
DeFacto

Vision

Be a global fashion brand creating a "**WOW**" effect.

Values

- We think different, run hard
- We stay close to our customers
- We achieve more with less
- We proceed shoulder to shoulder and work with passion
- We care about environment and humans.

Mission

We make "**luxury**" accessible to create happiness.




ABOUT
DEFACTO

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DeFacto was established in 2003 and opened its first store in 2004 quickly becoming one of the leading brands of the ready-to-wear apparel and fashion industry in Turkey within 15 years. Today, it is the second largest apparel company having **more than 381 domestic and international stores.**

DeFacto provides significant contribution in terms of creative marketing strategies and innovative perspective thereby DeFacto created the opportunity to prepare designs suitable for the new countries entered.

The experience and rapid growth achieved in a short time encouraged DeFacto to open to foreign markets. Since the day it was established, DeFacto envisions to become a global fashion brand, consequently the first foreign store opened in Kazakhstan in February 2012.

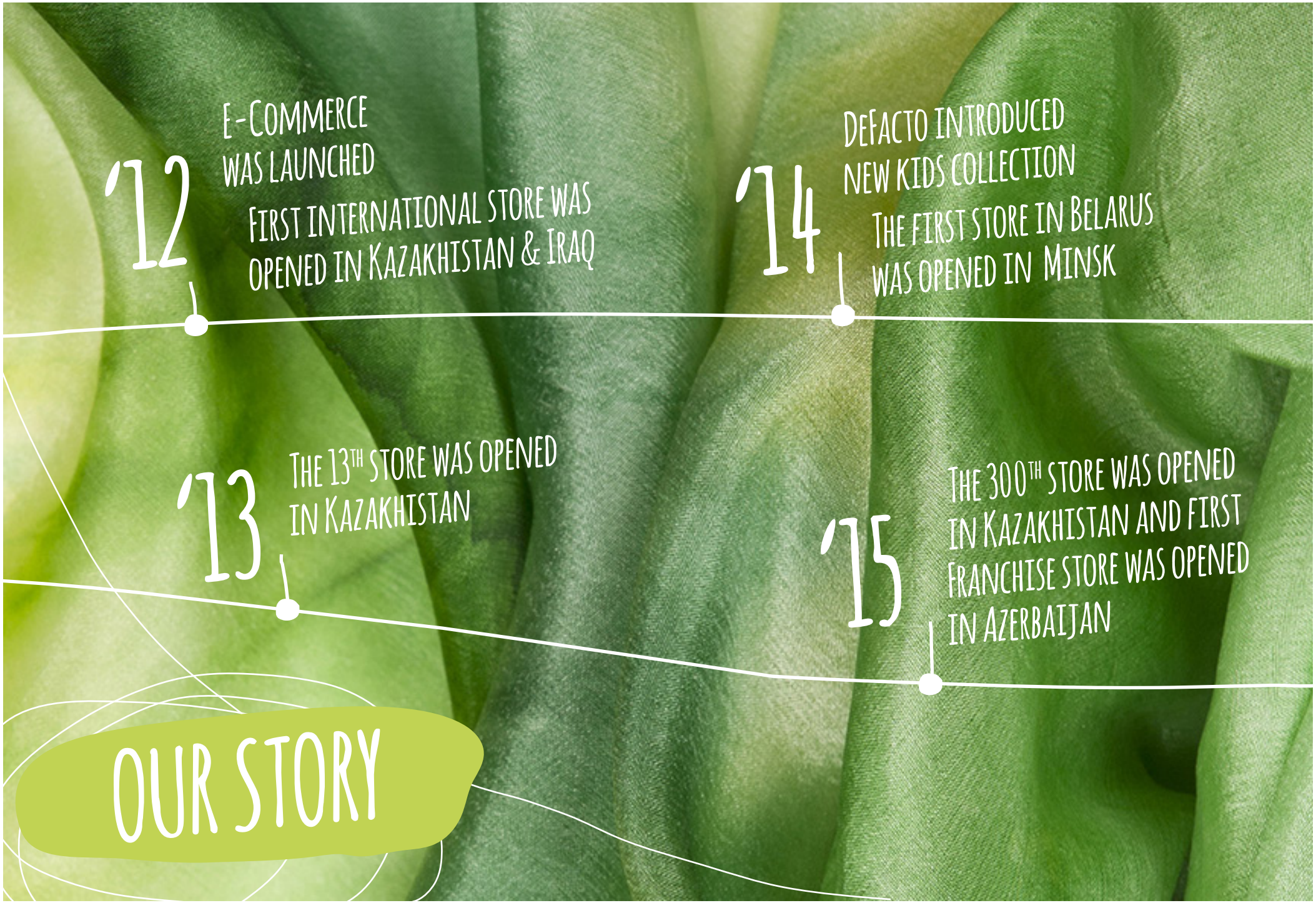
Today DeFacto has more than 74 international stores which are in Kazakhstan, Iraq, Egypt, Belarus, Georgia, Russia, Kosovo, Morocco, Albania, Azerbaijan, Saudi Arabia and Turkish Republic of Northern Cyprus.

