

RUSSIAN FASHION SCENE



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THE FOREWORD OF THE CEO



Established more than 25 years ago BNS Group has been developing simultaneously with retail business in Russia. BNS Group started its business as one of the pioneers in the fashion retail and today the company successfully operates in three markets concomitantly: Russia and Kazakhstan. In these countries BNS Group has distribution rights to represent fashion brands such as Calvin Klein Jeans and Calvin Klein Underwear, Tommy Hilfiger, Michael Kors, Coach, Karl Lagerfeld, Polo Ralph Lauren and Jonak.

Today BNS Group runs more than 100 stores, controls over 15,000 sq meters of sales area, employs nearly 1000 people and directs a main office in Moscow and its branch in Almaty. The company strongly believes in the power of brands and the importance of original concepts' perfect execution. What sets BNS Group apart from its competitors is the will to learn and adapt based on the new-found knowledge. That is, and will always be, the most important part of our success.

Looking forward to learning from and with you,

Denis Bogatyrev
CEO

A handwritten signature in black ink, consisting of a stylized 'D' and 'B' followed by a vertical line.



BNS GROUP IN THE FASHION MARKET



FACTS & FIGURES

- More than **25** years of experience in the Russian fashion market
- Nearly **1000** employees
- Retail, wholesale, online
- Over **100** stores opened
- Own e-com store bns-club.ru
- **10** brands
- **2** countries
- Presence in more than **26** major cities
- The best locations and good connections with the key shopping malls
- Well established partnerships with top international brands
- High professionalism and dedication of the team



THE TEAM THAT MAKES BNS



STEPPING STONES

- 1996** BNS company is founded
- 1997** The first MEXX store in Russia is opened
- 2002** BNS signs the agreement with Calvin Klein
- 2011** Distribution agreement with Michael Kors is signed
- 2012** BNS starts its operations in Kazakhstan
- 2014** Launch of BNS private outlet brand Paper Shop
- 2015** BNS expands its portfolio with Polo Ralph Lauren
- 2016** BNS starts working with Tommy Hilfiger in key regional cities
- 2018** The first Coach and Karl Lagerfeld stores in Russia are opened
- 2019** The first Jonak store in Russia is opened
- 2019** BNS starts cooperation with the biggest Russian marketplace Wildberries.ru
- 2020** The first Coach Outlet and Karl Lagerfeld Outlet in Russia are opened
- 2020** BNS continues to develop marketplace sales channel with Lamoda.ru, Ozon.ru, KupiVip.ru
- 2021** The first Polo Ralph Lauren Outlet in Russia is opened
- 2022** Company's e-com store is launched
- 2022** The first Karl Lagerfeld store in Kazakhstan is opened



RUSSIAN FASHION RETAIL SCENE



BNS GROUP TODAY

Since the first MEXX store was opened in 1997, BNS Group has enjoyed an impressive development. From a little entrepreneurial company it has turned into the leader of fashion retail, wholesale and franchising in Russia and Kazakhstan. Selecting the right brands at the right time for the market, coupled with a close cooperation with each brand owner, has been an integral part of our success.

