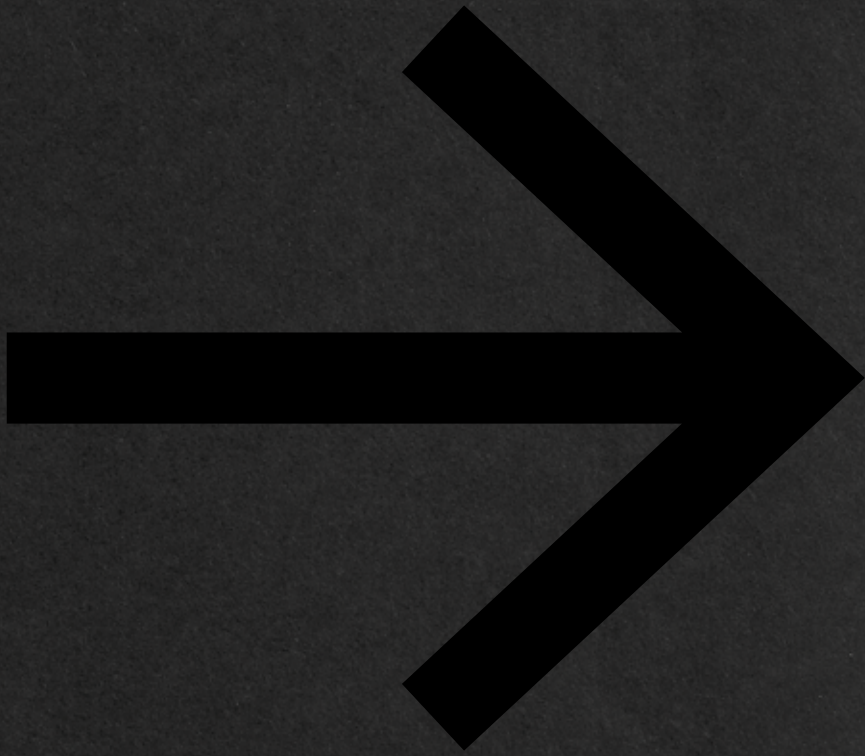


The

COMPANY PROFILE

e





About

Puro Hellas was set up in Thessaloniki with a clear mission: To supply the consumer electronics market with accessories that are designed, manufactured and distributed according to the highest standards in technology & design.

The continuous improvements applied to the product development and production process have made Puro an established player in the mobile device accessories market.





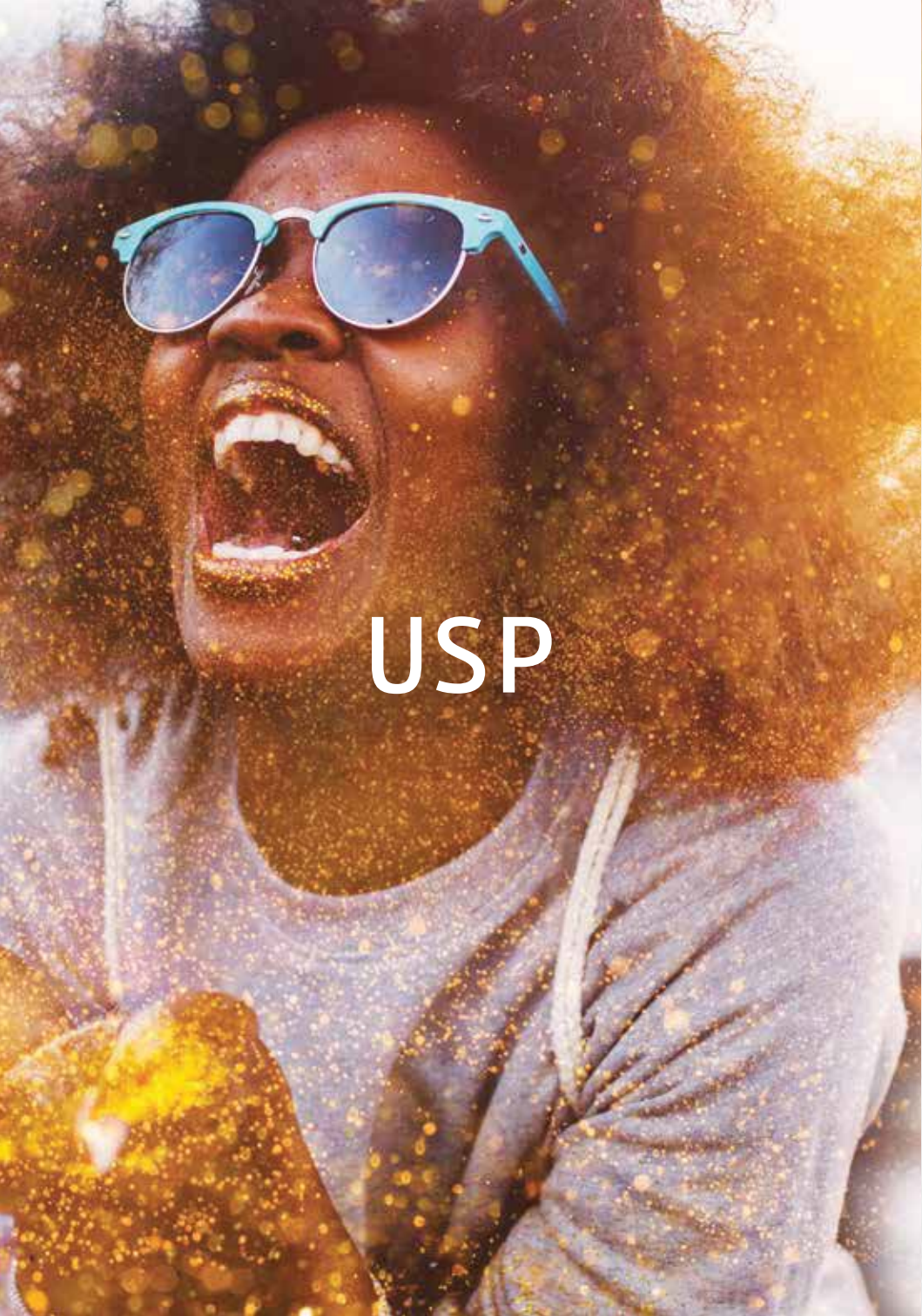
Our
Mission





We are determined to change the reference point in the mobile device accessories market through our unique style and design, production excellence along with attention to consumer's ever changing needs.





