



giper.fm

D2C OPERATOR FOR LEADING GLOBAL BRANDS

Development and management of online stores, marketplaces for home appliances, electronics, and DIY segment.

23⁺

YEARS IN THE MARKET

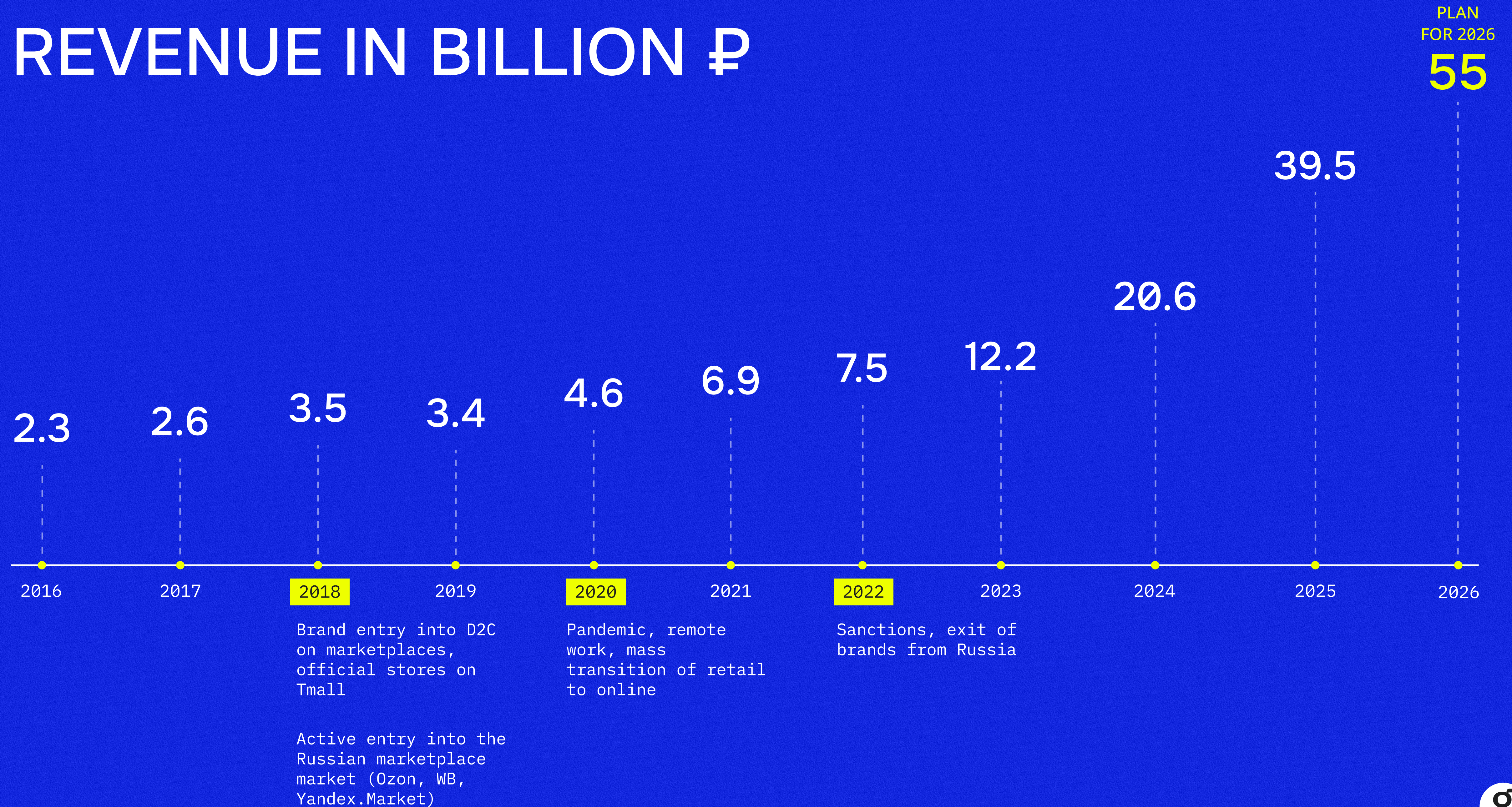
600⁺

EMPLOYEES

39,5⁺

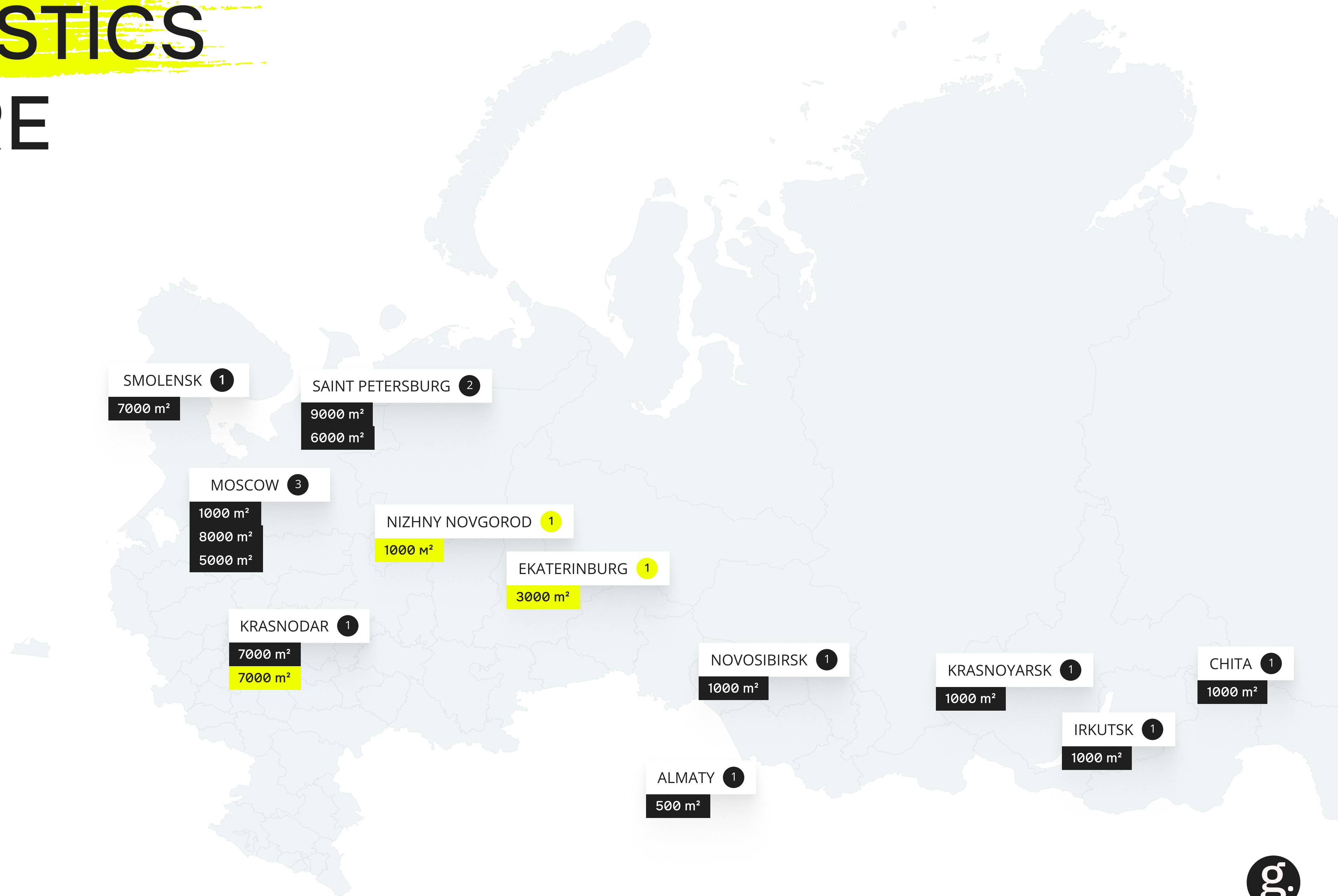
BILLION ₺ TURNOVER IN 2025

REVENUE IN BILLION ₺



OWN LOGISTICS STRUCTURE

- Actual indicators
- Planned indicators



WE ARE CREATING NEW RETAIL

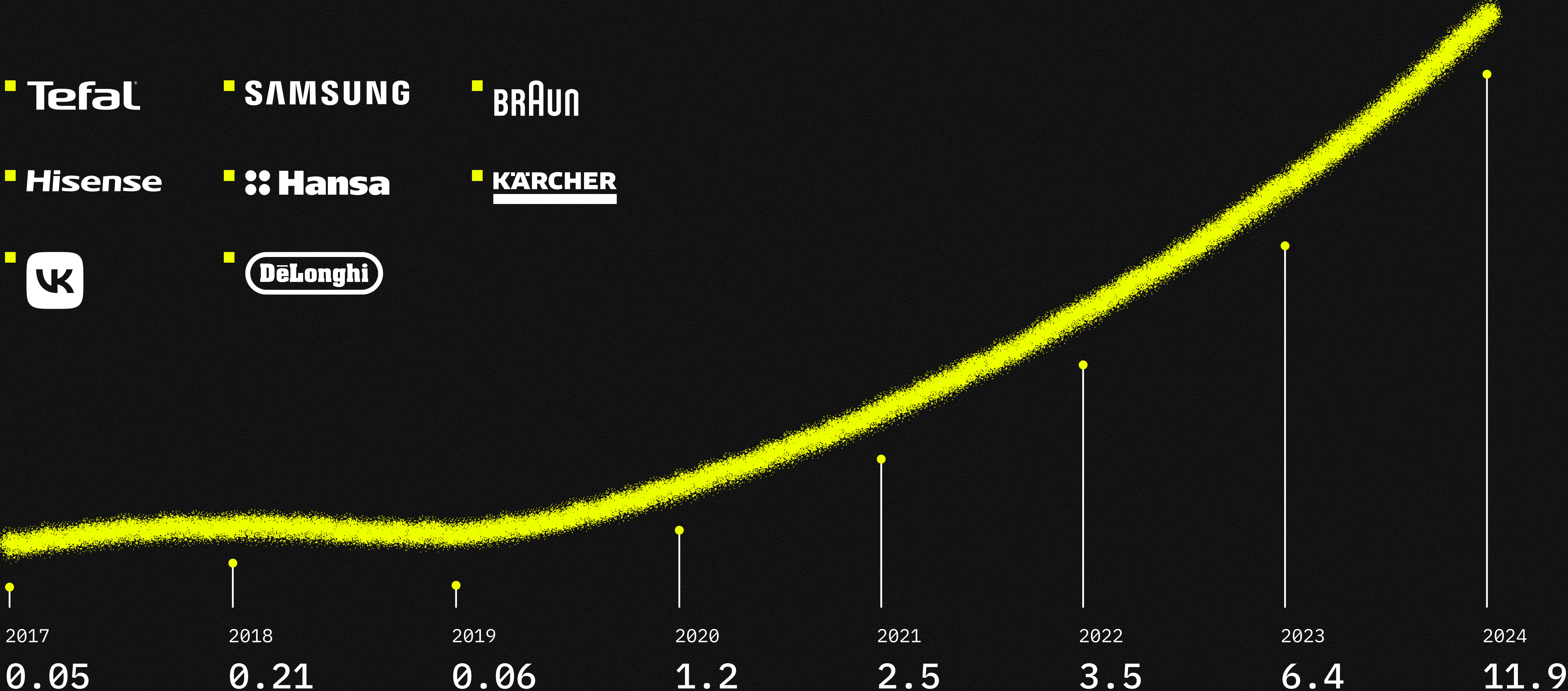
THE CUSTOMER INTERACTS DIRECTLY WITH THE MANUFACTURER

Unlocking the potential of online commerce: systematically linking sales, marketing, logistics, customer support, and building brand loyalty.



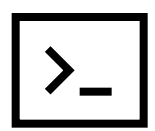
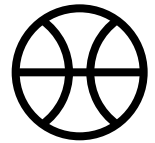
TURNING AROUND D2C PROJECTS

- Tefal
- SAMSUNG
- BRAUN
- Hisense
- :: Hansa
- KÄRCHER
- 
- 



BRANDED ONLINE STORES



- | | | | |
|---|---|---|--|
|  | DEDICATED
PROJECT TEAM |  | CUSTOMER SERVICE AND REPUTATION
MANAGEMENT DEPARTMENT |
|  | IT DEVELOPMENT, INTEGRATIONS, AND
CONTACT CENTRE |  | COMPREHENSIVE ONLINE MARKETING |
|  | FULL-CYCLE FULFILMENT OPERATOR
ACROSS RUSSIA | | |

OWN ECOM ECOSYSTEM

PROJECT TEAM

Connecting link:
optimization,
launching new
projects

WORKING WITH THE PRODUCT MATRIX	Formulating the assortment and purchasing goods	(01)
LOGISTICS + WAREHOUSE	Delivery of raw materials, storage, preparation for sale	(02)
IT DEVELOPMENT	Process automation (accounting, analytics, CRM)	(03)
DISTRIBUTION	Sales channels: stores, marketplaces, hypermarkets	(04)
MARKETING AND CONTENT	Product promotion, advertising, brand packaging	(05)
CUSTOMER SERVICE	Sales, support, feedback collection	(06)



WE WORK ON ALL
LOGISTICAL SCHEMES

MARKETPLACES

FBO FULFILLMENT BY OPERATOR

- You deliver the goods to the warehouses of the marketplaces. The marketplaces store, package, and deliver them to customers. You pay for storage and logistics, but you receive priority in fulfillment and fast delivery.

MINIMISING INVENTORY TURNOVER

- Accelerated turnover due to a larger audience of the marketplace. Reduced storage time of goods in the warehouse. Optimisation of warehouse stocks and reduction of 'frozen' funds.

