

## Vestel Serving the Whole World...

*Vestel reaches a large consumer base in the domestic market through its “multi-brand and omni-channel strategy” and boasts one of the most extensive<sup>v</sup> sales and after-sales service networks in Turkey.*

### **Vestel in Turkey**

Within the scope of its omni-channel strategy, Vestel reaches consumers through household stores, hypermarkets, discount stores, electronic retailer chains and e-commerce websites, in addition to its exclusive dealer network. This strategy enables the Company to reach a wider customer base and increase its effectiveness and market share in Turkey.

### **Domestic Sales Network**

1,073 Vestel stores (including 21 Vestel Ekspres stores)  
9 Vs Outlet stores  
748 Regal stores (224 of which are Exclusive Regal Dealers)  
emagaza.vestel.com.tr  
vsoutlet.com.tr  
regal-tr.com

### **After-Sales Services**

Call Center  
352 Authorized Service Providers  
4 Central Services  
1 SDA Base (for small domestic appliances)  
3 güVENUSsü (Trust Base) Centers  
3 Mini güVENUSsü (Trust Base) Centers

### **Vestel's Global Operation Network**

Vestel's international sales and marketing organization comprises the local sales offices of 10 foreign trade companies, of which 9 are located in Europe and the direct sales points in surrounding regions.



# 157

Number of Vestel's  
Export Markets

# 10

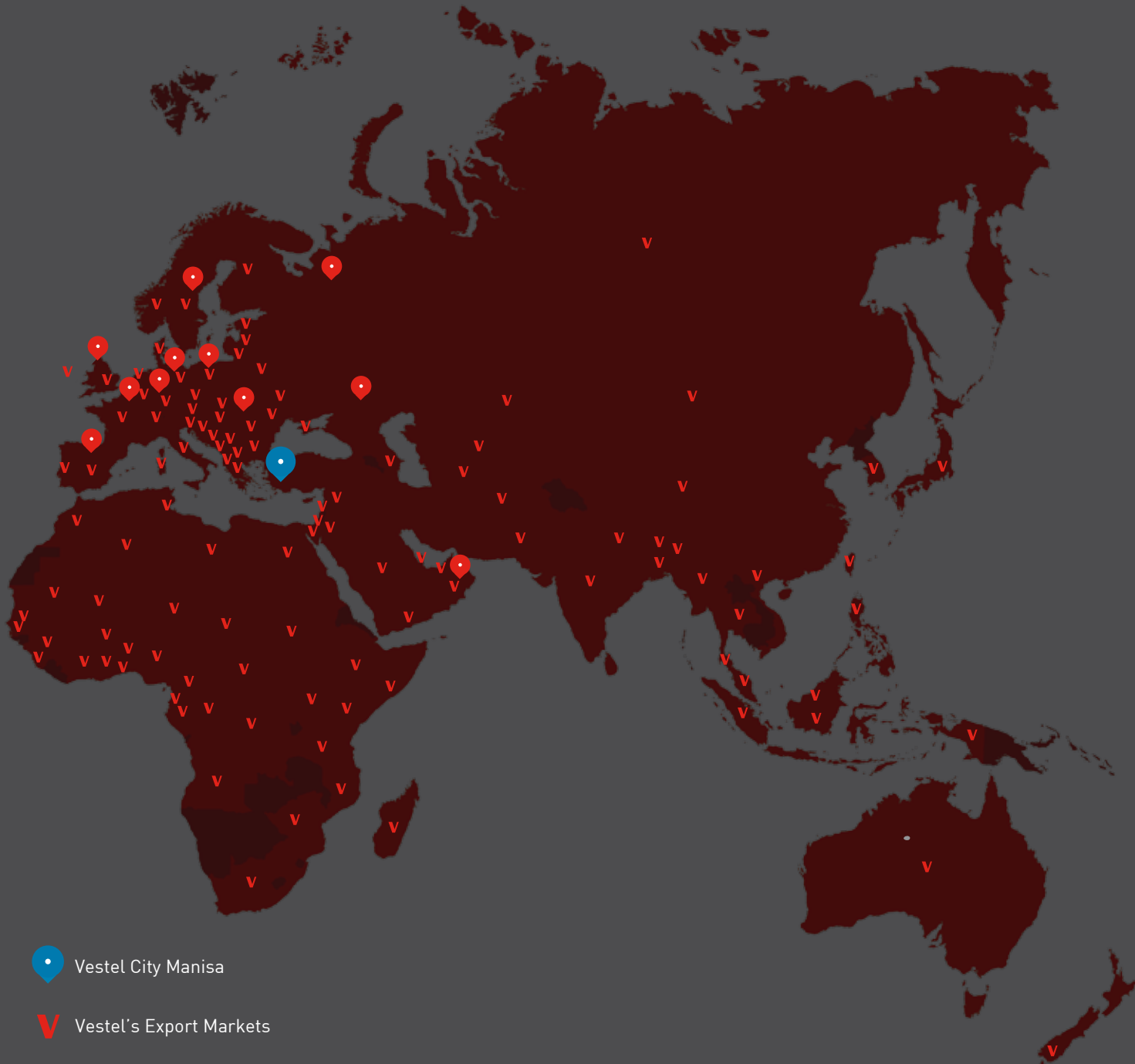
10 Foreign Trade  
Offices, 9 in Europe

# 2,196

Number of Stores and  
Sales Points Abroad

# 1,073

Vestel Stores in  
Domestic Market



 Vestel City Manisa

 Vestel's Export Markets

 **Vestel's Foreign Trade Offices**

The United Kingdom  
France  
Germany  
Spain

The Netherlands  
Russia  
Kazakhstan  
Romania

Poland  
The United Arab Emirates