



Investment opportunity in Romania



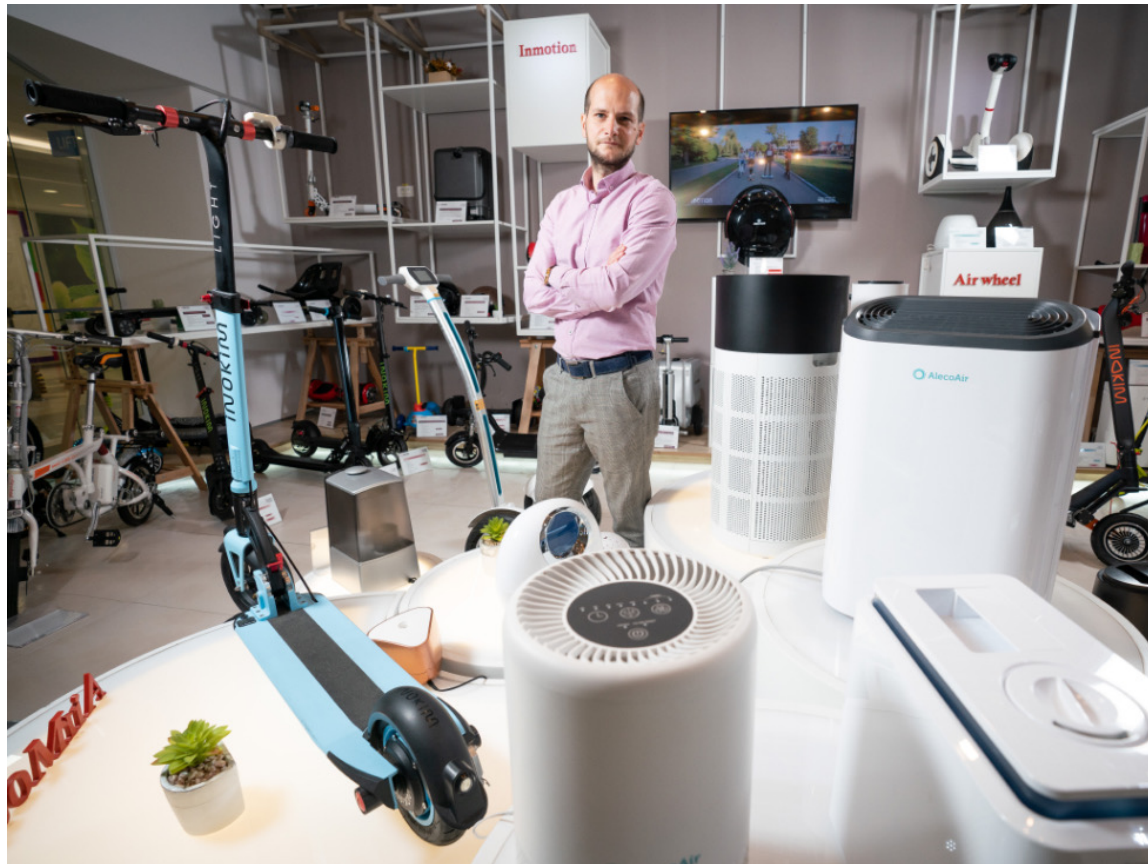
Air treatment home appliances
company

Description and information (1)

- Company is market leader and was founded in 2006
- The owners have 100% of the shares in the company
- The owners are looking for a strategic investor and a full exit
- The owners are willing to stay in the company for a transition period of 6-12 months
- Location: Bucharest
- Number of employees: 30



Description and information (2)



Main products

AIR TREATMENT

- Air purifiers
- Air dehumidifiers
- Air umidifiers
- Heating devices
- portable AC

URBAN MOBILITY

- EC bikes, EC scooters, Segways, EC unicycles, EC motorcycles,

SMART HOME

- Lockers, sensors, sockets

Description and information (3)