The Brands in the Portfolio of the Company

Calvin Klein

Calvin Klein Jeans

Calvin Klein Underwear

COACH

J O N A K
PARIS

KARL LAGERFELD

MICHAEL KORS

POLO
RALPH LAUREN

TOMMY HILFINGER

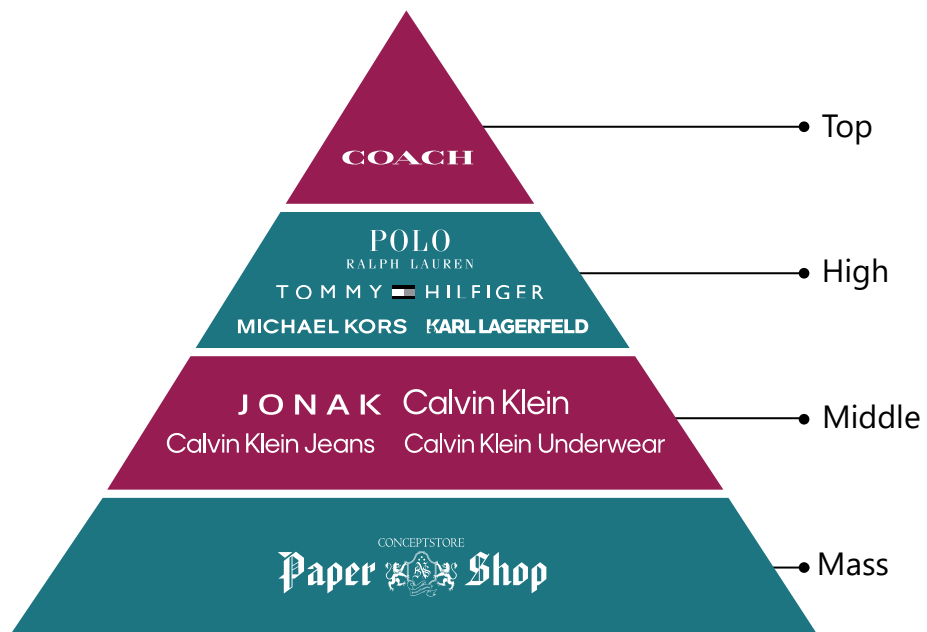
CONCEPTSTORE
Paper Shop

BNS club

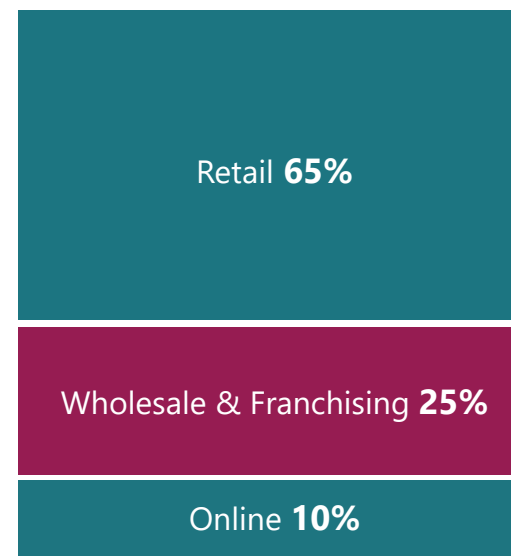
Paper Shop – conceptual multi-brand outlet chain which presents such brands as Calvin Klein Jeans and Calvin Klein Underwear, Karl Lagerfeld, Ralph Lauren, DKNY, Tommy Hilfiger, Lee Cooper and Tom Tailor. Paper Shop stores are located in all outlet villages in Russia.

BNS Club App – company's own e-com multi-brand store.