FBS FULFILLMENT BY SELLER

- The seller stores the goods in their own warehouse, packages them, and hands over orders to the marketplace's delivery service. The marketplace delivers the goods to the customer, manages returns, and part of the service.

EXPRESS

This is an express delivery service on marketplaces that allows:
Delivering orders within 1 hour
Improving product rankings in search results due to priority processing.

FBS FROM THE SUPPLIER'S WAREHOUSE

- The goods are stored not with you, but directly at your supplier's warehouse. The supplier packages the goods and hands them over to the marketplace's delivery service on your behalf. You control the stock and prices, but do not incur costs for your own warehouse.

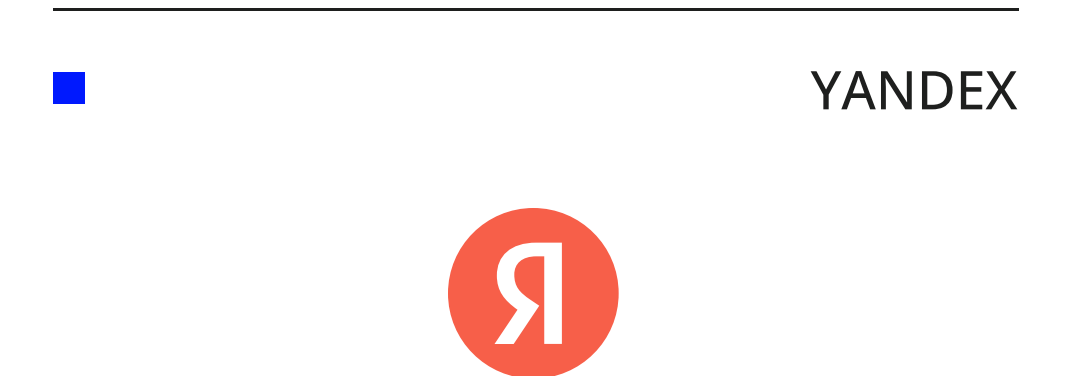
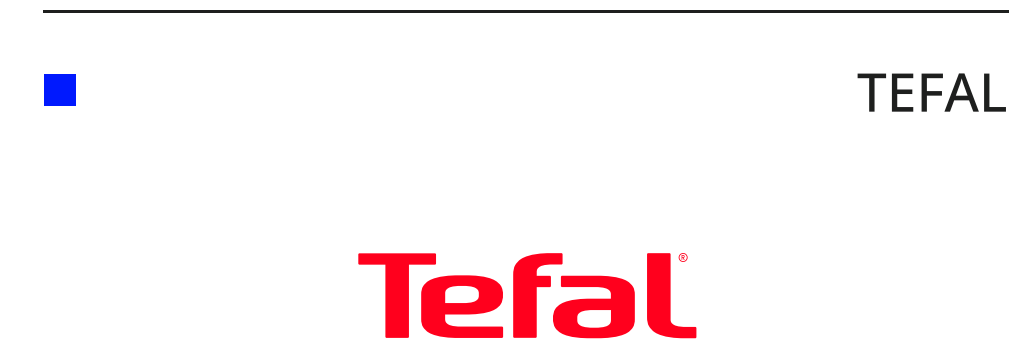
REAL FBS / DBS

- You store the goods in your own warehouse (as in regular FBS). The goods are delivered to the customer without the involvement of the marketplace, through transport companies. Expanding the geography of deliveries. Minimising logistics costs.

WE CREATE BRANDED
STORES ON PLATFORMS

WE ARRANGE BRAND ZONES
/ STORE DISPLAYS WHILE
ADHERING TO THE BRAND'S
PRICING POLICY

WE HAVE SPECIAL
CONDITIONS FROM
PLATFORMS FOR THE
PAYMENT OF MARKETING
TOOLS



We are in the TOP-3 sellers on OZON
and Wildberries in the Electronics and
Household Appliances category by the
end of 2025

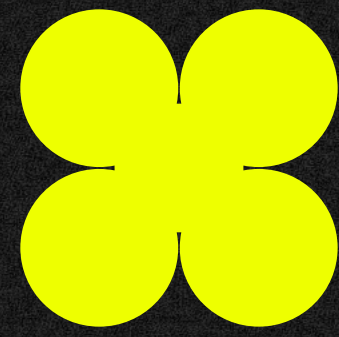
Participation in the exclusive
Wildberries project for KGT

We deliver goods to any
point in Russia

Operation of our own fulfillment
centers in St. Petersburg, Moscow,
Krasnodar, Krasnoyarsk, Irkutsk,
Novosibirsk

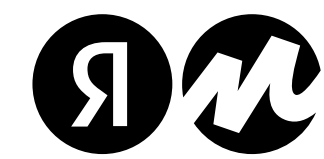
MARKETPLACES





OPERATIONAL PARTNER OF MORE THAN 10 MARKETPLACES

WILDBERRIES 2018

 **Маркет** 2018

OZON 2019

мегамаркет 2019

lamoda 2020

 **2021**

АЭТУАЛЬ 2022

М.ВИДЕО 2023 -
2025

купер 2024

 **ВТБ** 2025

**МАГНИТ
МАРКЕТ** 2025

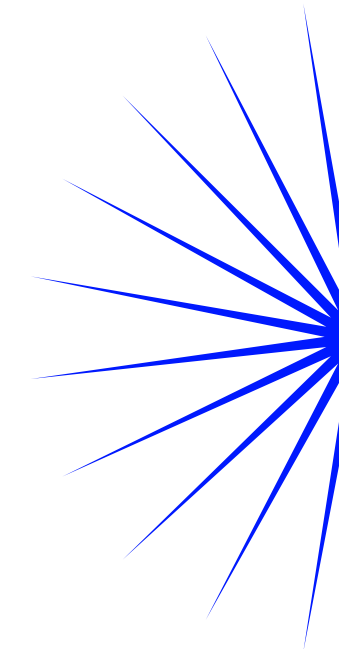
ADVANTAGES OF WORKING WITH US

We don't just sell on marketplaces; we build brand loyalty, increase recognition, and market share.