USP

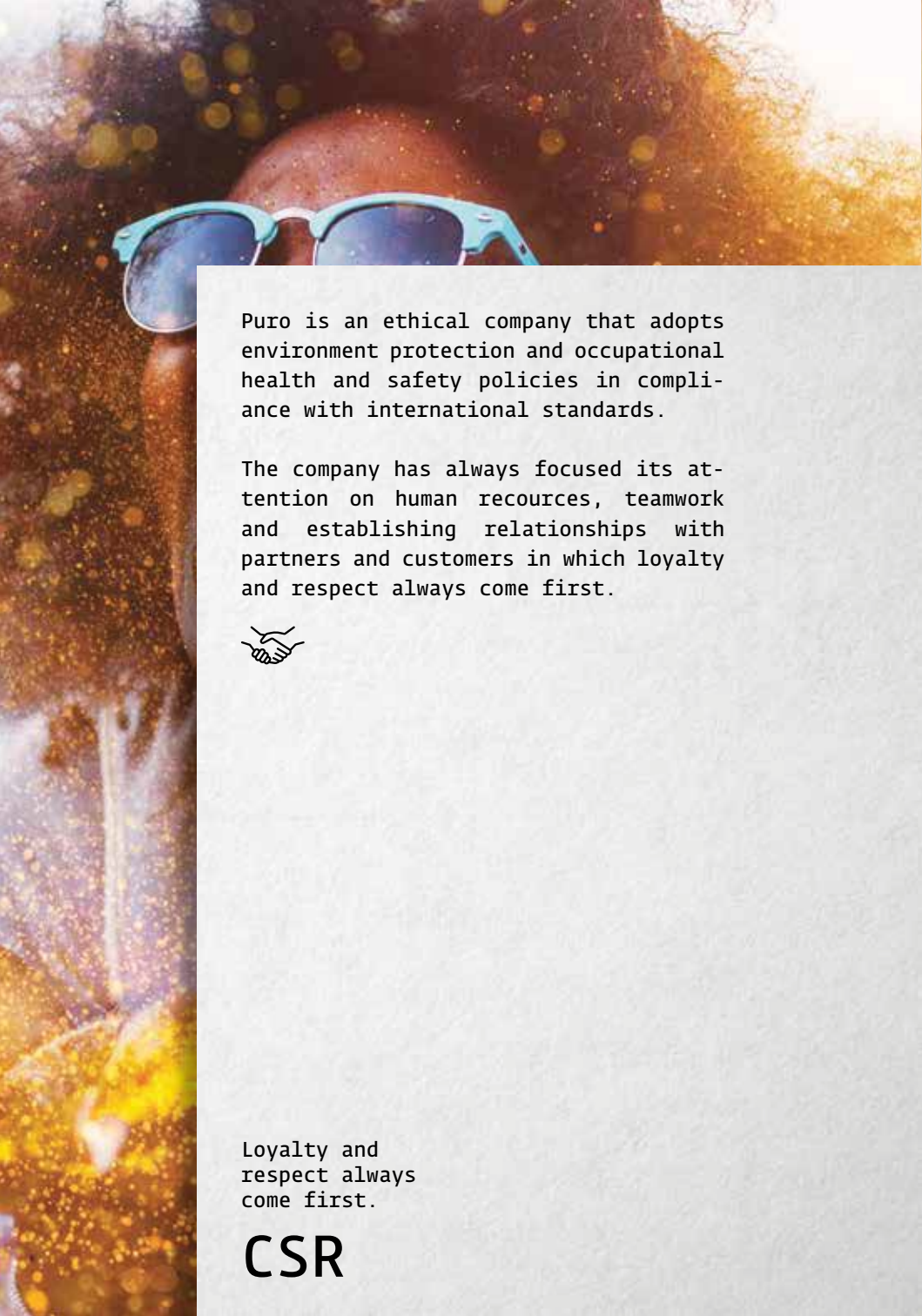
Puro has always stood out for its great attention to detail and quality. Sophisticated, stylish and state of the art products harmoniously designed for use with the most advanced devices.



The perfect
mix of style
and technology.

USP





Puro is an ethical company that adopts environment protection and occupational health and safety policies in compliance with international standards.

The company has always focused its attention on human resources, teamwork and establishing relationships with partners and customers in which loyalty and respect always come first.



Loyalty and
respect always
come first.

CSR



Our company is an importing and distributing company in Greece the field of consumer electronics and telecom, licensed fashion telecom accessories and IT Components. The company was founded in 2000 targeting the mobility market of Greece, as well as the market of the broader countries such as FYROM, Bulgaria and Cyprus.

From the beginning of its course until today, we have been active with reliability and systematic work maintaining high quality standards and always looking for new fields of activity. Having established a strong and competitive position in a rapidly developing environment with a continuously changing setting, like the digital market, we look towards the future with teamwork spirit and development prospects creating new growth opportunities.

For everyone at our company, meeting the needs of our demanding and steadily growing target group, creating a committed trusty relationship with our clients and adjusting to the new conditions of each period, constitute our daily aim and ambition.

The synergies with leading firms of the global telecom and peripherals market have established our company as a key player in the fashion telecom and electronics market. Our goal is to preserve the company's leading position in the domestic market and to expand its commercial activities geographically covering new markets.

2015 was a milestone year for our company. A commercial merge with Puro S.p.A. took place and we undertook new countries / markets such as: United Kingdom, Cyprus, The Balkans, North Africa and Middle East.

A 5year strategic business plan is already activated which ensures new success stories for our company and all the brands that we carry. In parallel, having explored the high devel-

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as Puro S.p.A.
Bloody, Black
, Defunc, Vain



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.....
A 5year strategic business plan is already activated which ensures new success stories for our company and all the brands that we carry. In parallel, having explored the high development potential of technology market in Europe, we expanded its activities entering this field dynamically. Based upon the foundations of its high and competitive know-how, and through participation in relevant firms abroad, the company aims at the creation of a solid presence in this market.

The assurance of quality products that guarantee customer satisfaction has always been a central element to our philosophy. Therefore, it is a principal concern for everyone at our company that the company invests and participates in companies that offer best quality and innovative products with the convenience, transparency and credibility that is implied by its cooperation with one of the most powerful firms in the world.

Together with our imports from Europe and the Far East that extend our variety of products up to 7000 items, we are also appointed exclusive representatives and distributors in Greece of major European and East houses and brands such as Puro S.p.A. Puro Italian style, Kawasaki distributed by Puro, Bloody, Black Rock, White Diamonds, Light Stax, PopSocket, G&BL, Defunc, Vain Sthlm, Zendure, ang, GPO & CG-Mobile Guess.

The continual refreshment of the product lines, coupled with highly experienced professionals staffing the company departments, ensure that the needs and expectations of our customers are fully covered.

A continuous goal for us and key feature of its identity that distinguishes the company from its competition is our sense of responsibility towards the subject of our activity and our respect for our clients.

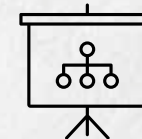
These non-negotiable values lie behind our every business move and govern the daily operation and management of the services we offer.

The development and business goals of the company are realised through its strategic choices to associate with major brands and to create synergies with market leaders that assure its penetration in new markets and offer significant growth prospects. This ongoing policy guarantees the success of our investment moves with new products and new markets as well as its response to the challenges of the global digital technology.

In 2014, the company moved into new headquarters in Pylaia, close to the centre of Thessaloniki. The new, 800sq.m. installations are currently housing the administration offices, the warehouse, advertising & creative and logistics centre. They are strategically placed close to the centre of the city, about 20 minutes from downtown centre and readily accessible to the city visitor.

The company covers all the markets with agents, warehouses in Thessaloniki and company executives. Our customers consist of retail stores, IT & mobility chains, fashion stores, b2b companies, supermarket chains and superstores, altogether of about 3.200 selling points spreader all over the markets.

At Puro Hellas we look ahead, ready to respond to market with determination and determine our course



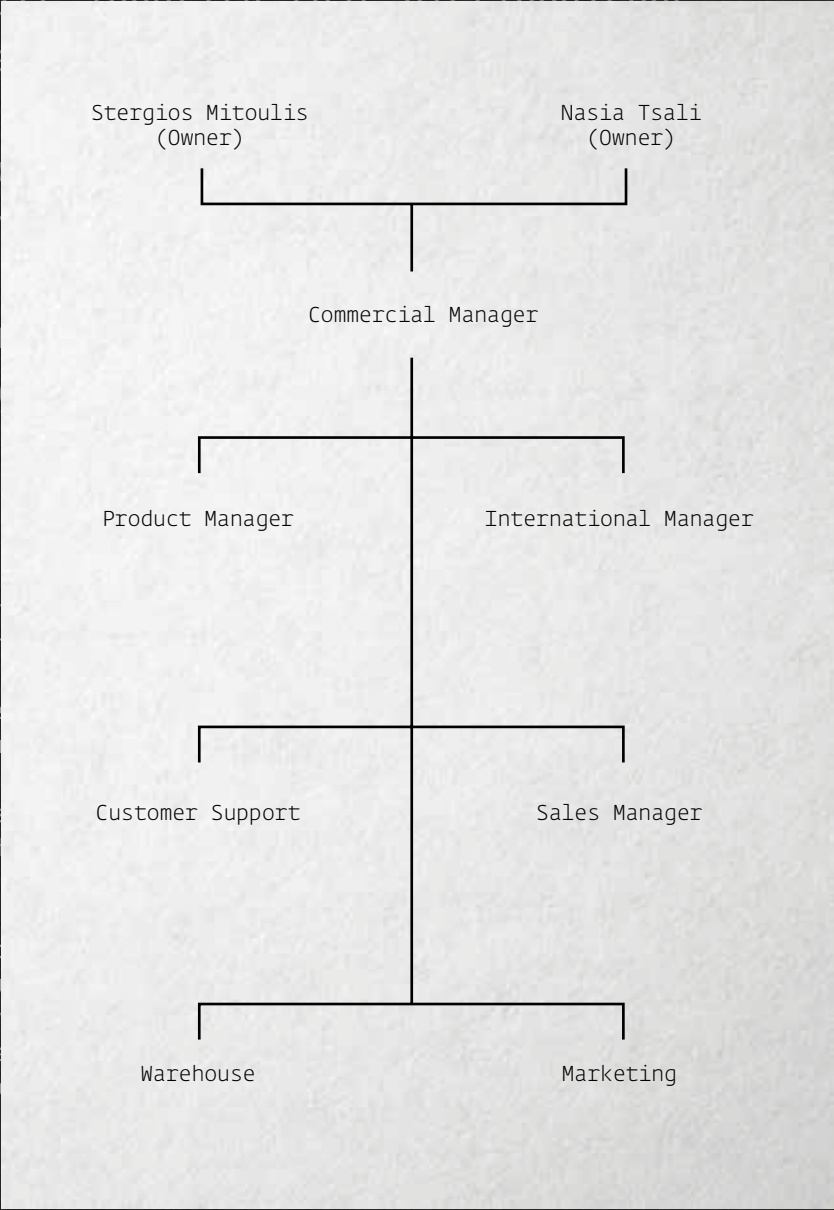
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These not only our everyday operations services

The development through its strategy and to create penetration in markets. This investment moves response to the

In 2014, the company close to the customers relations are close to the warehouse, and are strategic 20 minutes from city visitor.