BNS GROUP TODAY



The Portfolio of the Company



BNS GROUP TODAY*

COACH

2 retail stores

2 Moscow

POLO RALPH LAUREN

6 retail stores

4 Moscow

1 Saint-Petersburg

1 Regions

KARL LAGERFELD

9 retail stores

6 Moscow

1 Saint-Petersburg

1 Regions

1 Kazakhstan

MICHAEL KORS

15 retail stores

8 Moscow

2 Saint-Petersburg

3 Regions

2 Kazakhstan

TOMMY HILFINGER

15 retail stores

15 Regions

Calvin Klein Jeans

38 retail stores

16 Moscow

5 Saint-Petersburg

17 Regions

Calvin Klein Underwear

5 retail stores

5 Moscow

3 sub-franchising stores

3 Regions

Calvin Klein

1 retail store

1 Moscow

JONAK PARIS

1 retail store

1 Moscow

PAPER STORE Paper Shop

10 retail stores

6 Moscow

3 Saint-Petersburg

1 Regions

BNS club

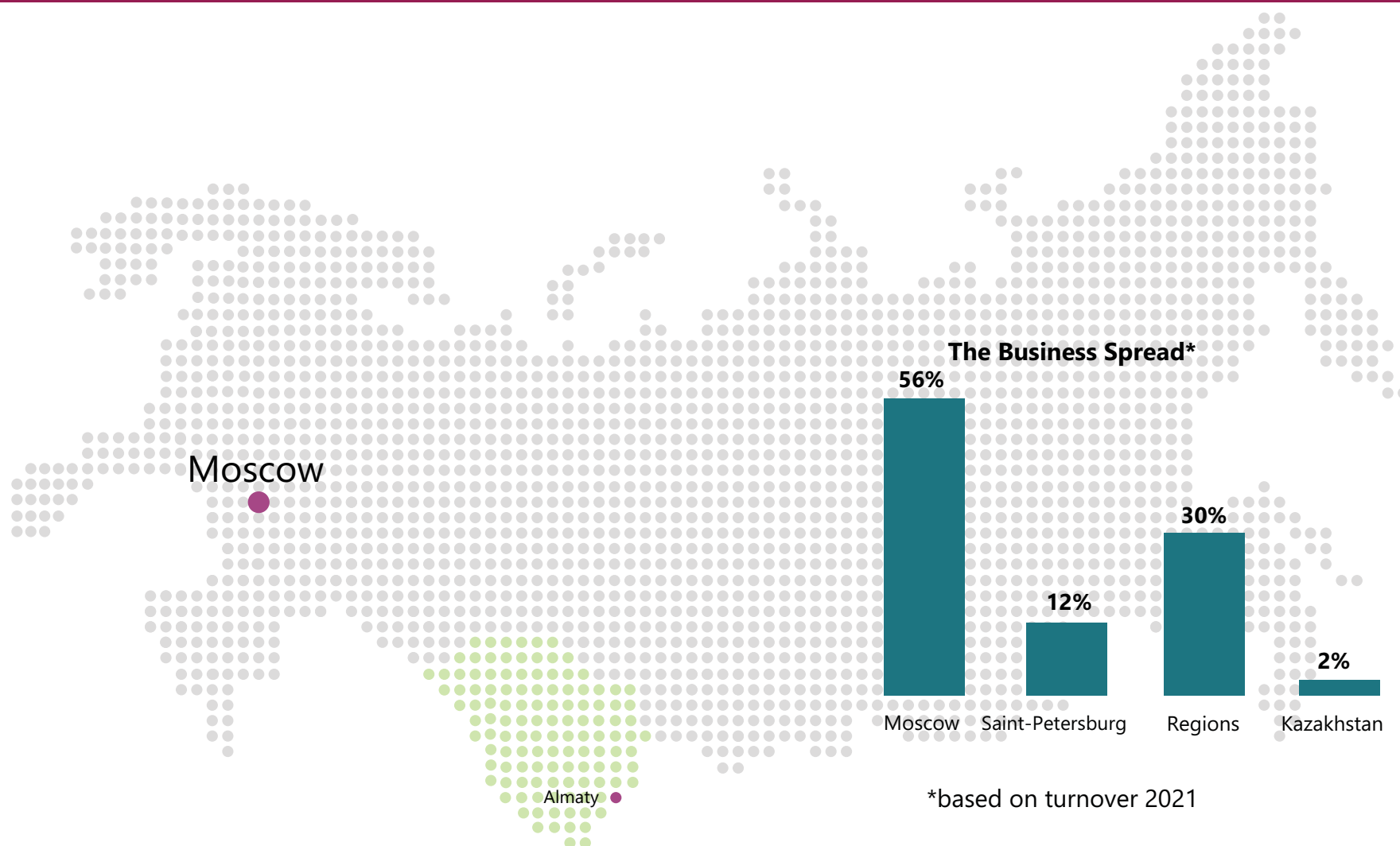
1 e-com store

*114 stores = 102 company owned, 11 sub-franchises and 1 e-com store. 12

COMPANY OVERVIEW



BNS GROUP ON THE MAP



BNS Group has 5 offices in Russia and Kazakhstan, with its headquarters in Moscow.