A TEAM OF OVER 100
ECOM SPECIALISTS

LAUNCHING
BRANDS IN
THE MARKET
FROM
SCRATCH



OUR OWN SERM
AGENCY

EXPERIENCE WORKING
WITH LARGE
INTERNATIONAL
BRANDS



INNOVATIVE LEADERS
IN CONTENT
PRODUCTION

COMBINING
COMMERCIAL,
MARKETING, AND
DIGITAL EXPERTISE



DEDICATED PROJECT TEAM

For each project, we form a dedicated team led by a project manager.

Our project managers have sales experience. They immerse themselves in every aspect of the brand, stay in close contact with the brand's team, and are fully invested in the project's success.



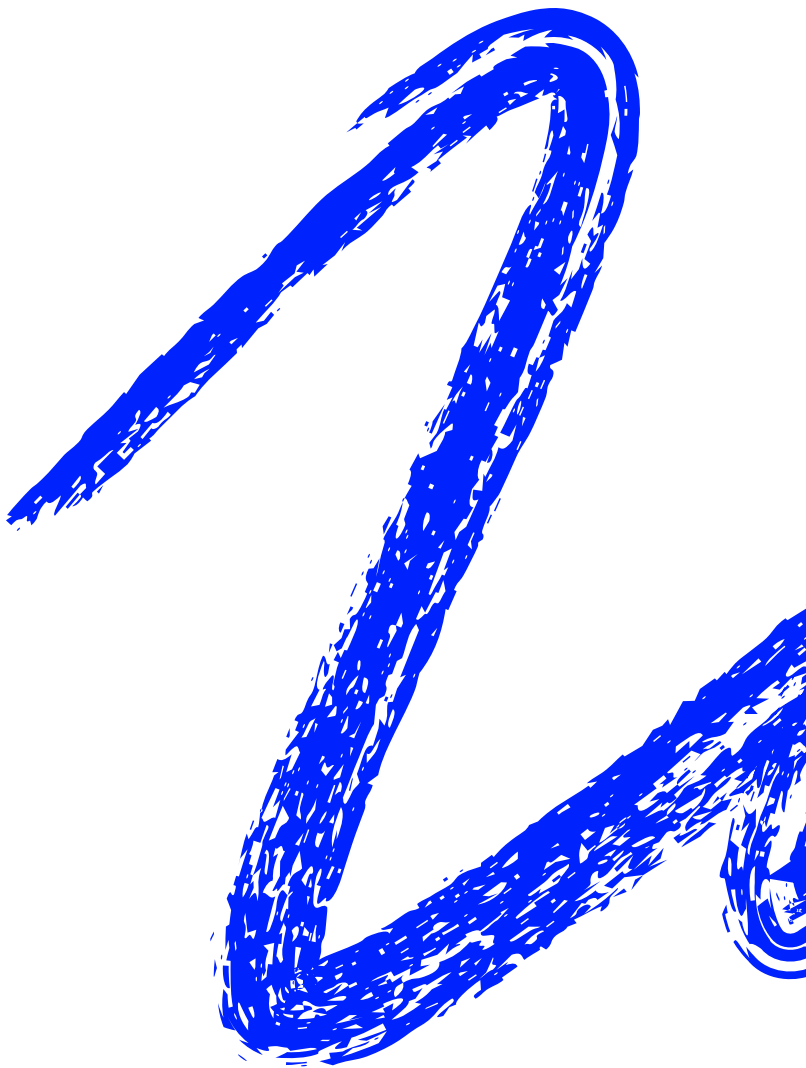
MARKETING

BRANDED ONLINE STORES

	Contextual advertising
SEO promotion	
	CRM marketing
CPA networks	
	Social marketing
Content / Design	
	Data analytics

MARKETPLACES

	Performance marketing
Banner advertising / Retargeting	
	Content excellence SEO promotion, Rich content
Promo marketing	
	Reviews
Triggered campaigns in CRM	
	Contextual advertising (Yandex.Direct, VK Advertising, Telegram Ads)
Influencers / Video reviews / Integrations	



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PARTNERSHIP WITH MARKETPLACES

OPPORTUNITIES



CONDITIONS

- MAINTAINING A COMPETITIVE PRICE
- INCREASING BRAND SHARE
- ACTIVE USE OF BOOSTING
- EXPANDING THE MATRIX
- ACTIVE TESTING OF NEW TOOLS/PLATFORMS



END-TO-END ANALYTICS ON KEY PERFORMANCE INDICATORS IN REAL TIME

Daily reporting by sources in Excel Visualisation in Yandex Data Lens

We provide the brand with all necessary exports and assist with the setup of dashboards and the brand's BI system.

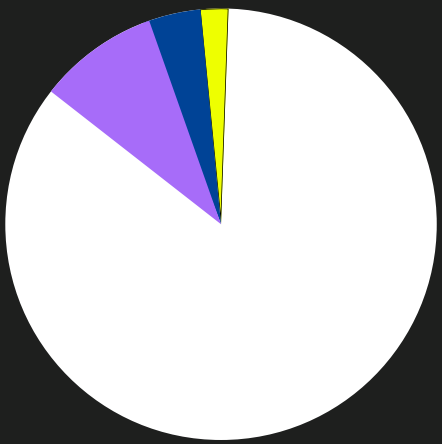
HYPER Sales for 2025

Sales, RUB

39,510,898,539 ₺

Sales Detailing Partners without groups

Sales group	Total sales	Quantity	Share
Marketplaces	34,053,749,470	3,371,721	86.3%
ОПТ	3,022,308,257	310,641	7.7%
ФИМ	1,689,258,814	213,421	4.3%
Expert	696,574,314	74,117	1.8%



- Marketplaces
- ОПТ
- ФИМ
- Expert



CONTENT PRODUCTION



EXCELLENCE

Rapid launch and top
placement



RICH

Visual enhancement

- + ANALYSIS OF TOP COMPETITORS
- + SEO DEVELOPMENT OF DESCRIPTIONS
- + MERGING PRODUCT CARDS
(SERIES CONNECTIONS)
- + CONTROL OF CHARACTERISTIC
FILLING
- + TEXT ADAPTATION FOR
INFOGRAPHICS
- + USE OF AI IN WORK
- + SEARCH FOR CERTIFICATES
- + LAUNCH UP TO 120 CARDS PER DAY

OPERATIONAL OUTPUT OF
PRODUCT CARDS TO
MARKETPLACES
- TOP PLACEMENT



CONTENT

Mini-landing with product advantages inside the card

VISUAL ENHANCEMENT OF THE PRODUCT CARD

VISION



PHILIPS PUS7406/60 43" 4K UHD HDR

Телевизор 4K UHD LED Philips с Android TV PUS7406/60. Стильный дизайн. Интеллектуальное управление. Яркое изображение.

4K-телевизор Philips Smart TV всегда обеспечит вам безупречное изображение для любого типа контента, будь то фильм, телепередача или спортивная трансляция. Оцените кинематографическое изображение и звук с Dolby Vision и Dolby Atmos, а также интеллектуальные функции Android.

ОТЛИЧНО ВЫГЛЯДИТ КАК ВО ВКЛЮЧЕННОМ, ТАК И В ВЫКЛЮЧЕННОМ СОСТОЯНИИ

- Яркое изображение HDR. Телевизор Philips 4K UHD
- Тонкий и стильный дизайн
- Тонкие ножки

ПЛАВНОЕ ДВИЖЕНИЕ. ИЗУМИТЕЛЬНАЯ ЦВЕТОПЕРЕДАЧА И ГЛУБИНА

- Кинематографичное изображение и звук. Dolby Vision и Dolby Atmos
- Идеально для игр. Низкая задержка с любимыми консолями

roborock

Вертикальный пылесос **H60 Pro**

Безупречная чистота в вашем доме благодаря гибкой конструкции!

до 5,6 см доступ к низким пространствам

Гибкая конструкция

Трубка пылесоса сгибается до 90°, что значительно расширяет возможности уборки под диваном, кроватью или низкой мебелью с проходимостью от 5,6 см

90°

Инновационная подсветка

Сделает каждую частицу пыли видимой

Яркая зелёная подсветка с широким углом рассеивания эффективно освещает пол, позволяя обнаружить скрытую пыль, шерсть питомцев и крошки, невидимые при обычном свете

5-ступенчатая система фильтрации

Многоуровневая технология очистки улавливает до 99,95%* микрочастиц размером до 0,3 микрона

Удерживает до **99,95%*** мельчайших частиц пыли

* Результаты испытаний TÜV Rheinland по стандарту ASTM F1977-22 (отчет № CN25D3NM001). Система гарантирует чистый воздух и защиту от аллергенов.

