

FROM VESTEL TO THE ENTIRE WORLD...

OMNI-CHANNEL MARKETING STRATEGY

REACHING A WIDE VARIETY OF CONSUMERS UNDER AN OMNI-CHANNEL MARKETING STRATEGY



Vestel City Manisa

Export Markets

Sales-Distribution Network

- | | |
|----------------|--------------------------|
| United Kingdom | Kazakhstan |
| France | Romania |
| Germany | Poland |
| Spain | United Arab Emirates |
| Netherlands | United States of America |
| Russia | |

Vestel's overseas sales and marketing organization comprises the local organizations of foreign trade offices in a total of 11 countries as well as direct sales outlets in neighboring regions.



VESTEL IN TÜRKİYE

Under its omni-channel marketing strategy, Vestel reaches a wide range of consumers through its dealers as well as through household stores, hypermarkets, discount stores, technology super stores and e-commerce websites, boosting its effectiveness and market share.



SALES ORGANIZATION IN TÜRKİYE

- 1,334 Vestel Stores (including 132 Vestel Ekspres and 68 Vestel Corporate Stores)
- 10 VsOutlet Stores
- 722 Regal Sales Outlets
- vestel.com.tr
- vsoutlet.com.tr
- regal-tr.com



AFTER-SALES SERVICES

- Call Center**
- 355 Authorized Service Providers**
- 4 Central Services**
- 1 KEA (Small Domestic Appliances) Base**
- 4 Recovery and Repair Centers**



VESTEL'S GLOBAL OPERATION NETWORK

Vestel's overseas sales and marketing organization comprises the local organizations of foreign trade offices in a total of 11 countries as well as direct sales outlets in neighboring regions.

NUMBER OF EXPORT MARKETS

>160

FOREIGN TRADE OFFICES (Countries)

11

OVERSEAS STORES AND SALES OUTLETS

~2,500

DOMESTIC VESTEL STORES

1,334