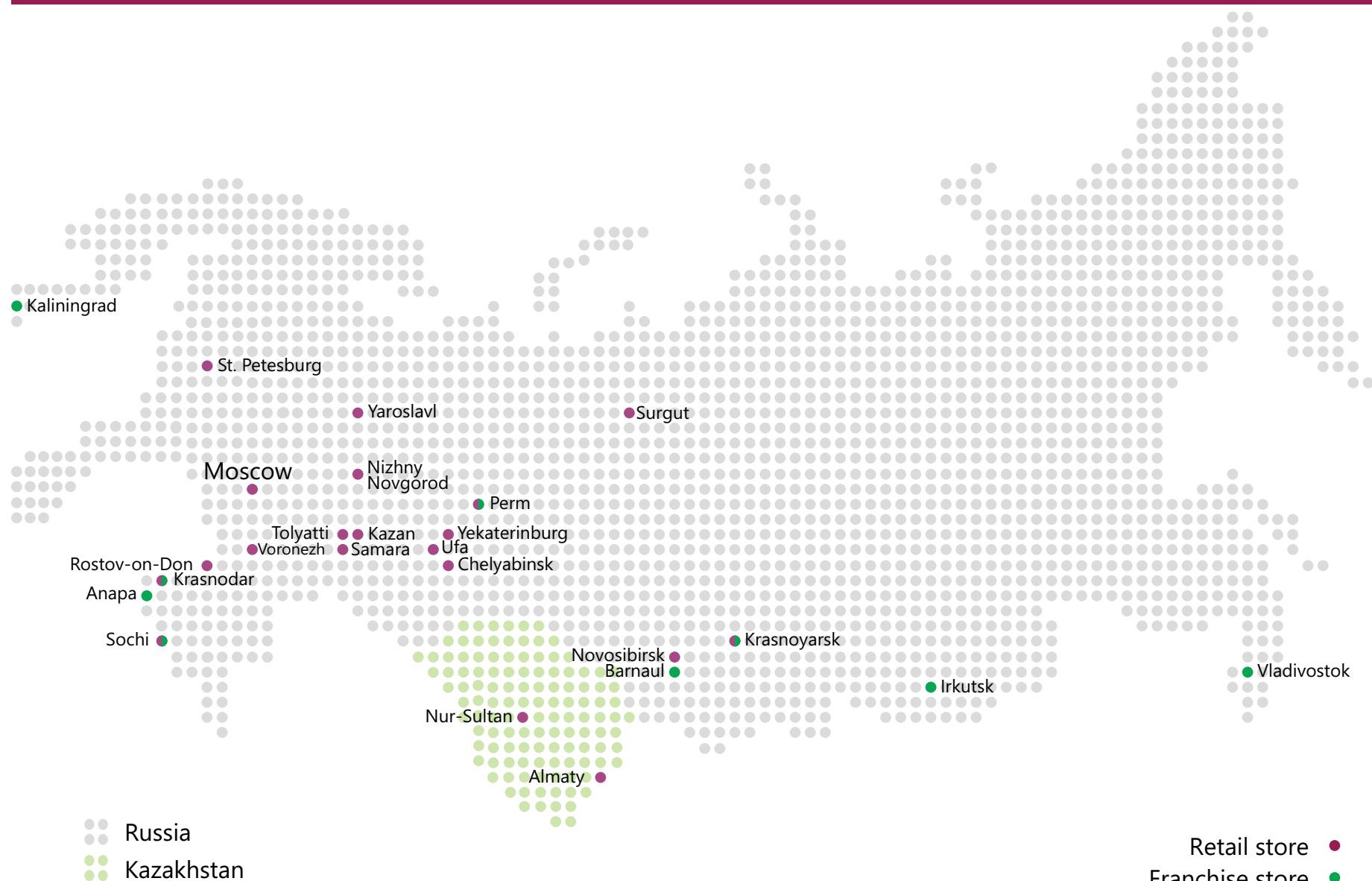
- Russia
- Kazakhstan



BNS STORES IN THE KEY LOCATIONS



BNS GROUP ON THE MAP



WHOLESALE BUSINESS

| Brand | Distribution | Divisions | POS | Comment |
|--------------------------|--------------------------------------|--|-------------|-------------------|
| Calvin Klein | Russia | CK Jeans CK Accessories CK Underwear | 60+ | Since 2002 |
| Michael Kors | Russia, Kazakhstan, Belorussia | RTW, ACC, FTW | 100+ | Since 2011 |
| Karl Lagerfeld | Russia, Kazakhstan, Belorussia | RTW, ACC, FTW | 100+ | Since 2018 |
| Coach | Russia, Kazakhstan, Belorussia | RTW, ACC, FTW | 15+ | Since 2018 |
| Polo Ralph Lauren | Russia, Kazakhstan, Belorussia | RTW, ACC, FTW | 15+ | Since 2020 |
| Jonak | Russia, Kazakhstan, Belorussia | FTW | 15+ | Since 2020 |