Яркий LED-дисплей

Отслеживайте работу пылесоса

Интуитивно понятный экран управления позволяет оптимизировать процесс уборки под ваши потребности

ECO
энергосберегающий режим для ежедневного поддержания чистоты

MED
стандартная уборка на всех типах напольных покрытий

MAX
максимальная сила всасывания для очистки ковров и загрязнённых участков пола

Выбирайте насадки для разных задач:

Моторизованная мини-щетка

Качественно собирает волосы и шерсть питомцев с тканей и мягкой мебели без наматывания на щётку

6000 ударов/мин
частота вибраций

Щелевая насадка 2в1

Бережно очищает деликатные поверхности и подходит для уборки узких пространств



INFOGRAPHIC

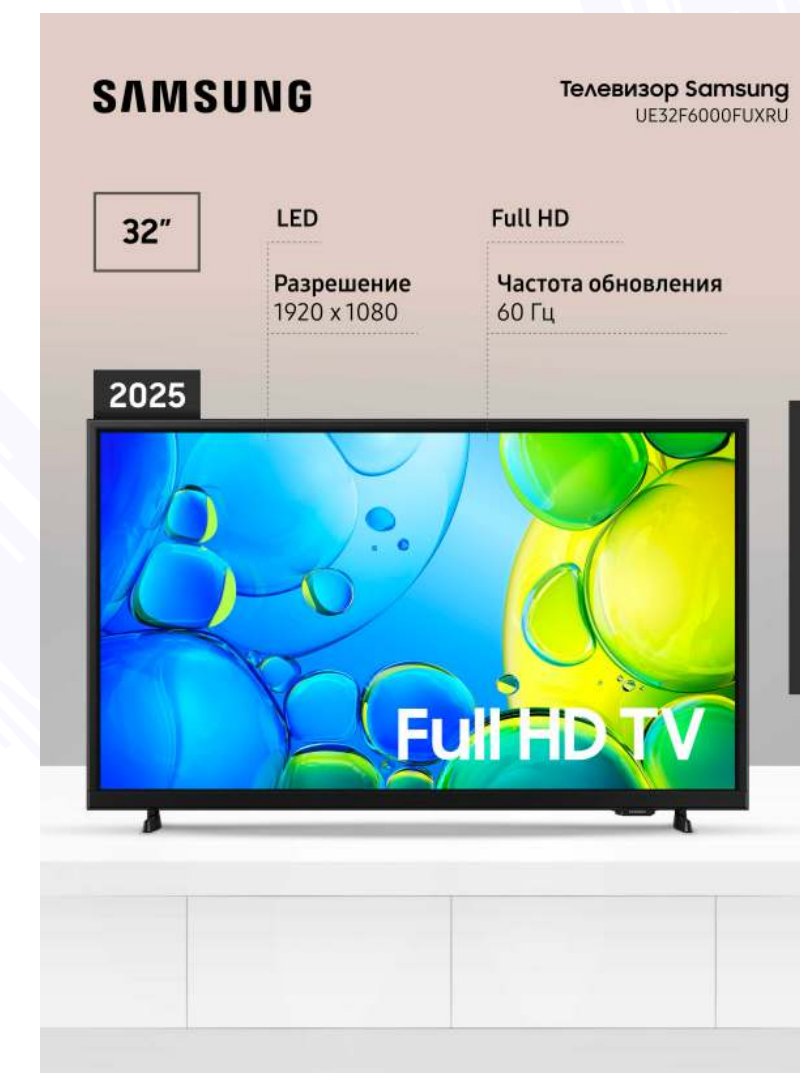
Unique card design

with information presented thoughtfully, using banners placed within the photo block.

Our excellence team runs

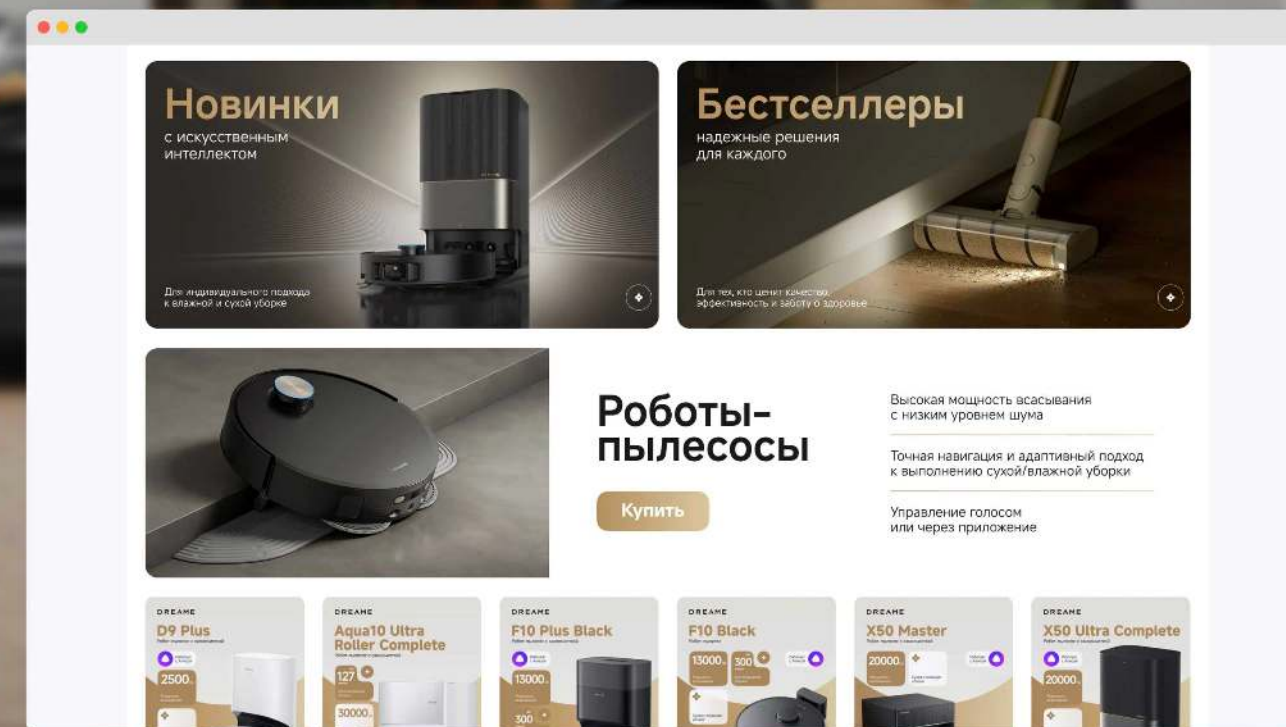
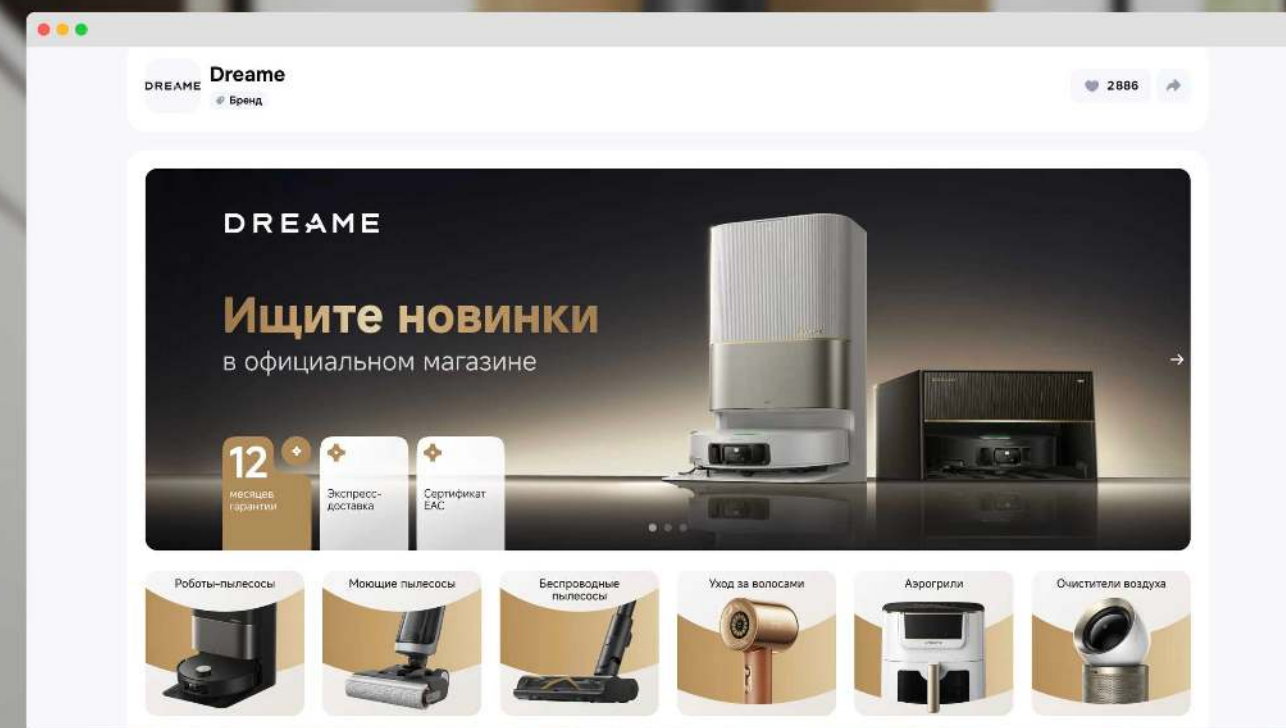
regular A/B testing

to ensure your offer stands out from competitors and grabs buyer attention at first glance.