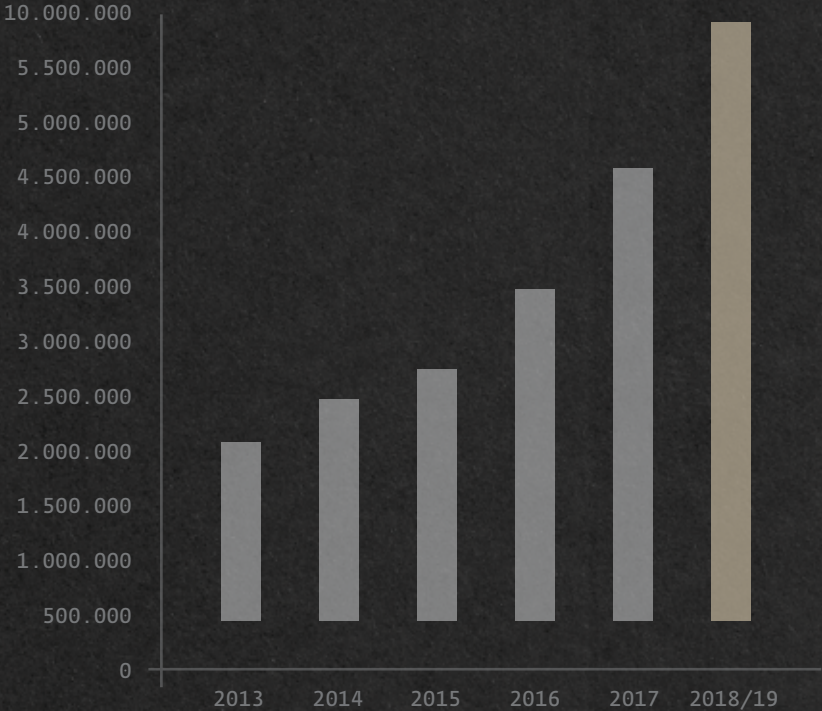


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At Puro Hellas we look ahead, ready to rise to new challenges and to respond to the challenges of the global market with the reliability, efficiency and determination that characterised our course to date.



Development statistics



Year Turn Over
Percentage increase

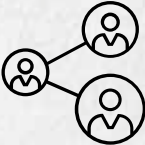
Distribution



and
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Development statistics

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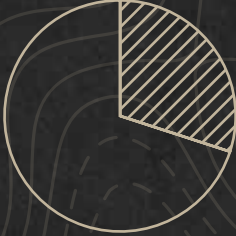


Distribution

The distribution of products under the Puro brand throughout Greece (55%) and on international markets (30%) is divided into the following channels:



Greece



International

- CONSUMER ELECTRONICS
- TELECOM SPECIALISTS
- LARGE-SCALE RETAIL CHANNEL
- E-COMMERCE
- PURO FLAGSHIP STORE (BOLOGNA)

Public **πλαίσιο** Dixons

INTERSPORT[®]
LE SPORT COMMENCE ICI



ΠΑΕ ΠΑΝΑΘΗΝΑΪΚΟΣ
ΕΠΙΣΗΜΟ ΚΑΤΑΣΤΗΜΑ

SPORT
CAFE

Media**Markt**

 **vodafone**

 **cosmote**

 **ΓΕΡΜΑΝΟΣ**

 **WIND**

Technology stores

iStorm

 **iRepair**

Apri stores


notosgalleries


attica

Fashion stores

N LINES



ECOTEL
LS & RESORTS

ATE
el

Public **πλαισιο** Dixons

These are the most important chains that currently cooperate with us.

There are various channels, such as technology chains, apr stores, fashion, sports specific stores and due to our Country's advantage as one of the most beautiful touristic locations of the world, we have partnerships with travel & accomodation chains.