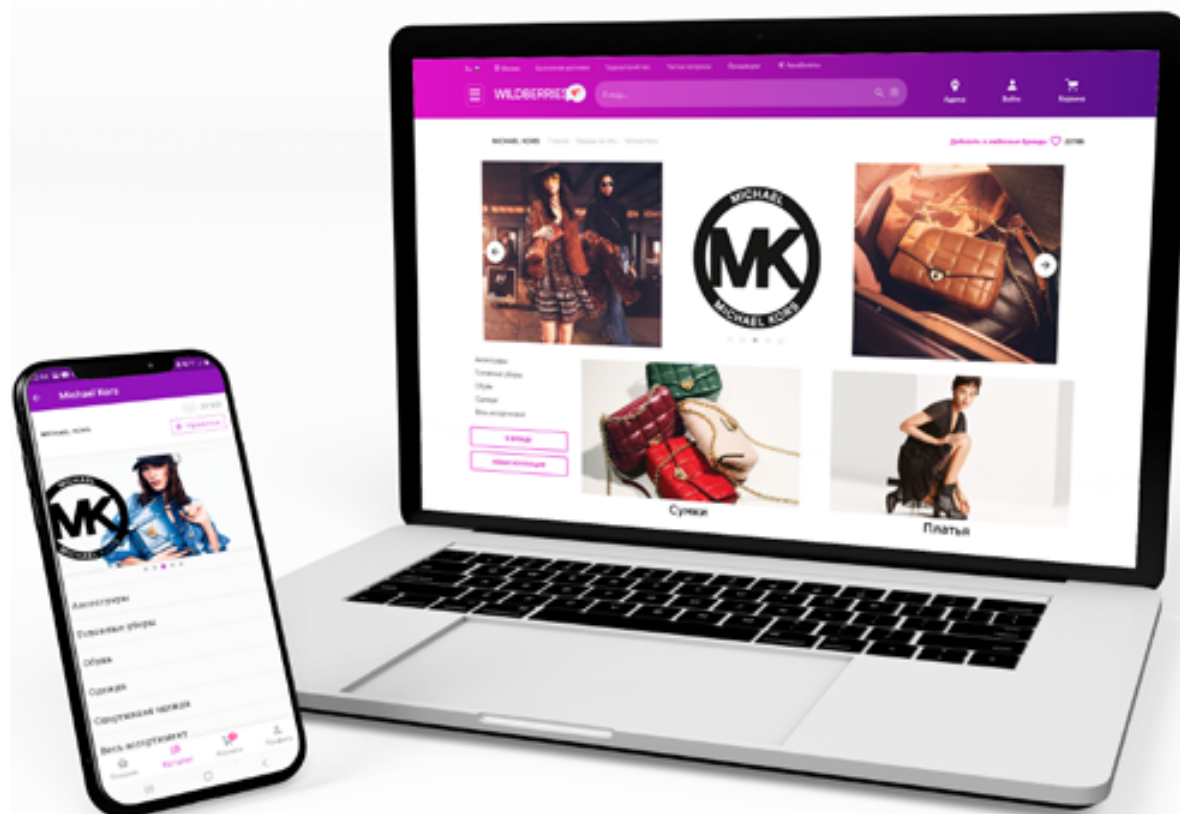
MICHAEL KORS SHOWROOM





CALVIN KLEIN SHOWROOM



E-COM PARTNER**WILDBERRIES**

- [CALVIN KLEIN JEANS](#)
- [CALVIN KLEIN UNDERWEAR](#)
- [MICHAEL KORS](#)
- [KARL LAGERFELD](#)
- [JONAK](#)
- [COACH](#)

E-COM PARTNER



LAMODA

- [POLO RALPH LAUREN](#)
- [MICHAEL KORS](#)
- [CALVIN KLEIN JEANS](#)
- [CALVIN KLEIN UNDERWEAR](#)
- [KARL LAGERFELD](#)
- [COACH](#)
- [JONAK](#)

E-COM

The company launched its own mobile app in 2022, which was developed as a special service for loyalty program members. BNS Club app allows the customers to purchase products online and stay tuned for new arrivals and brands product range, special offers, loyalty card's balance etc .