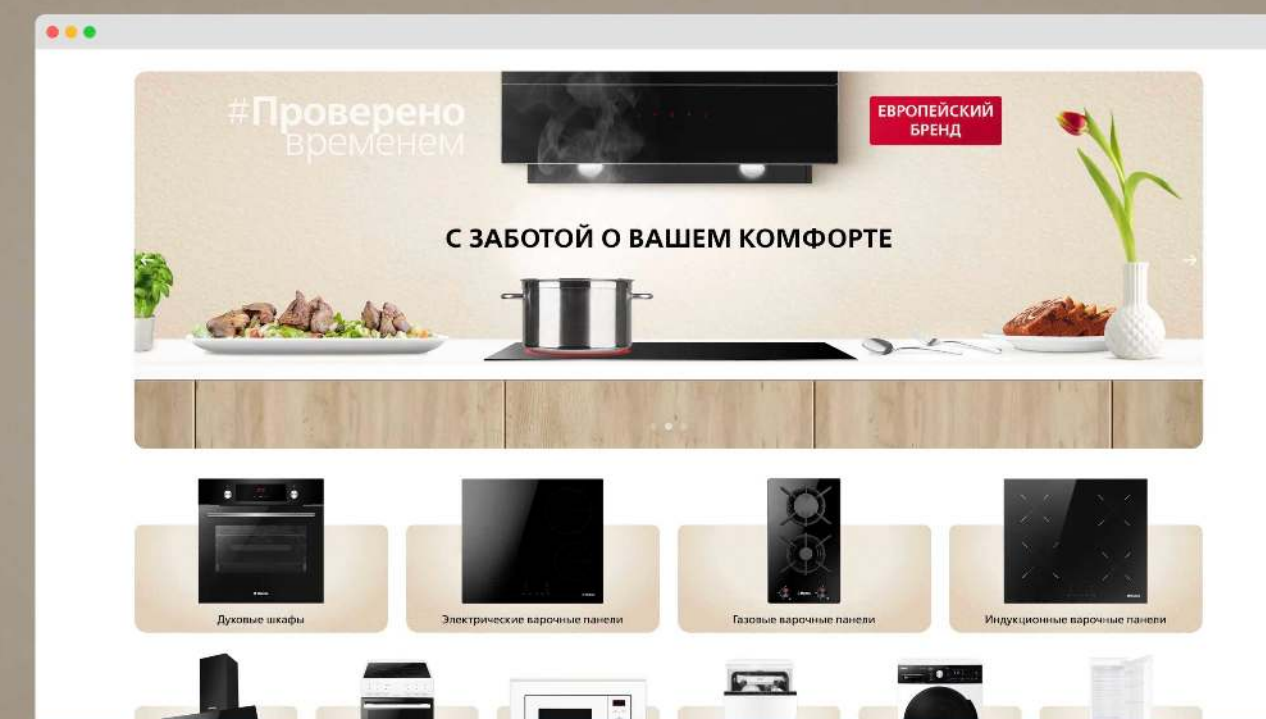
SHOWCASES

The seller's store page where all product cards are located. It can be customized into a kind of landing page featuring clickable banners, new products, seasonal offers, promotional items, and catalog sections.



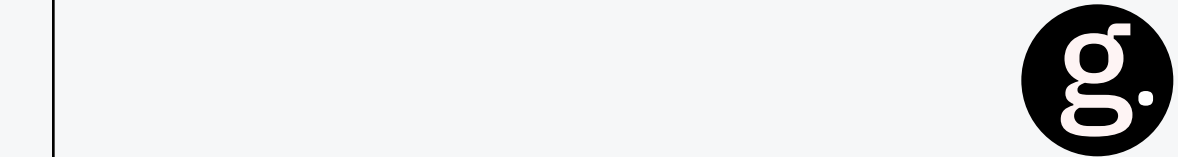
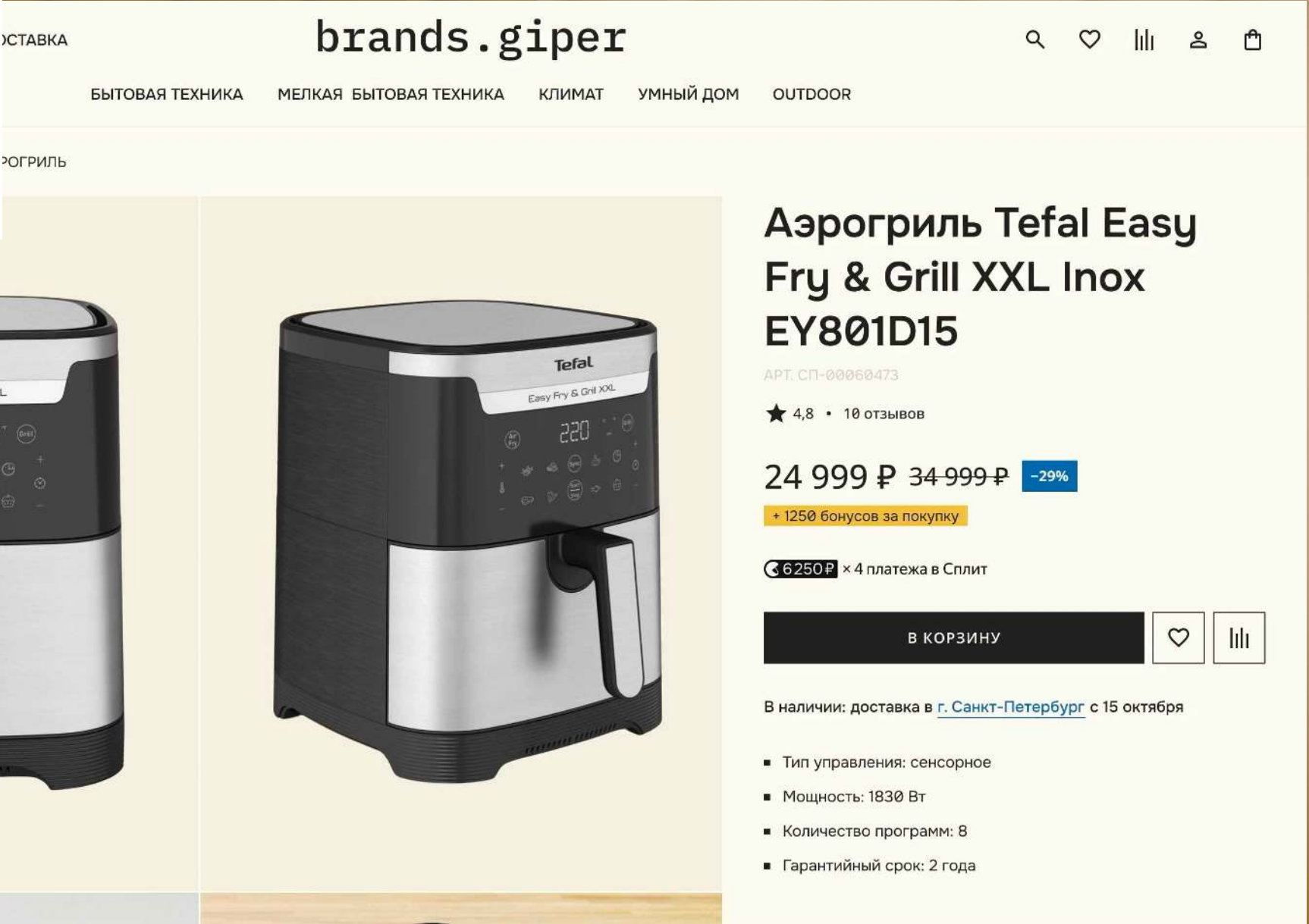
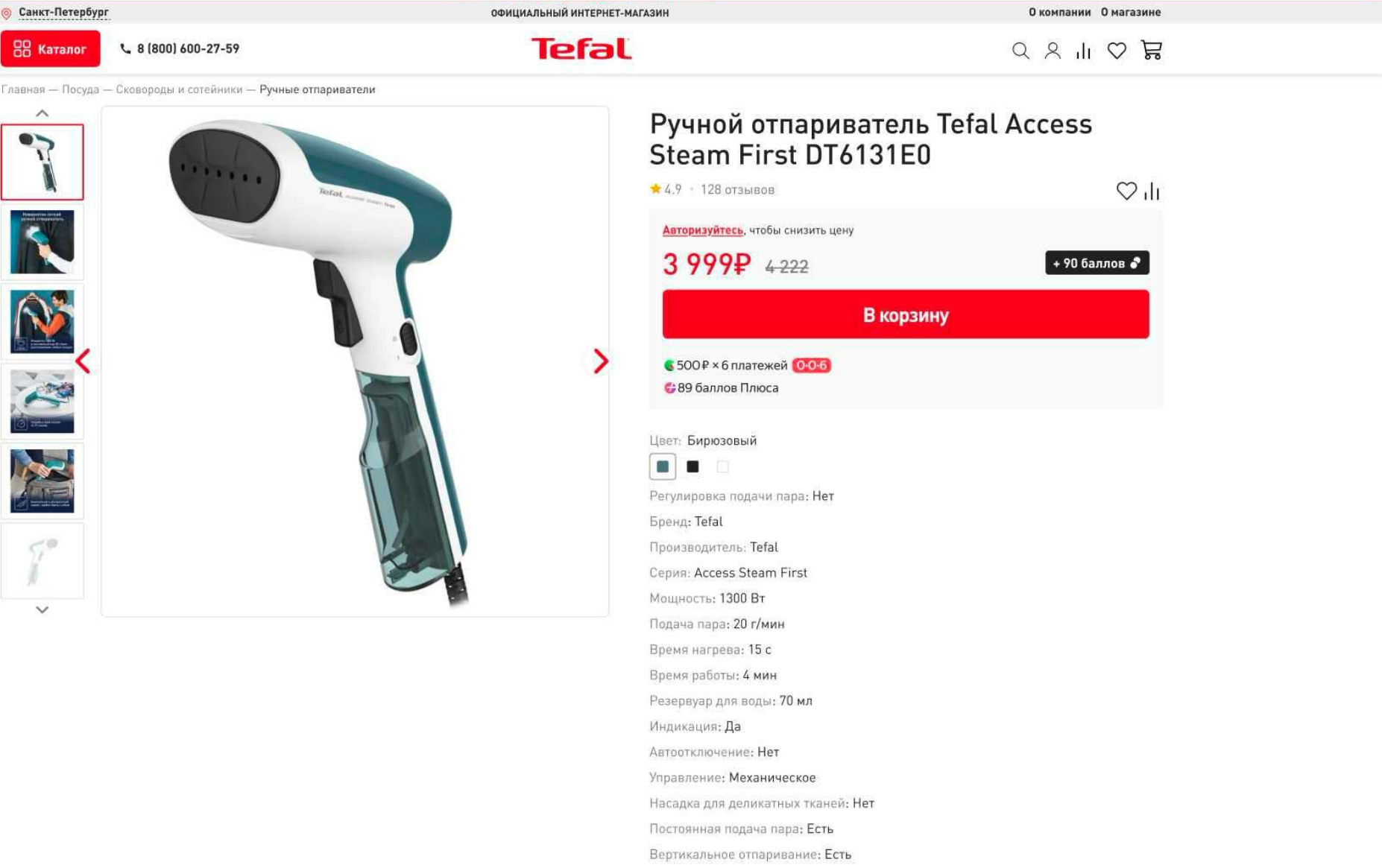
The brand zone can visually and in content resemble a showcase, but includes products from the entire brand rather than just one seller.