Key information

- Company designs products in Romania
- Production is outsourced in ASIA
- Main direct channel: eCommerce (www.alecoiar.ro)
- Company has two showrooms in Bucharest: Băneasa Shopping City and Plaza Romania
- Main resellers – Altex, eMag, evoMag, Bebe Tei
- 1,500 sqm warehouse in Bucharest



Description and information (4)

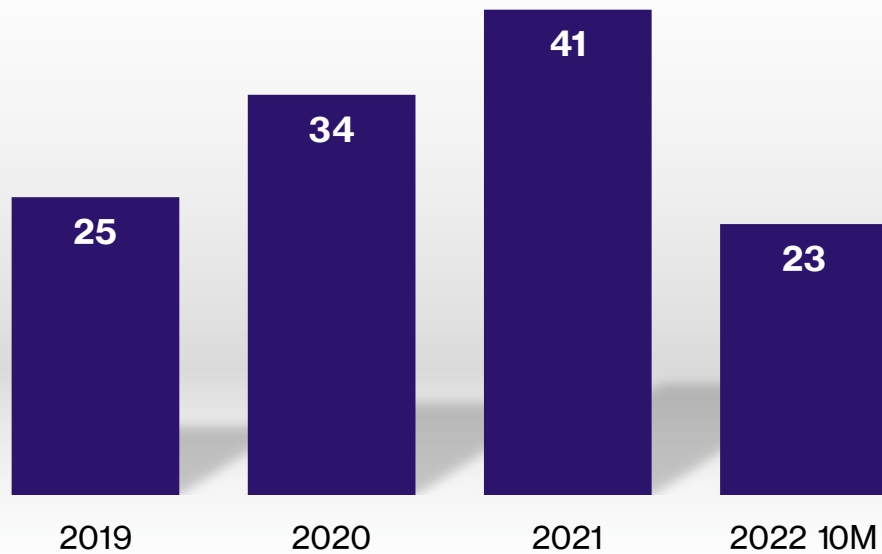
Other key elements

- Company has a professional renting division (professional dehumidifiers)
- Company has internal licensed repair shop for after-sales service and maintenance
- Company has internal customer care department
- Company has internal fulfilment service
- Company has in portfolio: accessories, supplies, spare parts, power tools, various small gadgets and professional appliances in the air treatment segment
- Company imports various international brands: Trotec, Meaco, Vornado, etc.

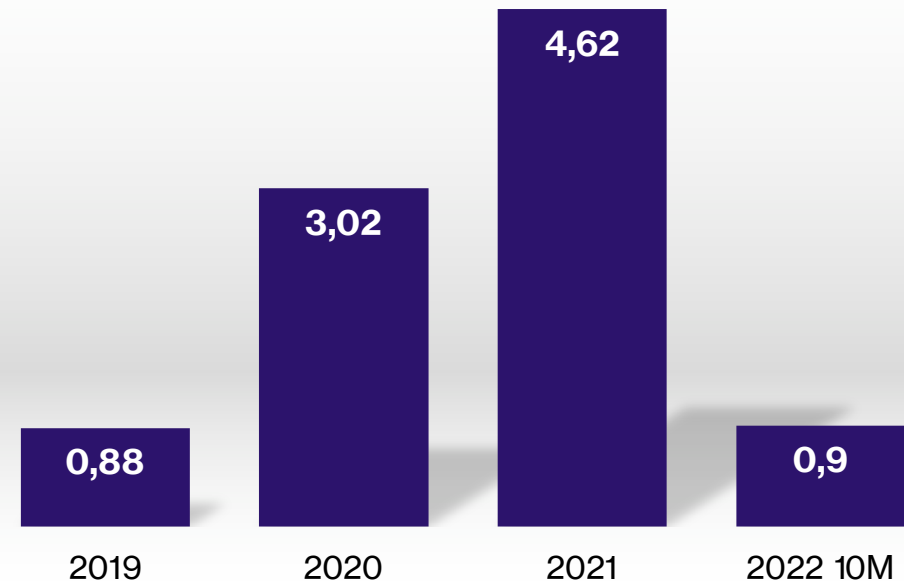


Financials

Revenue (mln. RON)



EBITDA (mln. RON)



Thank you!



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