The majority of BNS Club members is limited in their ability to buy some brands from the company's portfolio due to their location. The new service allows to deliver all brands goods to the company's stores across Russia or door-to-door delivery with fitting option.

E-COM

Главная / Бренд / Calvin Klein Underwear

CALVIN KLEIN UNDERWEAR



Calvin Klein
Underwear

Calvin Klein Underwear — линия белья легендарного американского бренда, который всегда остается верным эстетике естественности и лаконичности форм. Поклонникам белья Calvin Klein Underwear объединяют те ценности, которые дизайнер Кальвин Клейн еще в 1968 году заложил за основу философии бренда: минимализм, лаконичность и сексуальность.

БРЕНДЫ

Calvin Klein
Underwear

Calvin Klein

JONAK
PARIS

PAPER ZOO SHOP

ВСЕ НОВИНКИ

Посмотреть



BNS Club App



- POLO RALPH LAUREN
- MICHAEL KORS
- CALVIN KLEIN
- CALVIN KLEIN JEANS
- CALVIN KLEIN UNDERWEAR
- KARL LAGERFELD
- TOMMY HILFINGER
- COACH
- JONAK

ADVANCED TECHNOLOGIES

In order to keep up with the times BNS implements very profound IT systems:

- ERP - MS Dynamics NAV
- WMS – Manhattan Scale
- BI System – QlikView
- Doc Flow System - MS SharePoint based
- CRM System - Loymax

Another essential part of the BNS success formula is the strength of its back office. From the semi-automated warehouse, that handles over 4 million pieces a year, thanks to its in bound and out bound logistics, the right product hits the right shop floor at right time.

MARKETING & PR

BNS Group is very proactive regarding its marketing and PR initiatives. It invests in relationships with the key journalists and mass media. The company implements 360° marketing approach to every brand according to its needs and expectations. The in-house PR team and the best agencies in the market provide the best support to the brands within the BNS portfolio the overall marketing budget per year equals approximately USD 1,5 mln.

In 2016 BNS Group launched their own loyalty program «BNS Club» which includes all the company's brands. BNS Club loyalty program launched with reward app tied to the member's account to enhance loyalty program.



International Women's Day at Coach, GUM



Karl Lagerfeld, Evropeyskiy store opening



Chinese calligrapher for Lunar New Year, Coach, GUM



Fashion portraits illustrator, Michael Kors



Calvin Klein Jeans, "Oktyabr" cinema



Michael Kors, Metropolis Mall

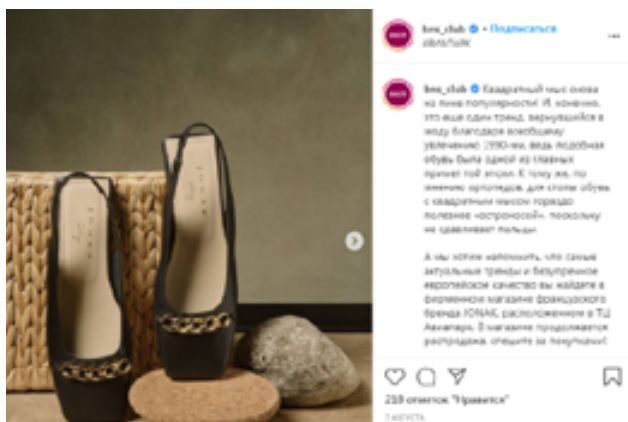
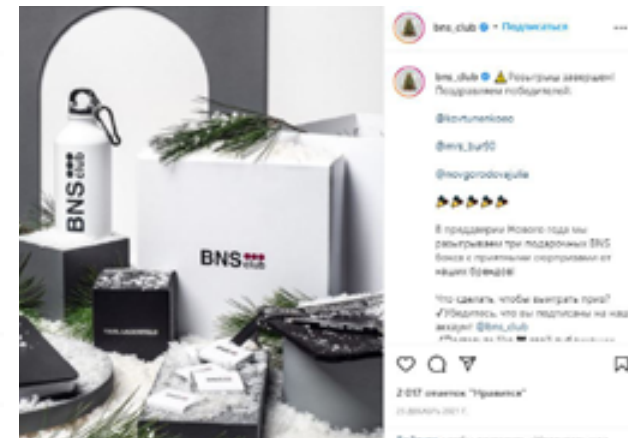
BNS Club

BNS Group is continuously expanding its business, the image and the store-count of the brands it has in its portfolio. Apart from it, the company is in the constant search for the new brands and new opportunities in the market. The company has its own online store bns-club.ru. BNS Group has a great international experience and local expertise to bring a fashion brand to a successful, well recognized and profitable business.