BRAND ZONES



We create websites for any purpose: from promo pages and landing pages to large corporate projects and online stores. We use modern approaches in web design: responsiveness, thoughtful UX structure, and the use of current UI trends. As a result, our projects combine convenience, style, and high efficiency.

WEBSITES AND LANDING PAGES



- AUGMENTED REALITY ALLOWS CUSTOMERS TO TRY ON AND INTERACT WITH 3D MODELS OF PRODUCTS AT HOME THROUGH THEIR SMARTPHONE BROWSER WITHOUT INSTALLING APPS, MOVING AND ROTATING THEM FOR BETTER UNDERSTANDING.

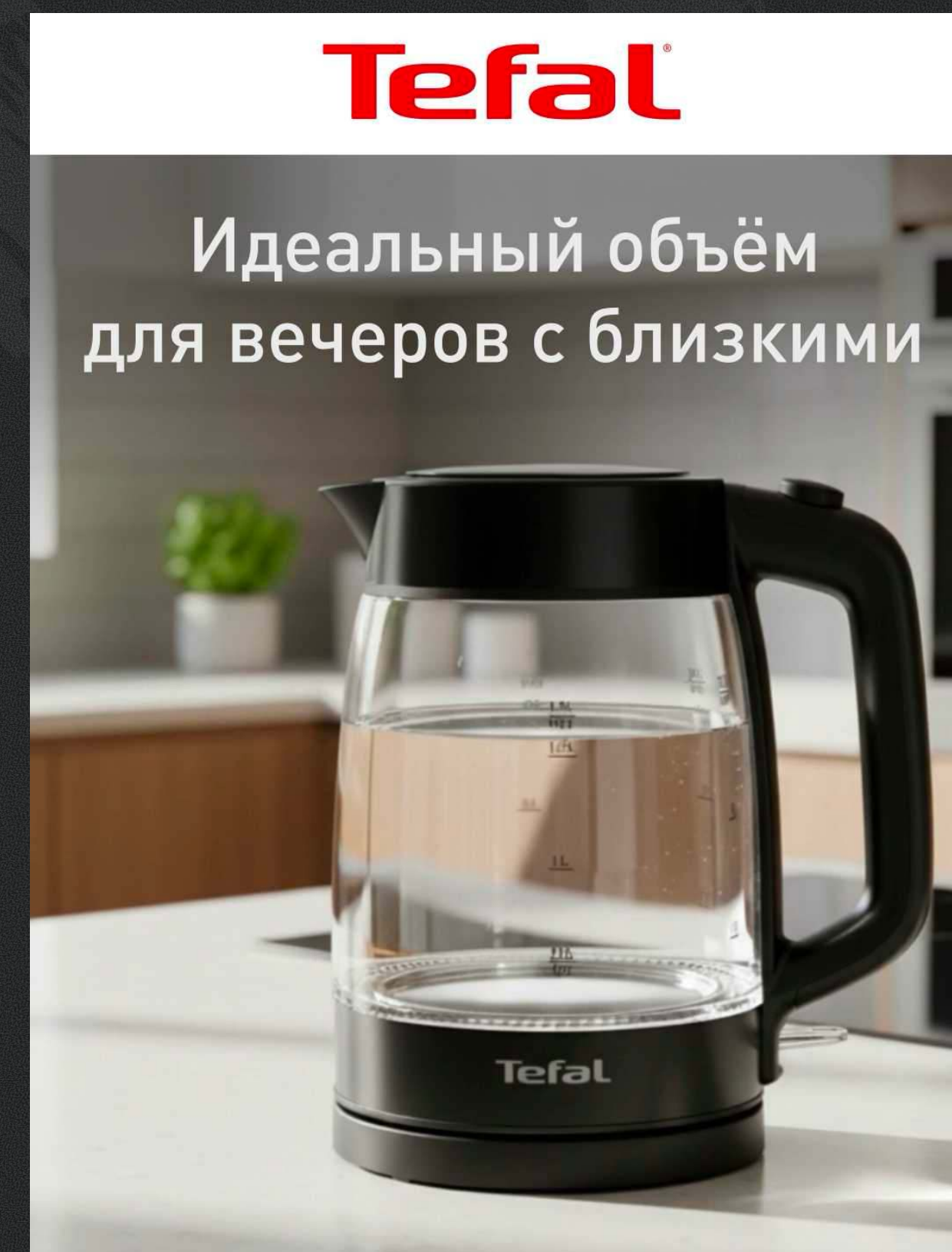


3D MODELS AND AR

Example of
implementation

MOTION DESIGN

- A PRODUCT CARD WITH A VIDEO COVER STANDS OUT AGAINST THE OTHERS, ATTRACTING MORE ATTENTION AND CLICKS ON THE PRODUCT CARD.



PROMPT INTERACTION
WITH USERS ACROSS ALL
PLATFORMS

REPUTATION. HANDLING
OBJECTIONS AND NEGATIVE
REVIEWS

ADHERENCE TO TONE
OF VOICE AND BRAND
SCRIPTS

QUALIFIED HANDLING
OF CUSTOMERS
WITHIN THE BRAND
POLICY

CUSTOMER SUPPORT 7 DAYS A WEEK

CONTACT CENTRE

We receive 10,000 incoming calls and make 13,000 outgoing calls monthly. We process orders, provide consultations, and assist customers with order placement.

CUSTOMER SERVICE AND REPUTATION MANAGEMENT

We handle customer complaints, conduct return and exchange procedures. The main goal is to enhance brand loyalty by providing service.