Our
Co-Ops



ΠΑΕ ΠΑΝΑΘΗΝΑΪΚΟΣ
ΕΠΙΣΗΜΟ ΚΑΤΑΣΤΗΜΑ



Sports stores



Travel & Accomodation



PURO®





Shine



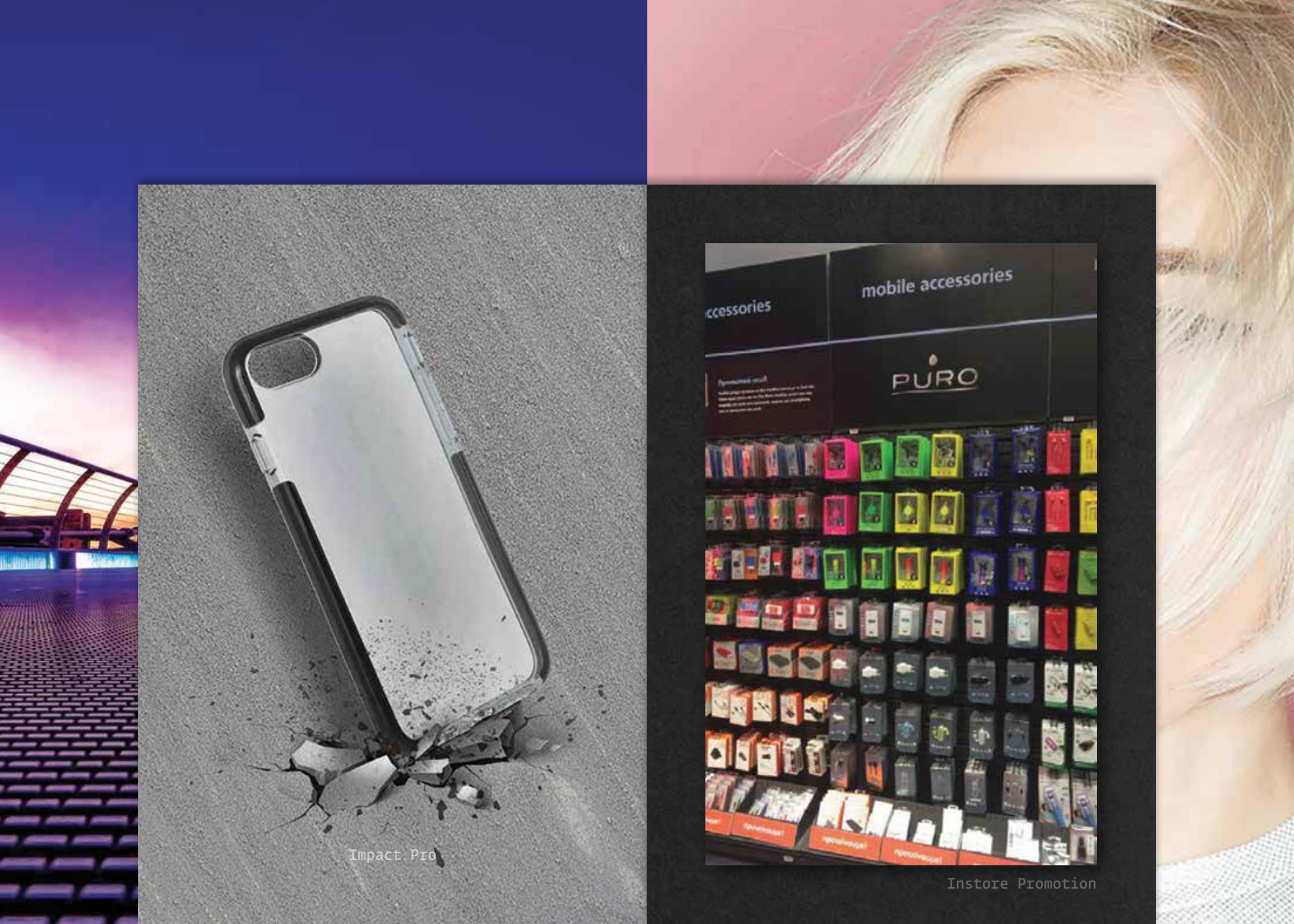
Crystal Book



Nude Fluo