Collections are prepared for each country in compliance with local culture and lifestyle. In addition to design products, DeFacto has also carried out innovation product lines such as DeFacto Inova and DeFacto Eco providing differentiated products to customers in the areas of innovation and recycling.

DeFacto shall continue its existence in the future as one of the most important players in the accessible fashion industry. With the vision of becoming a global fashion brand, **DeFacto aims to be active in 50 countries through actual stores and in 100 countries through e-commerce by 2025.**




OUR STORY
'03
DEFACTO STARTED IT'S JOURNEY WITH THE IDEA OF BECOMING AN "AFFORDABLE FASHION" BRAND
'04
THE FIRST STORE WAS OPENED
'06
MOST FAVOURITE TV COMMERCIAL
'10
SECOND LARGEST BRAND IN THE READY TO WEAR INDUSTRY WITHIN TURKEY
'11
DESIGN OFFICE WAS FOUNDED IN BARCELONA

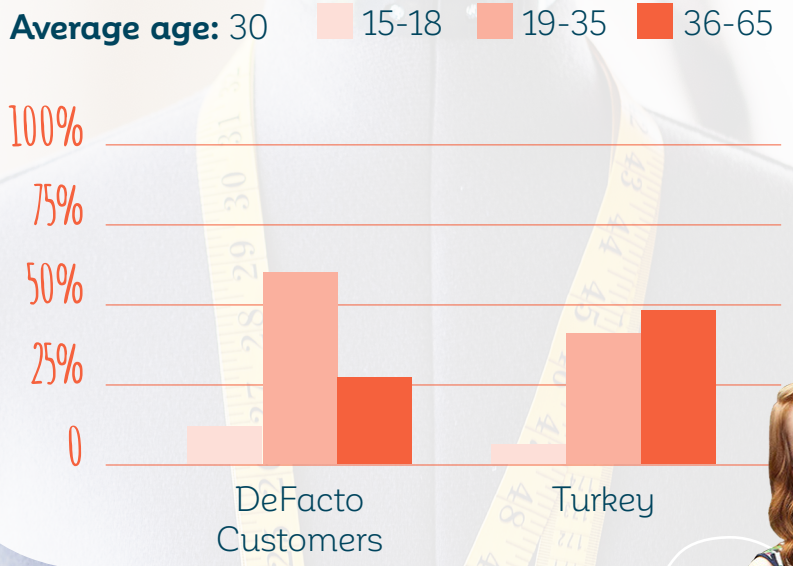

'12
E-COMMERCE WAS LAUNCHED
FIRST INTERNATIONAL STORE WAS OPENED IN KAZAKHISTAN & IRAQ
'13
THE 13TH STORE WAS OPENED IN KAZAKHISTAN
'14
DEFACTO INTRODUCED NEW KIDS COLLECTION
THE FIRST STORE IN BELARUS WAS OPENED IN MINSK
'15
THE 300TH STORE WAS OPENED IN KAZAKHISTAN AND FIRST FRANCHISE STORE WAS OPENED IN AZERBAIJAN
OUR STORY

DEFACTO CUSTOMER

CORE TARGET GROUP

The young group between the ages 15 and 35 and everyone else with a young heart.