EFFECTIVE PRICE MANAGEMENT ACCORDING TO THE VENDOR'S COMMERCIAL POLICY

USING SEVERAL DIFFERENT REPRICERS THAT ALLOW FOR AUTOMATIC MAINTENANCE OF THE REQUIRED PRICE

1

MULTI-LEVEL PROTECTION AGAINST TECHNICAL ERRORS AND HUMAN FACTORS

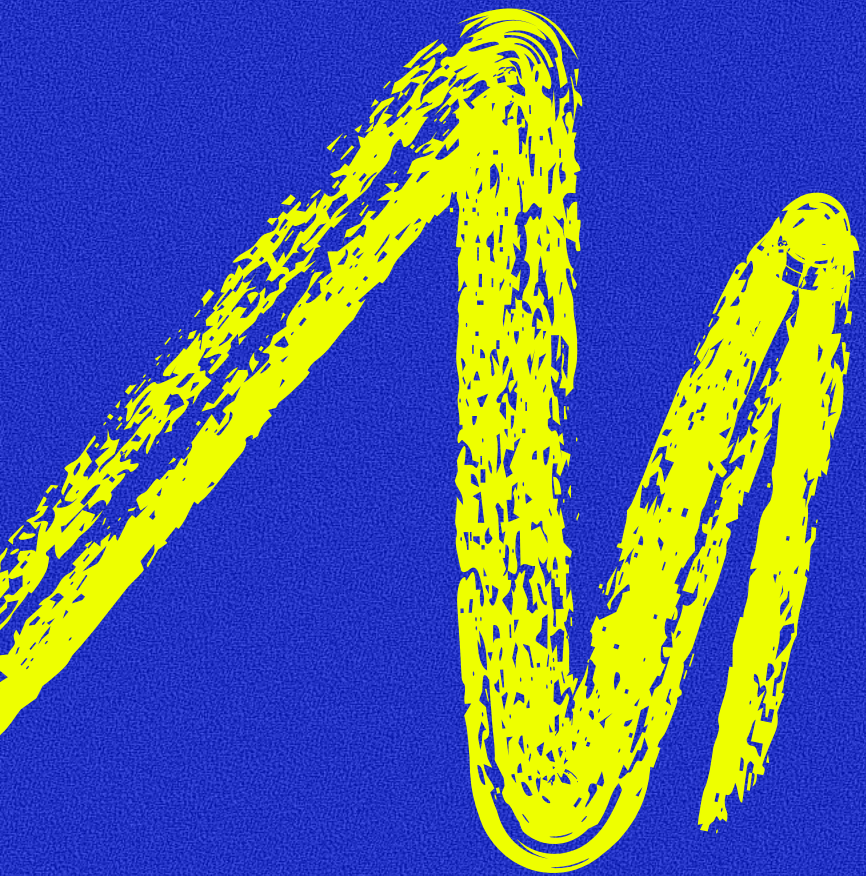
3

REPLAYING CO-INVESTMENT WITHIN 5 MINUTES

2

CREATING UNIQUE AND FLEXIBLE PRICING STRATEGIES - BY TIME, DAYS OF THE WEEK, AND COMPETITOR PRICES

4



D2C OPERATOR IN KAZAKHSTAN

BRANDED STORES AND MARKETPLACES

Tefal®

Moulinex®

KRUPS

BRAUN

ORDO

Rowenta

RENPHO



D2C PROJECT TURNOVER IN KAZAKHSTAN



2022

84⁺

MILLION TENGE

2023

284⁺

MILLION TENGE

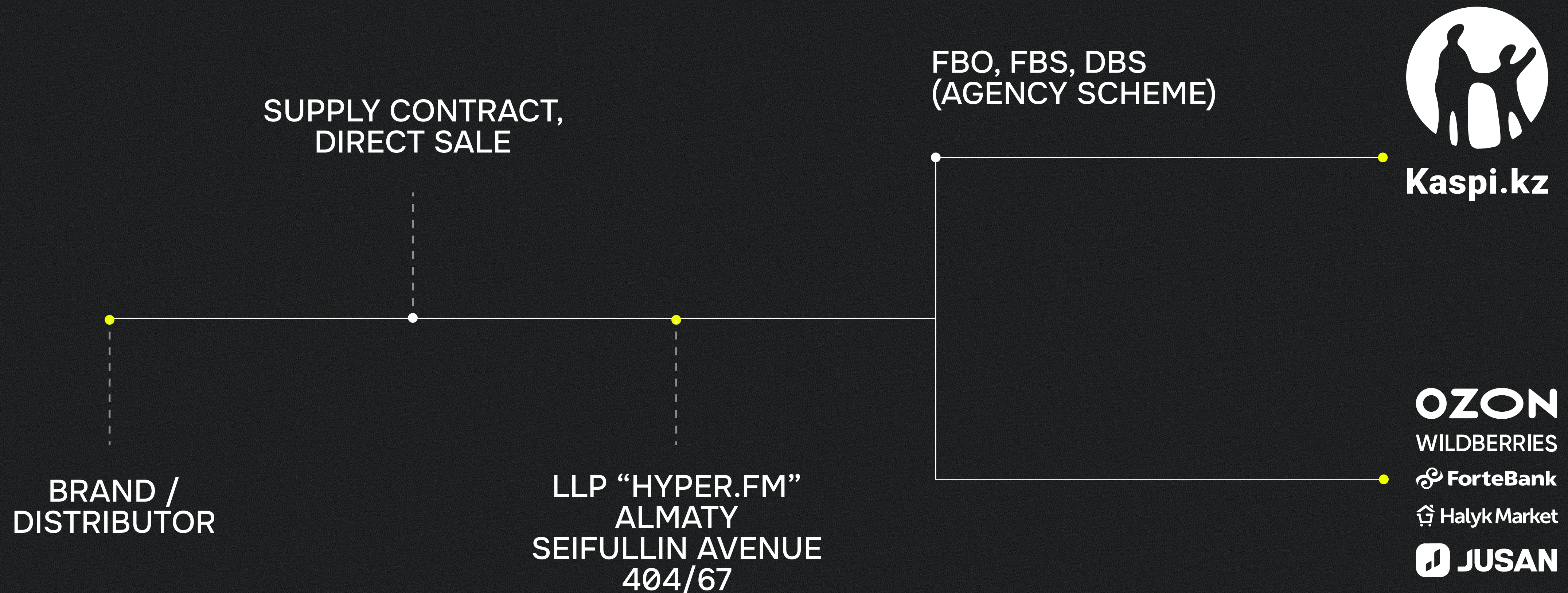
2024

749⁺

MILLION TENGE



THE TURNOVER OF D2C PROJECTS IN KAZAKHSTAN





WAREHOUSE IN THE CITY CENTRE

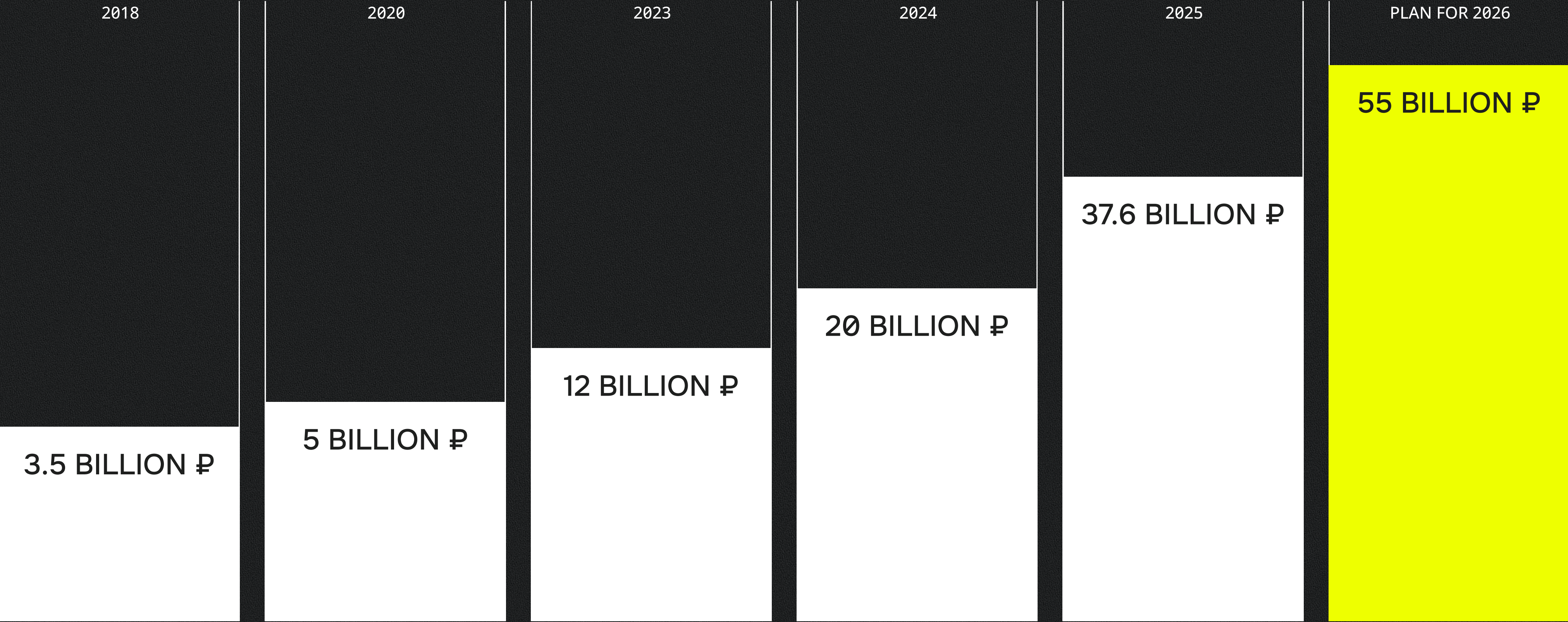
A 500m² warehouse in the central part of the city allows for delivery within **3 HOURS** across Almaty.