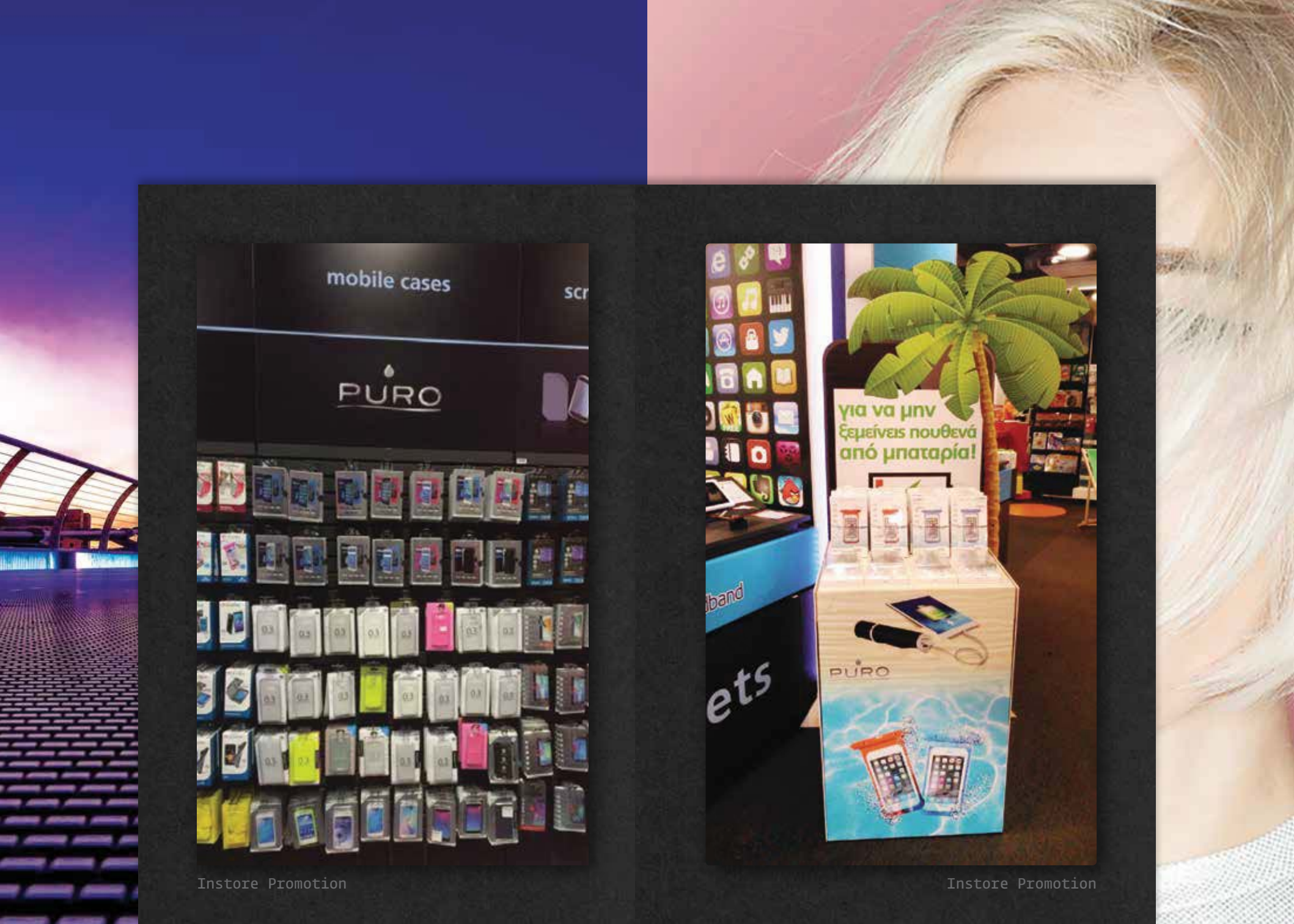


Aqua Winter



Impact Pro

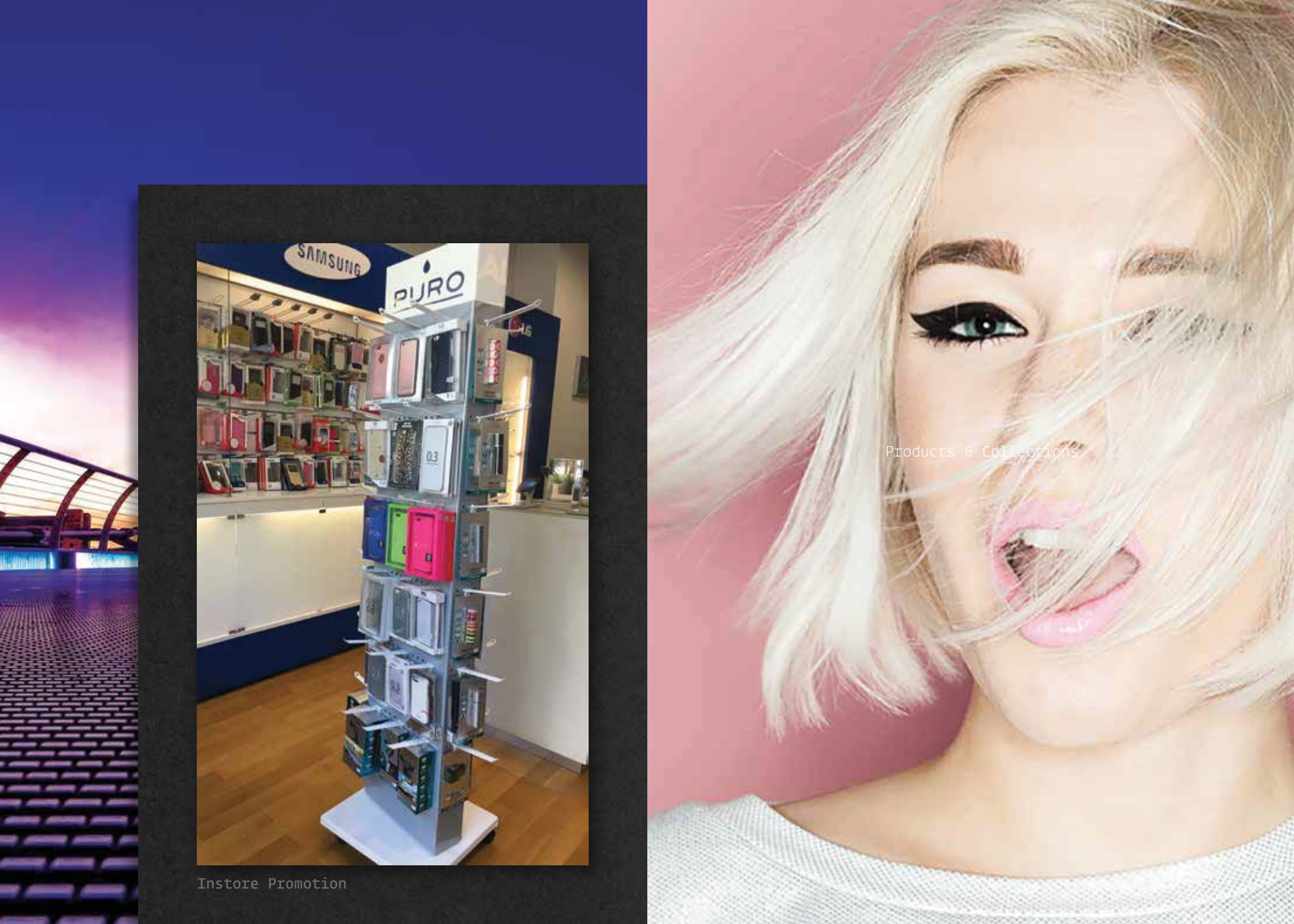
Instore Promotion



Instore Promotion



Instore Promotion



