

## Our Story

All products we offer under the TATRA brand are not only stylish and aesthetically pleasing, but also carry value and meaning. All our collections are handcrafted with a sense of social responsibility. These products, meticulously prepared by women in need who cannot participate in the active workforce due to economic reasons and who produce goods at home, are not just jewelry; they are also a symbol of women's labor and solidarity.

Each product undergoes quality control processes from beginning to end and is rigorously inspected. The plating quality, color vibrancy, and durability of our products have been tested according to international standards, and we have test certificates. They offer performance beyond expectations in terms of both aesthetics and lifespan.

Our collection is grouped under 3 main series:

### 1- KGT Series – Cord & Adjustable Models

Our products starting with the KGT code are corded and adjustable. They can be easily used by all age groups. This product group is located at the top of the stand. There are 30 different models in total, with 12 on each bar.

### 2- ZNR Series – Chain Models

Our ZNR coded products consist of chain designs. This series includes a total of 150 different models and is located in three rows of the stand.

### 3- KRS SERIES

The KRS series is a collection consisting of glass and plastic beads. There are a total of 45 models.

Stand Distribution:

1st Row: KGT-30 Model

2nd Row: ZNR-43 Model

3rd Row: ZNR-43 Model

4th Row: ZNR-43 Model

5th Row: KRS-43 Model

Total: 202 models x 12 units = 2,424 products

## OUR BRAND JOURNEY & MARKET SITUATION

As the TATRA brand, we have successfully completed our stand sales system as a result of our long-term R&D studies. In the first stage, we started sales trials in the UK market where we are established. As of today, our stands are actively located in approximately 150 stores in the London Region alone and are operating with high sales efficiency.

### Current Performance:

- Minimum 300-500 units sold weekly at the point of sale
- Minimum sales of around 1,000 units per week are achieved in the best-performing stores.
- Our stands attract great attention in the stores where they are positioned, both visually and by increasing customer interaction.
- Our stands are more than just areas for displaying products; they are also extremely effective in attracting customers to the store. (In other words, they are a product that attracts customers.) Thanks to their eye-catching design and unique presentation style, they increase visibility within the store and create a strong 'attraction effect' on potential customers.

## OUR GOAL

- To display 10,000 stands in 20 countries
- To become a globally recognized jewelry & accessories brand
- To grow in city centers with high pedestrian traffic
- To develop collaborations with gift shops, especially those selling tourist-themed and regional products

## WHY TATRA?

- ☑ Handmade and original designs
- ☑ Support for women's labor and local production
- ☑ Easy-to-assemble and eye-catching stand structure
- ☑ Models with proven sales success
- ☑ Sustainable production and high customer satisfaction