37.6 BILLION ₺

revenue from the launch of online stores
on marketplaces

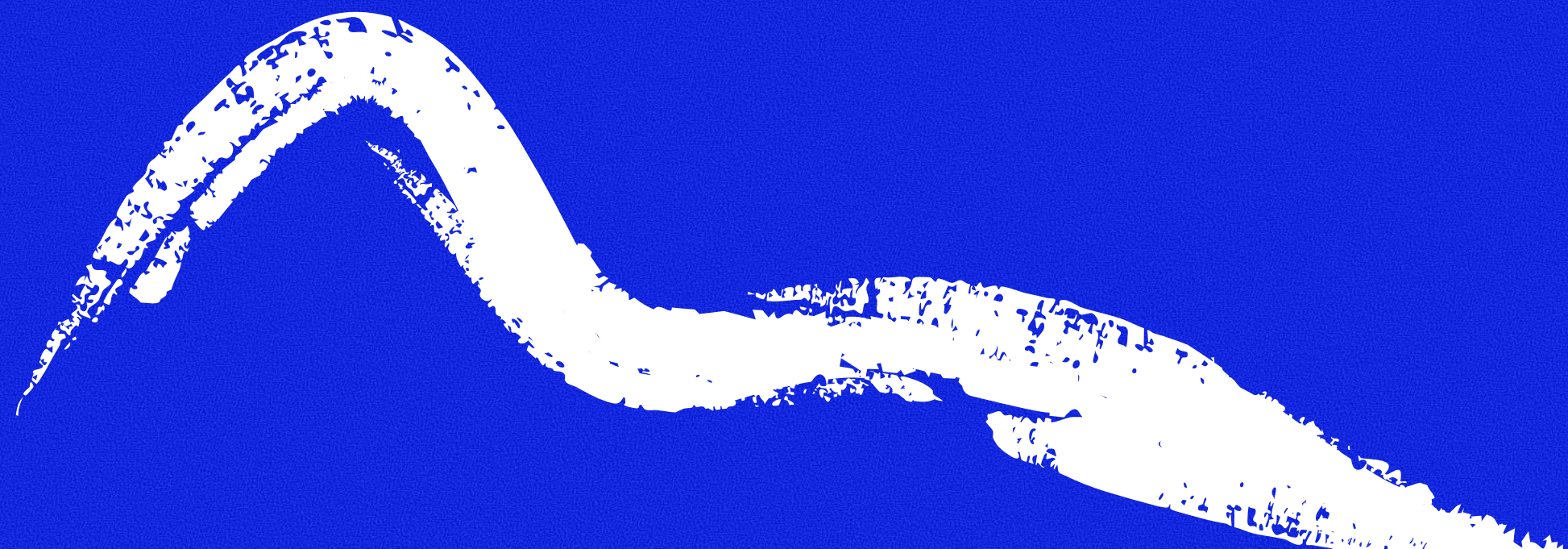
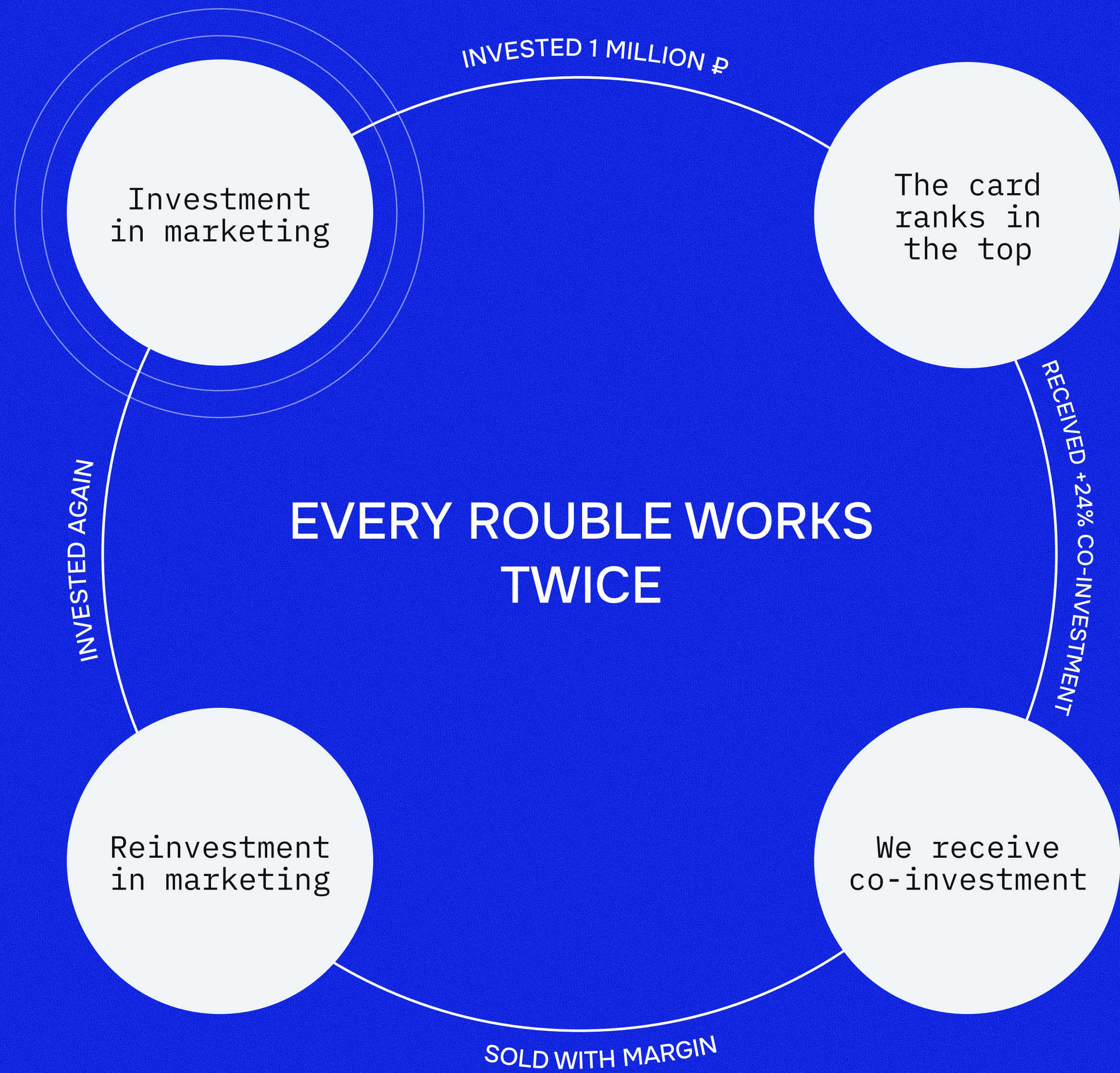


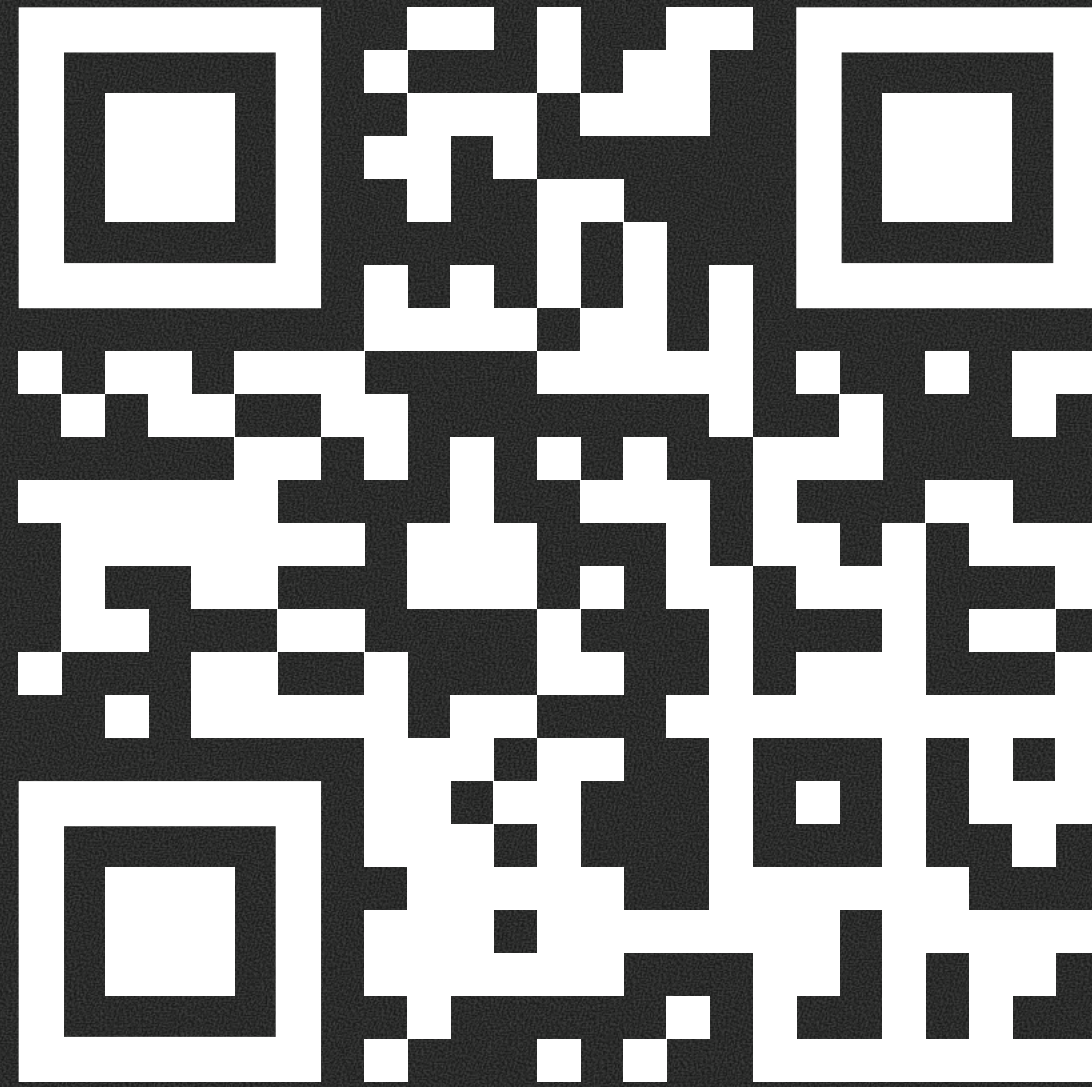
WE ARE CHOSEN BY

KARCHER 	HANSA 	WMF 	SAMSUNG 	YANDEX 
TEFAL 	MOULINEX 	BRAUN 	KRUPS 	ASANO 
HISENSE 	DE'LONGHI 	VK 	DREAME 	SBERBANK 
HAIER 	PLANTIC 	LG 	XIAOMI 	PHILIPS 



GROWTH STRATEGY THROUGH SOINVEST





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