Products & Collections



Instore Promotion



Earphones



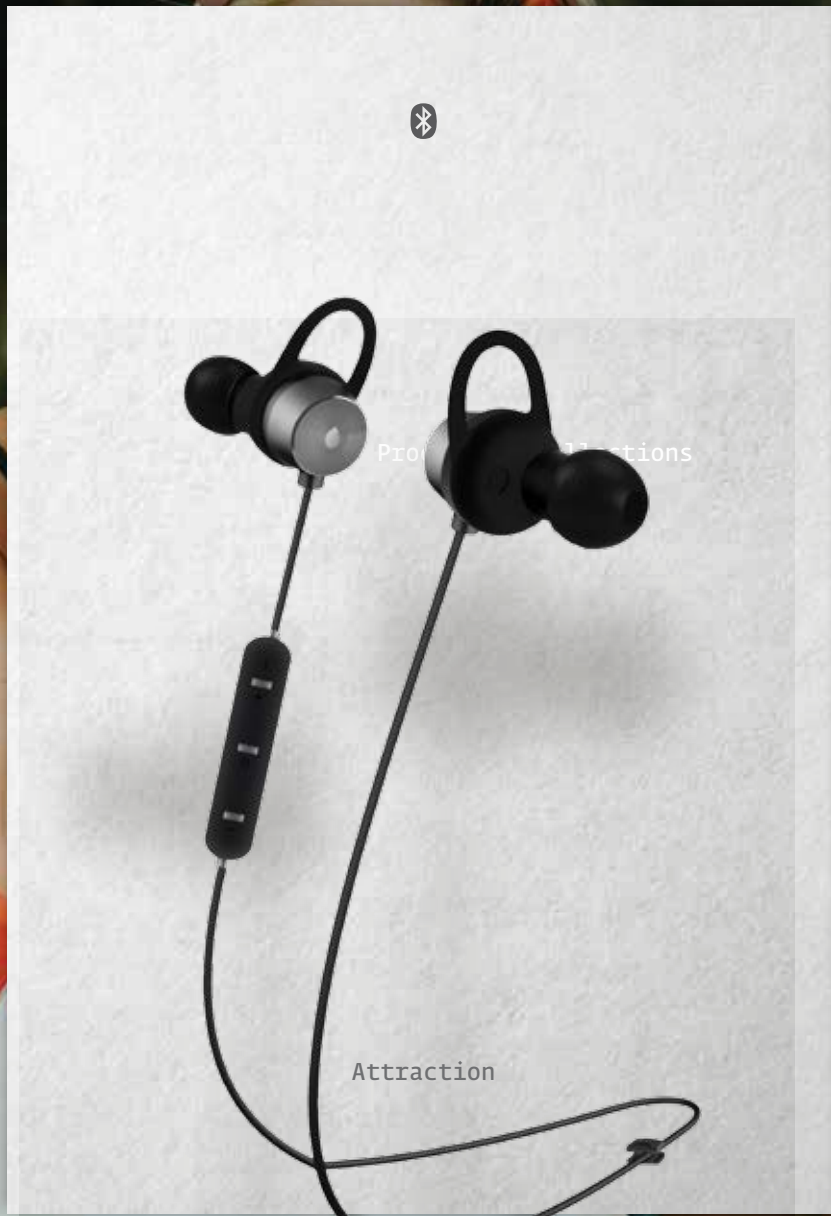
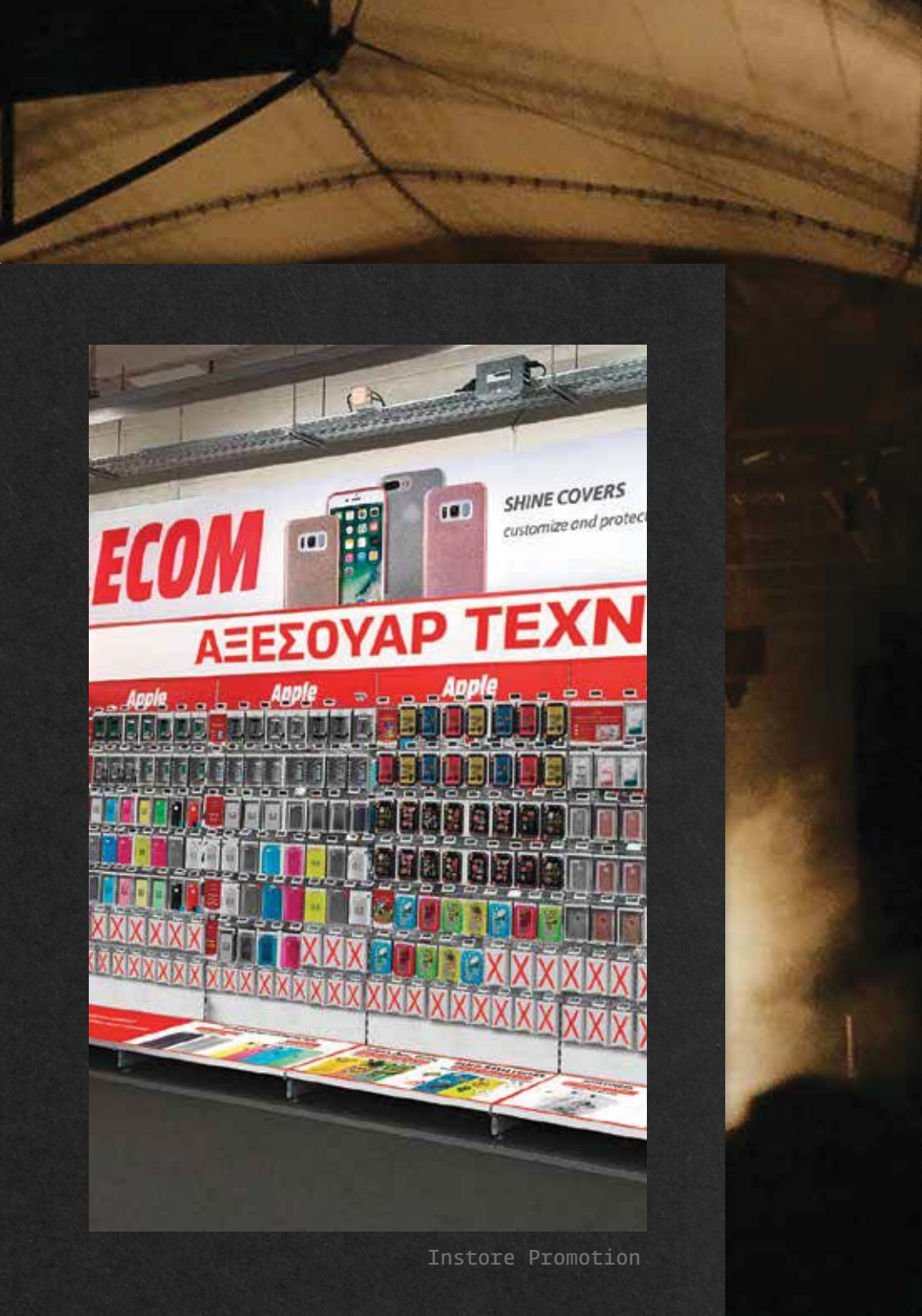
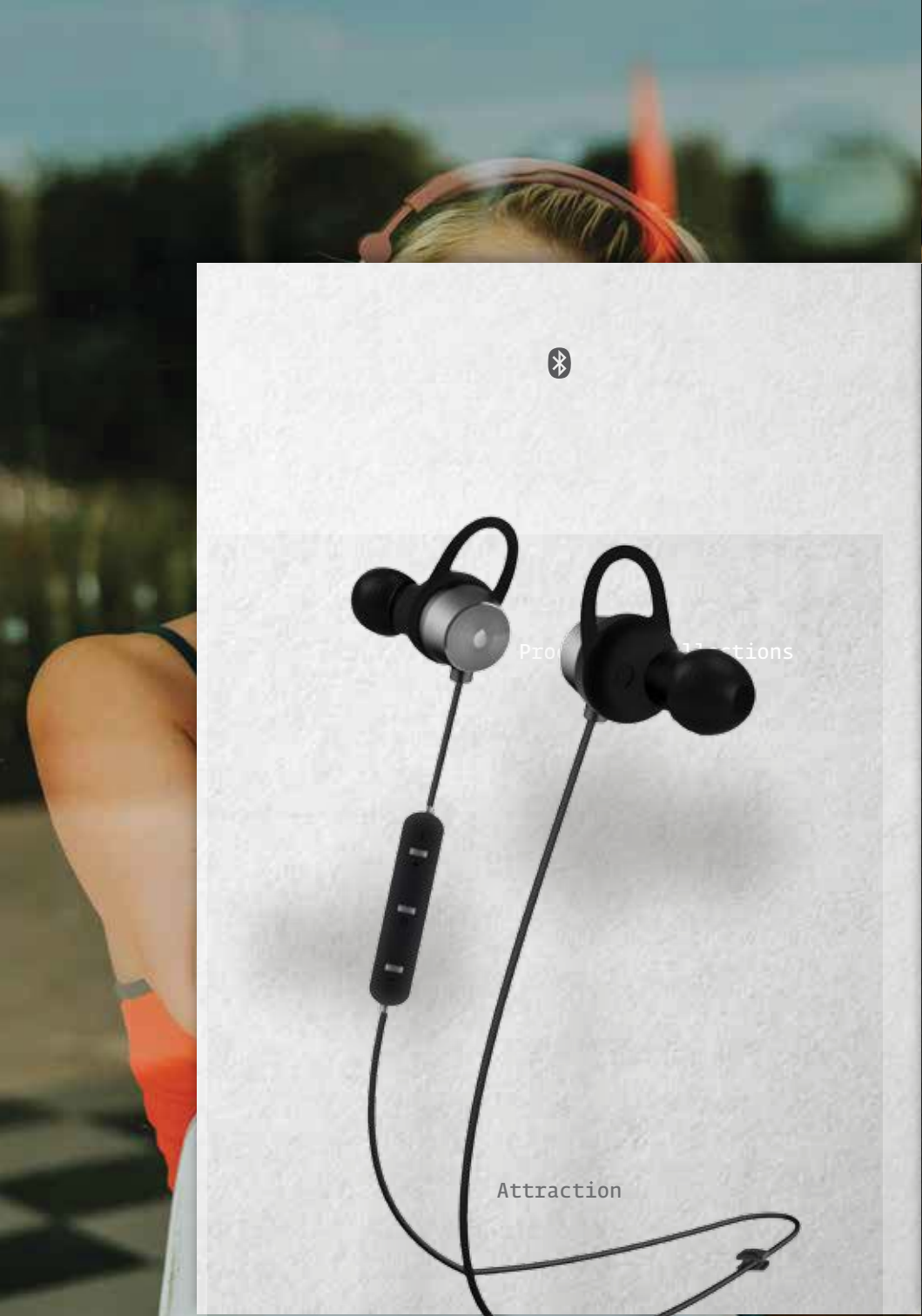
Biz