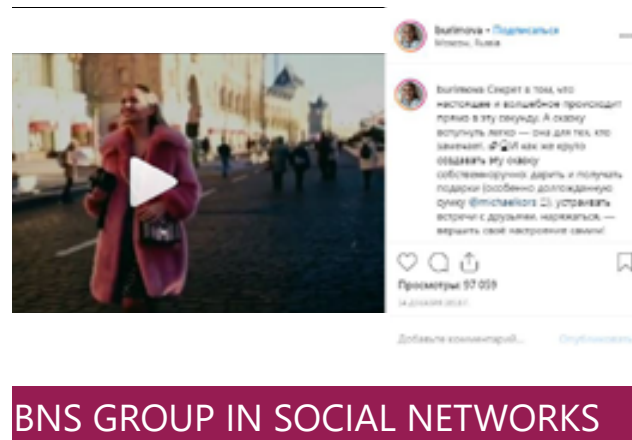
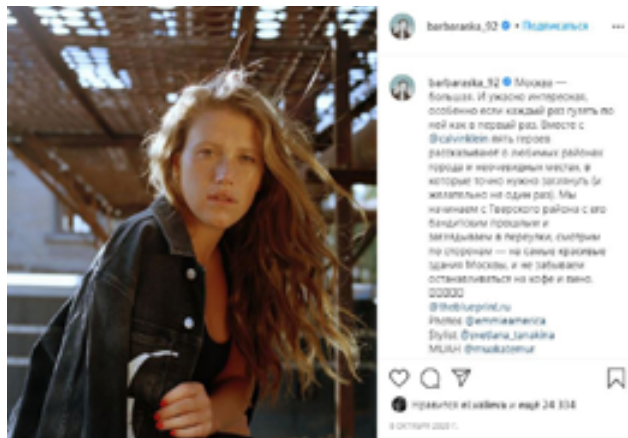
- over 350,000 loyal customers
- 60 % of the company's turnover
- Mobile App
- Access to the personal account on the website
- Social Networks



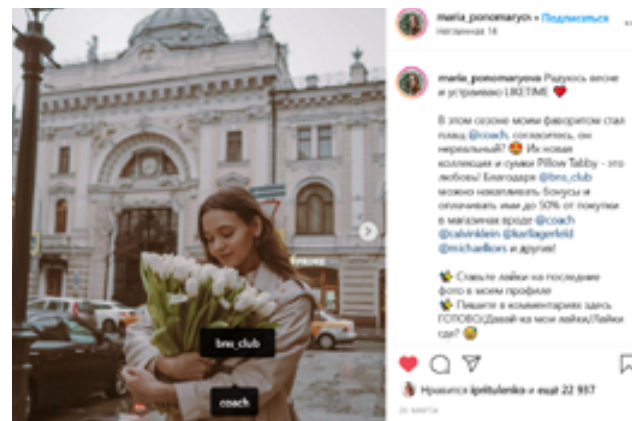
CALVIN KLEIN JEANS - CALVIN KLEIN UNDERWEAR
CALVIN KLEIN - MICHAEL KORS - KARL LAGERFELD - PAPER SHOP
POLO RALPH LAUREN - TOMMY HILFGER - COACH - JONAK



BNS GROUP IN SOCIAL NETWORKS



BNS GROUP IN SOCIAL NETWORKS



THE FUTURE

BNS Group is continuously expanding its business, the image and the store-count of the brands it has in its portfolio. Apart from this, the company is in the constant search for the new brands and new opportunities in the market. BNS Group has a wide international experience and some great local expertise to bring a fashion brand to a successful, well recognized and profitable business.



LOOKING FORWARD TO WORKING WITH YOU