Average age: 30



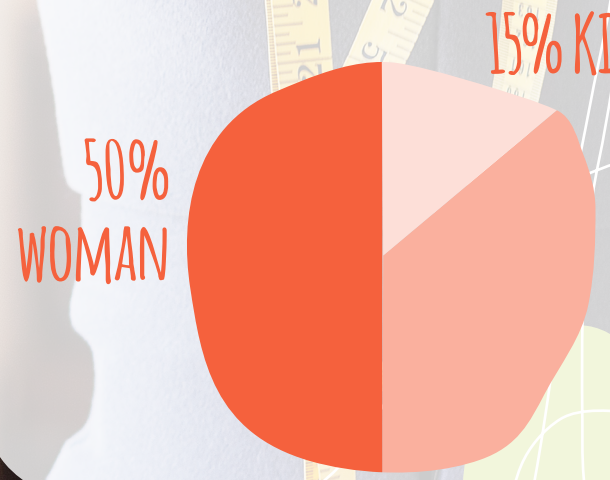
KIDS COLLECTION

3-8

8-14



TARGET AUDIENCE






SMART


CHIC


CASUAL


YOUNG


PROM


SWIMWEAR


ACCESSORIES


MATERNITY


KIDS


LINGERIE


SPORTSWEAR


BIG SIZE


HOMEWEAR

SUB COLLECTIONS

PRODUCT OFFERING

3-8 AND 8-10 KIDS COLLECTION

15-35 WOMEN & MEN COLLECTION









Adventure Time

CN Cartoon Network

TM & © 2015 Cartoon Network.