Fine



Prisma



Product Information

Attraction



Instore Promotion



Instore Promotion





Backpacks



Plume
Backpack



Byday
Backpack



Instore Promotion



Instore Promotion



Kawasaki

Distributed by

PURO



Hoverboard
KX Pro



Hoverboard
KX-SB



Streetboard
KX-ST 10.1



Scooter
KX-SF 6.5



Instore Promotion



Instore Promotion



B860
Mechanical Keyboard



P85 Light Strike
5K RGB Animation Gaming Mouse



RGB Gaming Mouse Pad
Cloth edition



G500
Combat Gaming Headphone

BLOODY
HELL
GAMING



Flex Carbon
wallet



Fitness
case



Air Protect
case

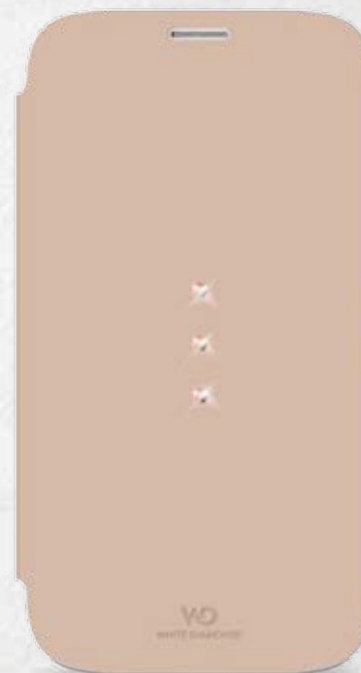


Resistant Protective
case





WD
WHITE DIAMONDS



Crystal booklet
Collection



Transparent
Collection



The Rock
Crystal case



Instore Promotion



Instore Promotion



**LIGHT
STAX**



Complete



Basic



Shine



Beginner Plus



Classic



Instore Promotion



POPSOCKETS



Marble Collection



Mandala Collection



Aluminium Collection



Animals Collection



Instore Promotion



Instore Promotion





defunc®



Hybrid
BLACK



BT Headphone
Plus Goldish



DUO Speaker Silver



+BT SPEAKERS
GOLD



Instore Promotion



Instore Promotion



Instore Promotion



Instore Promotion



VAIN STHLM



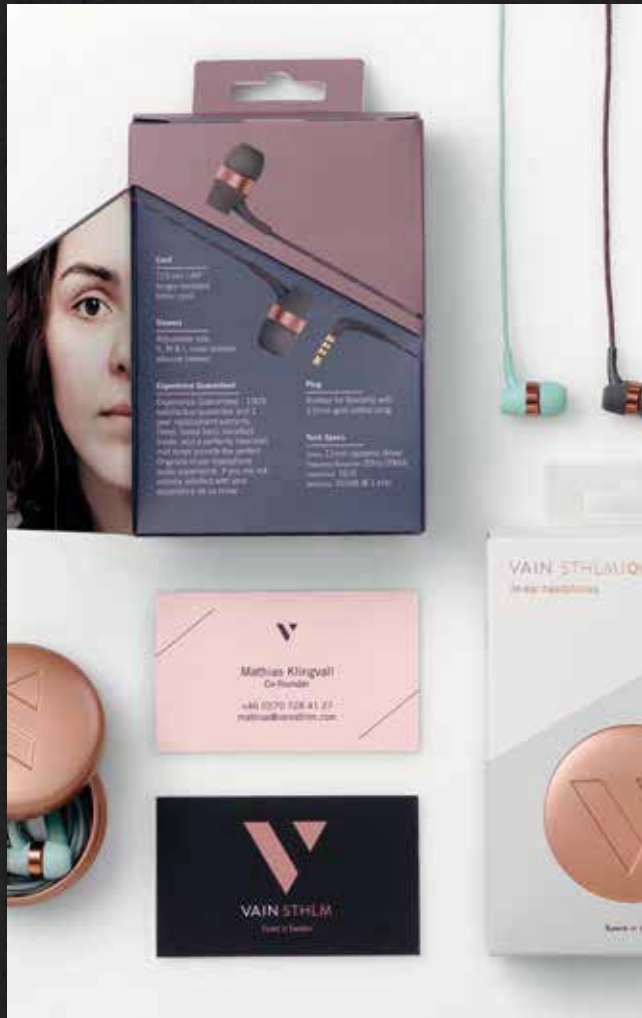
Original
Earphones



Commute
Headphones



Instore Promotion



Instore Promotion





HDMI CABLE
High Speed | Ethernet | Luxury series



DOLPHIN TV STAND
LED | LCD DISPLAYS



Instore Promotion



Instore Promotion



ZENDURE



SILVER
Car charger & Powerbank





BLACK
Car charger & Powerbank







Retro
Telephone

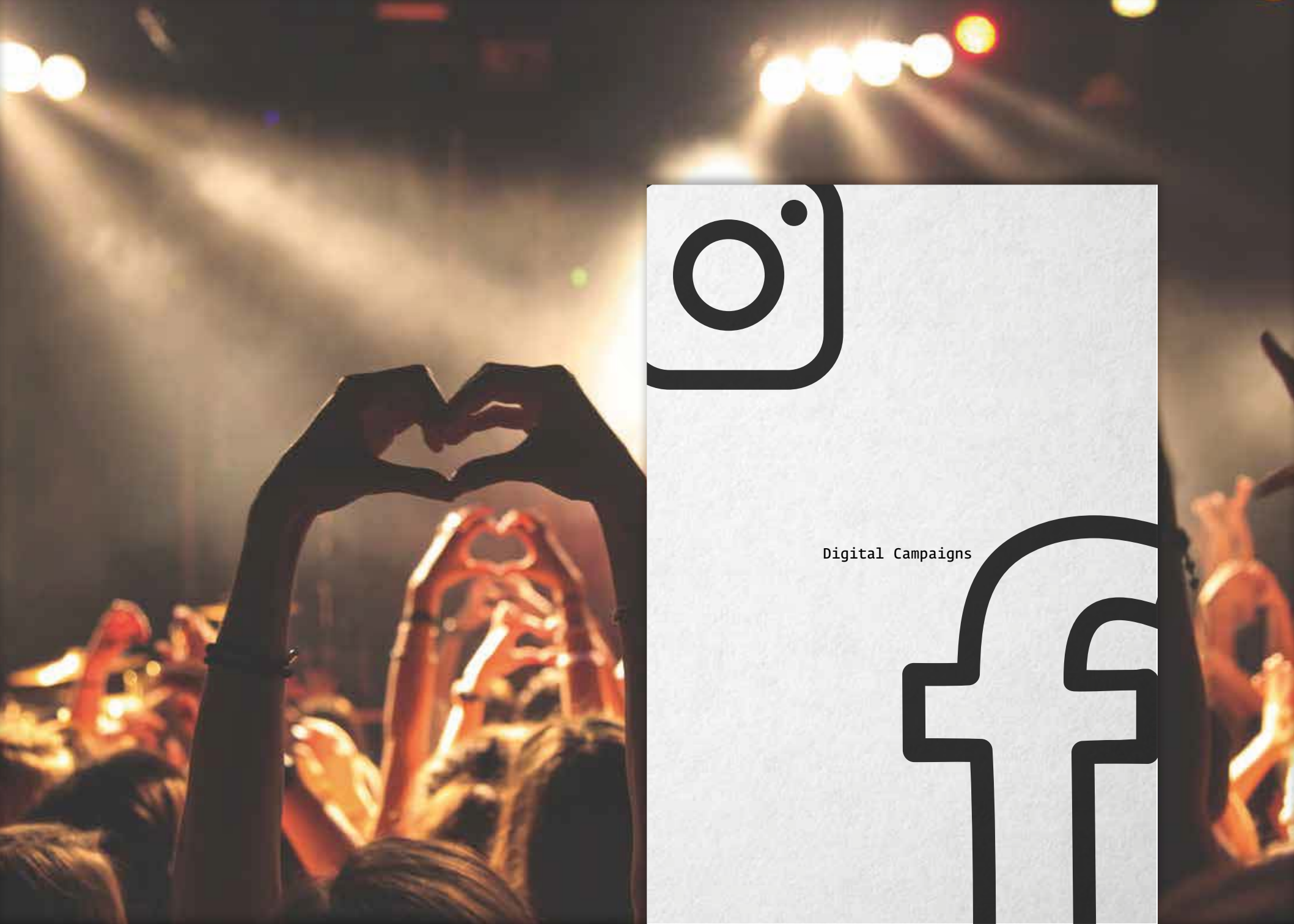


Retro
Pickup

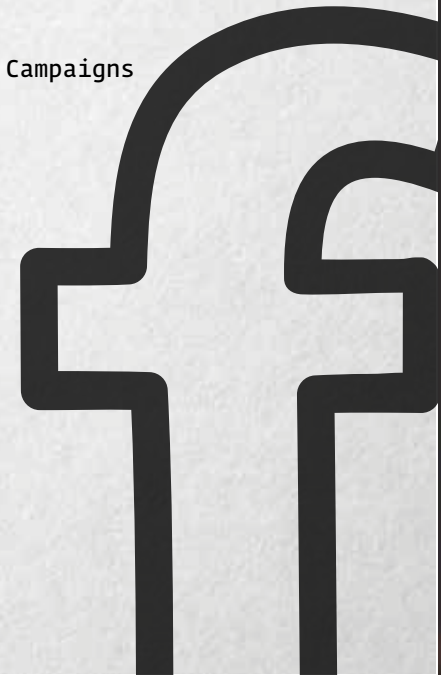


Retro
Stereo





Digital Campaigns



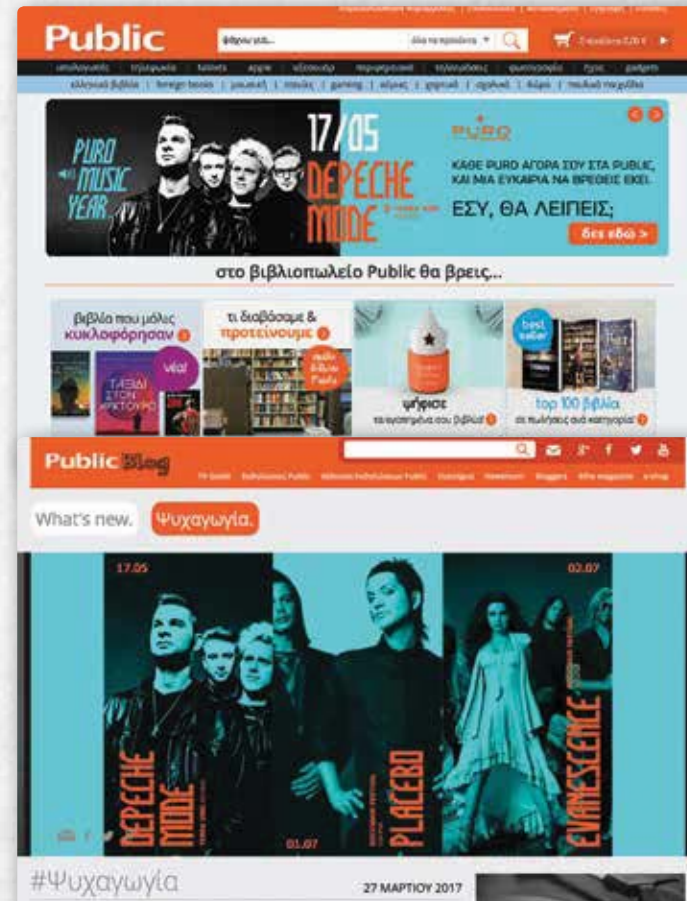
We utilise a strong social media presence, within facebook, instagram and LinkedIn platforms. We strongly believe in engagement, product value and honesty in our interactions with our customers.

All our collaborations are planned in order to extend our brand awareness and promote ideally our product range. Social engagement is essential to us, as a vibrant, organic part of our dna.



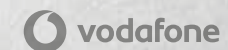
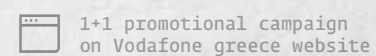
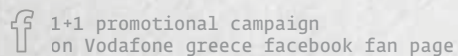


f Puro music year promotional campaign on Public greece facebook fan page



Public Puro music year promotional campaign on Public greece website

Public



Puro Hellas
December 20, 2017 at 2:49pm · 🌐

[Special Gifts for Special Fans]: Ήχησε ωραία η ειδοποίηση που μας ήρθε για τους 20.000 fans και θέλουμε και σε εσάς να "ηχήσουν" φανταστικά τα φετινά Χριστούγεννα.

Κάνε tag ένα αγαπημένο σου πρόσωπο και κερδίστε μαζί από ένα Prisma Earphone ο καθένας. Σας ευχαριστούμε όλους για την εμπιστοσύνη σας. #Xmas_Sounds_Good #ThankUall



👍 Like 💬 Comment ➦ Share

👤 Tziola Eleutheria, Roadtrip Cyannide and 537 others Top Comments ▾

207 Shares

f Celebrating our fan page growth
giving away special gifts



Celebrating our fan page growth
giving away special gifts



Belen Rodriguez
@belenrodriguezreal

Melissa Satta
@melissasata

Katerina Kainourgiou
@katken85

Evaggelia Aravani
@evagelia_aravani

Dionisis Sxoinas
@dionisis_sxoinas

Athina Oikonomakou
@athinao1konomakou

Tylah (ProSinnerz)
@tylah_sinnerz



Magazines

0.3
Nude

ULTRA SLIM 0.3mm | ABSOLUTE CLARITY

The totally transparent case

HUAWEI

TEMPERED GLASS

ULTRA SLIM 0.3mm | TEMPO-PROTECT ANTI-SHATTER | 9H HARDNESS

Full edge Tempered glass

HUAWEI

f © in PURO

www.puro.com.gr

Public Cyprus
Print ad

Public

Hoverboard KX PRO

ΚΑΙ ΔΩΡΟ ΤΟ
OFFICIAL KAWASAKI
ΚΡΑΝΟΣ!

drive the future

Η νέα εμπειρία στο δρόμο για τους πιο balanced trenders
έχει έρθει ήδη στα καταστήματα με την υπογραφή της PURO.

