importer and barcode.



DEZZIE CATALOGUE

Active promotion of our products among wholesale and retail Partners, and final buyers resulted in broad popularity of DEZZIE brand.

Distribution of the newly developed DEZZIE brand Products Catalogue featuring a unique design unmatched by any Russian brand made it possible to present our products effectively to our Partners that consequently promoted the brand among their consumers.



POS MATERIALS

For retail space decoration our Partners use POS materials: wobblers, shelf-talkers, coin plates, tablets, stands, brand mascots, etc.



DEZZIE WEBSITE

The Company's website www.dezzie.ru plays an important role in promotion of DEZZIE brand.



DEZZIE E-SHOP

Our E-shop www.sale.dezzie.ru is very popular among our Clients and Partners alike.



PET SHOWS, TRADE EVENTS

The Company actively participates in trade events and shows. We pay special attention to organizing the Company's conferences for our Partners all over Russia.



YOU ARE WELCOME TO BECOME OUR PARTNER

Partnership with DEZZIE will enable you to:

- Boost profits;
- Minimize pay back period;
- Trade highly demanded products;
- Stay informed about new products in the pet products market;
- Receive support in design of your POSs;
- Open new prospects for Your business.

Looking forward for a lasting partnership!

Director of DEZZIE Company V. F. Trufanov

The logo for DEZZIE, featuring the word in a bold, stylized font. The letters 'D', 'E', 'Z', 'Z', and 'I' are primarily magenta, while the final 'E' is primarily teal. A diagonal line separates the magenta and teal colors across the letters.