Looney Tunes

The Simpsons

Angry Birds

PRODUCT OFFERING

GLOBAL FOOTBALL LICENSING

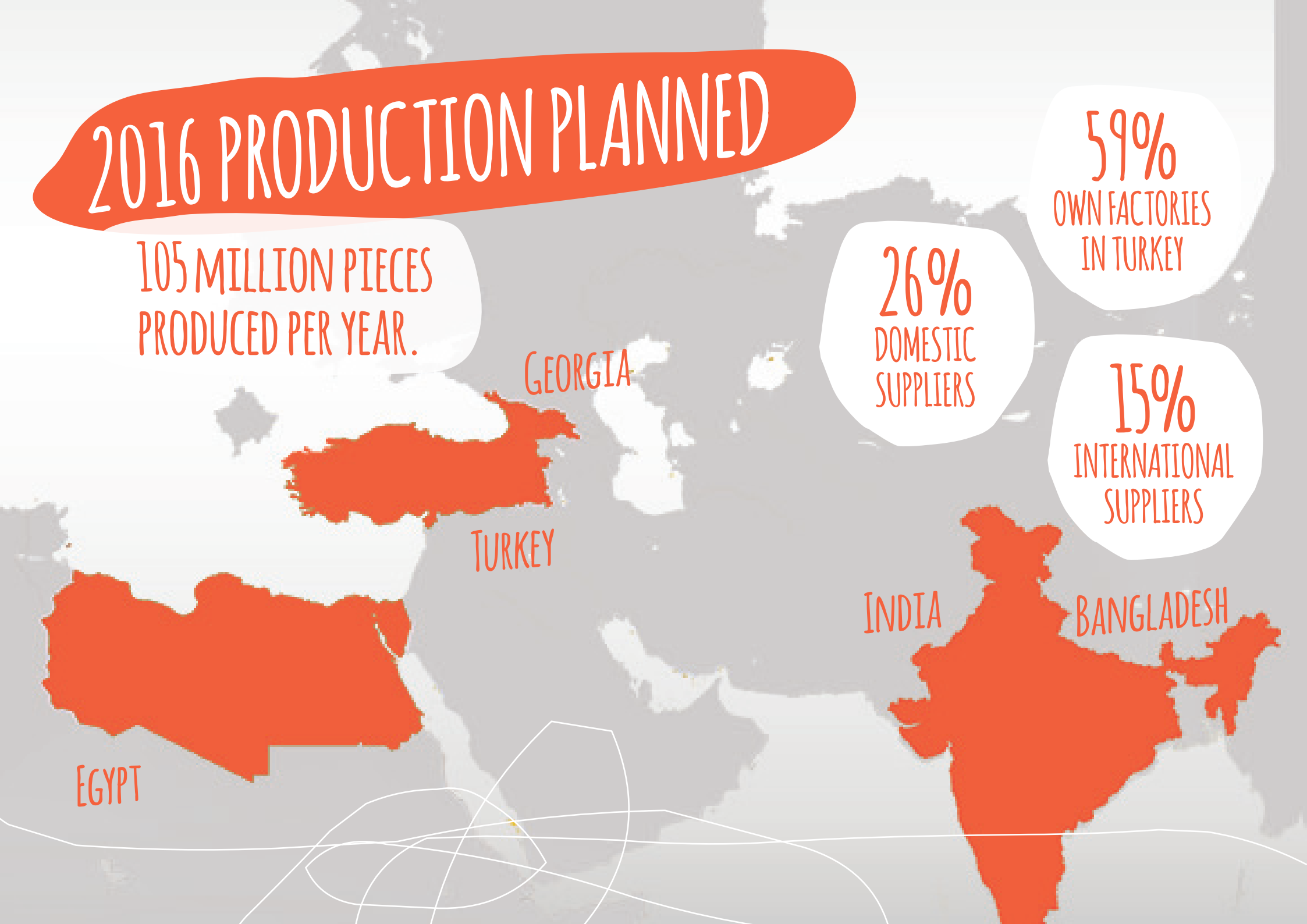
BRASIL

MANCHESTER UNITED

Realmadrid

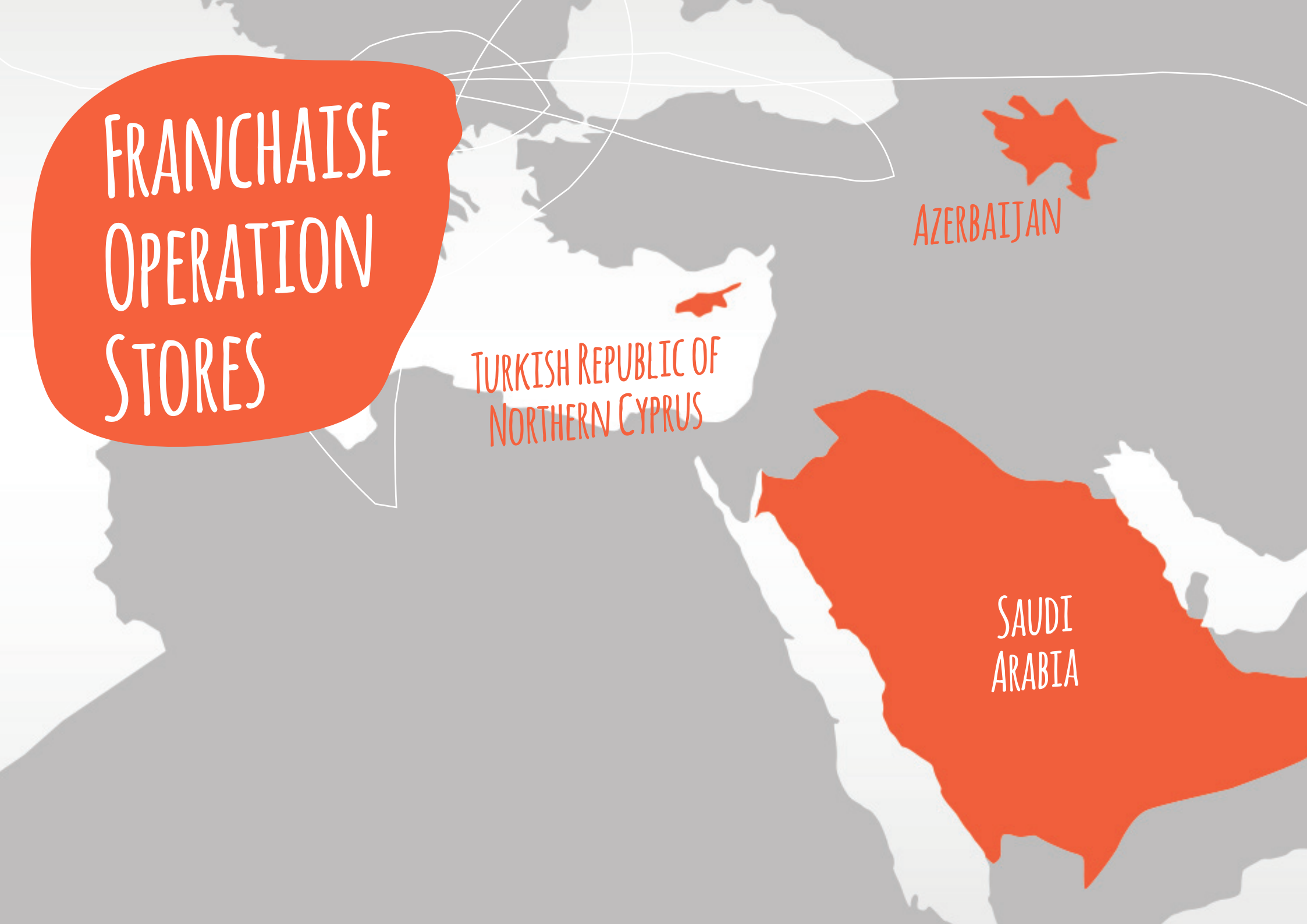
FCBARCELONA




2016 PRODUCTION PLANNED
105 MILLION PIECES PRODUCED PER YEAR.
59% OWN FACTORIES IN TURKEY
26% DOMESTIC SUPPLIERS
15% INTERNATIONAL SUPPLIERS
GEORGIA
TURKEY
EGYPT
INDIA
BANGLADESH