Kawasaki OFFICIALLY LICENCED

Kawasaki®
HOVERBOARD

Distributed by
PURO®

Stephanis stores
Print Ad

STEPHANIS

GIFT IDEAS
christmas special edition

PURO gadgets

PURO Flame Backpack
Μεταμόρφωση

Η ιδανική & ασφαλής επιλογή για PURO, κατασκευασμένη με υλικά ανθεκτικά και εύκολα καθαρίσιμα, η PURO Flame Backpack είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η PURO Flame Backpack είναι διαθέσιμη σε τέσσερις χρωματικές επιλογές: κόκκινο, μπλε, γκρι και μαύρο. Η PURO Flame Backpack είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

Διαθέσιμο: PURO Models, 2019-2171999, www.puro.com.gr
Τιμή: € 119,90



PURO Aqua Winter
Για iPhone & Samsung

Η PURO Aqua Winter είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η PURO Aqua Winter είναι διαθέσιμη σε δύο χρωματικές επιλογές: κόκκινο και μαύρο. Η PURO Aqua Winter είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

Διαθέσιμο: PURO Models, 2019-2171999, www.puro.com.gr
Τιμή: € 119,90



DeFunc Bluetooth Speaker Duo
Δύο φορητά ηχεία για μουσική διασκέδαση

Η DeFunc Bluetooth Speaker Duo είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η DeFunc Bluetooth Speaker Duo είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

Διαθέσιμο: PURO Models, 2019-2171999, www.puro.com.gr
Τιμή: € 119,90



PURO Fast Wireless Charging Station
Γρήγορη φόρτιση χωρίς καλώδια

Η PURO Fast Wireless Charging Station είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η PURO Fast Wireless Charging Station είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

Διαθέσιμο: PURO Models, 2019-2171999, www.puro.com.gr
Τιμή: € 119,90



Αποτελεσματικές λύσεις φόρτισης Zendure

A2 Portable Charger
Η A2 Portable Charger είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η A2 Portable Charger είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

C6 Charger για QC 3.0
Η C6 Charger για QC 3.0 είναι η καλύτερη επιλογή για να κρατήσετε τα αγαπημένα σας αντικείμενα ασφαλή και στεγνά. Η C6 Charger για QC 3.0 είναι επίσης διαθέσιμη σε δύο μεγέθη: 15.6" και 17.3".

Διαθέσιμο: PURO Models, 2019-2171999, www.puro.com.gr
Τιμή: € 119,90



Backpack

your new adventures



in style & comfort.

Ultra thin, water resistant and foldable backpack with an external multiuse pocket. Travel is getting smarter!

www.puro.com.gr

PURO

Designed
for music



Now, by definition with
incredible sound quality,
along with new features!

Redefining the sound industry!



PURO



A STAR ALLIANCE MEMBER

People

FLAPCYZUMIN PEOPLE



1. *How much time did you spend working on this assignment?* (10 min or less, 11-20 min, 21-30 min, 31-40 min, 41-50 min, 51-60 min, 61-70 min, 71-80 min, 81-90 min, 91-100 min, 101-110 min, 111-120 min, 121-130 min, 131-140 min, 141-150 min, 151-160 min, 161-170 min, 171-180 min, 181-190 min, 191-200 min, 201-210 min, 211-220 min, 221-230 min, 231-240 min, 241-250 min, 251-260 min, 261-270 min, 271-280 min, 281-290 min, 291-300 min, 301-310 min, 311-320 min, 321-330 min, 331-340 min, 341-350 min, 351-360 min, 361-370 min, 371-380 min, 381-390 min, 391-400 min, 401-410 min, 411-420 min, 421-430 min, 431-440 min, 441-450 min, 451-460 min, 461-470 min, 471-480 min, 481-490 min, 491-500 min, 501-510 min, 511-520 min, 521-530 min, 531-540 min, 541-550 min, 551-560 min, 561-570 min, 571-580 min, 581-590 min, 591-600 min, 601-610 min, 611-620 min, 621-630 min, 631-640 min, 641-650 min, 651-660 min, 661-670 min, 671-680 min, 681-690 min, 691-700 min, 701-710 min, 711-720 min, 721-730 min, 731-740 min, 741-750 min, 751-760 min, 761-770 min, 771-780 min, 781-790 min, 791-800 min, 801-810 min, 811-820 min, 821-830 min, 831-840 min, 841-850 min, 851-860 min, 861-870 min, 871-880 min, 881-890 min, 891-900 min, 901-910 min, 911-920 min, 921-930 min, 931-940 min, 941-950 min, 951-960 min, 961-970 min, 971-980 min, 981-990 min, 991-1000 min, 1001-1010 min, 1011-1020 min, 1021-1030 min, 1031-1040 min, 1041-1050 min, 1051-1060 min, 1061-1070 min, 1071-1080 min, 1081-1090 min, 1091-1100 min, 1101-1110 min, 1111-1120 min, 1121-1130 min, 1131-1140 min, 1141-1150 min, 1151-1160 min, 1161-1170 min, 1171-1180 min, 1181-1190 min, 1191-1200 min, 1201-1210 min, 1211-1220 min, 1221-1230 min, 1231-1240 min, 1241-1250 min, 1251-1260 min, 1261-1270 min, 1271-1280 min, 1281-1290 min, 1291-1300 min, 1301-1310 min, 1311-1320 min, 1321-1330 min, 1331-1340 min, 1341-1350 min, 1351-1360 min, 1361-1370 min, 1371-1380 min, 1381-1390 min, 1391-1400 min, 1401-1410 min, 1411-1420 min, 1421-1430 min, 1431-1440 min, 1441-1450 min, 1451-1460 min, 1461-1470 min, 1471-1480 min, 1481-1490 min, 1491-1500 min, 1501-1510 min, 1511-1520 min, 1521-1530 min, 1531-1540 min, 1541-1550 min, 1551-1560 min, 1561-1570 min, 1571-1580 min, 1581-1590 min, 1591-1600 min, 1601-1610 min, 1611-1620 min, 1621-1630 min, 1631-1640 min, 1641-1650 min, 1651-1660 min, 1661-1670 min, 1671-1680 min, 1681-1690 min, 1691-1700 min, 1701-1710 min, 1711-1720 min, 1721-1730 min, 1731-1740 min, 1741-1750 min, 1751-1760 min, 1761-1770 min, 1771-1780 min, 1781-1790 min, 1791-1800 min, 1801-1810 min, 1811-1820 min, 1821-1830 min, 1831-1840 min, 1841-1850 min, 1851-1860 min, 1861-1870 min, 1871-1880 min, 1881-1890 min, 1891-1900 min, 1901-1910 min, 1911-1920 min, 1921-1930 min, 1931-1940 min, 1941-1950 min, 1951-1960 min, 1961-1970 min, 1971-1980 min, 1981-1990 min, 1991-2000 min, 2001-2010 min, 2011-2020 min, 2021-2030 min, 2031-2040 min, 2041-2050 min, 2051-2060 min, 2061-2070 min, 2071-2080 min, 2081-2090 min, 2091-2100 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min, 3431-3440 min, 3441-3450 min, 3451-3460 min, 3461-3470 min, 3471-3480 min, 3481-3490 min, 3491-3500 min, 3501-3510 min, 3511-3520 min, 3521-3530 min, 3531-3540 min, 3541-3550 min, 3551-3560 min, 3561-3570 min, 3571-3580 min

don't *cover*, dress up.

Όταν η τεχνολογία συναντάει τη μόδα, η PURO έρχεται να δώσει χρώμα και στυλ στην καθημερινή σας ενοσχόληση με τα smartphones και τα tablets.



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[illegible]

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