Own Operation Stores




FRANCHAISE
OPERATION
STORES
AZERBAIJAN
TURKISH REPUBLIC OF
NORTHERN CYPRUS
SAUDI
ARABIA

LOGISTICS WAREHOUSE

$100 MILLION INVESTMENT

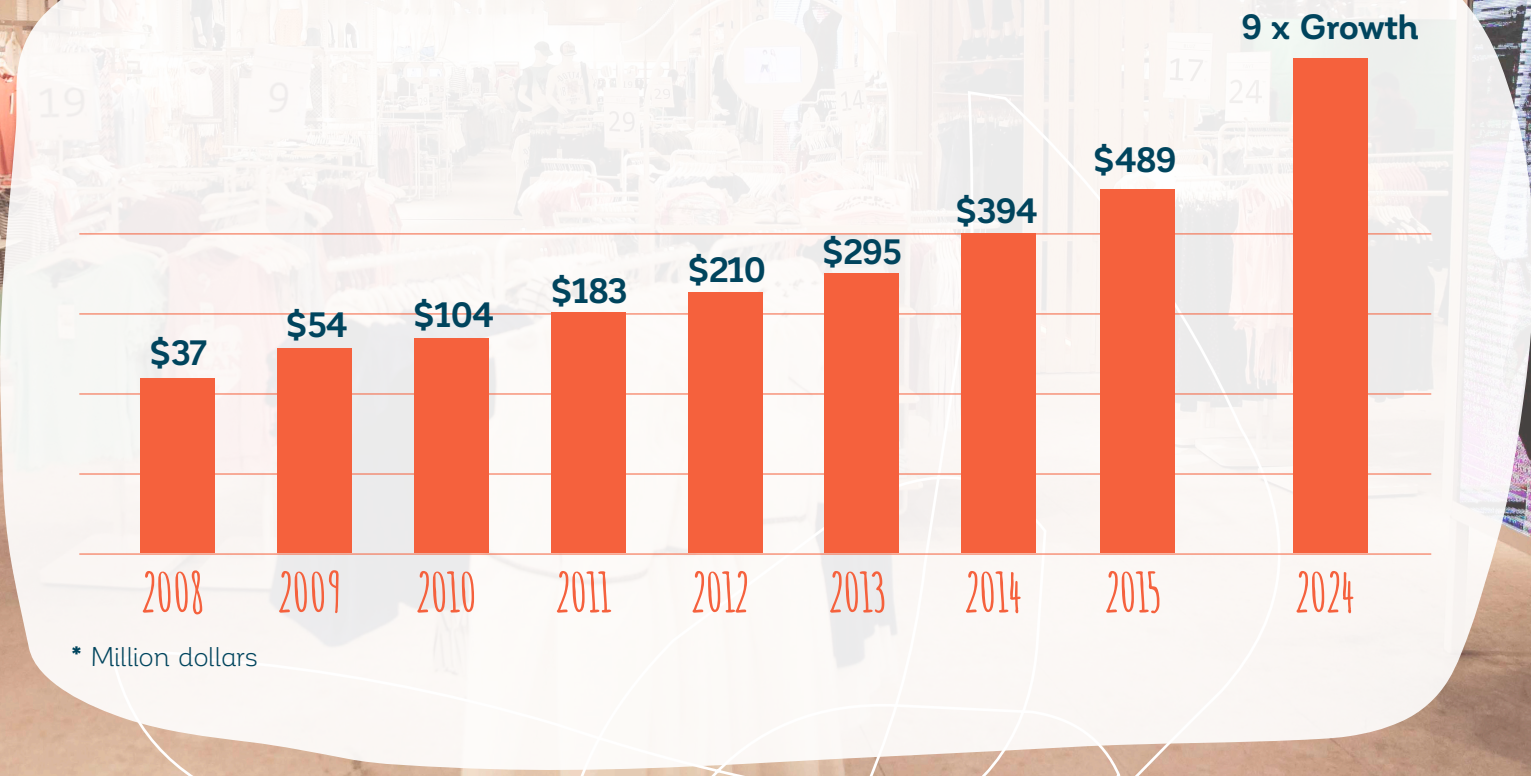



TOTAL TURNOVER OF DEFACTO STORES
2014
$394 MILLION
2015
$628 MILLION
2016
$914 MILLION
2017
$1,3 BILLION

GROWTH RATE

Compound Annual Growth Rate (CAGR)

49%



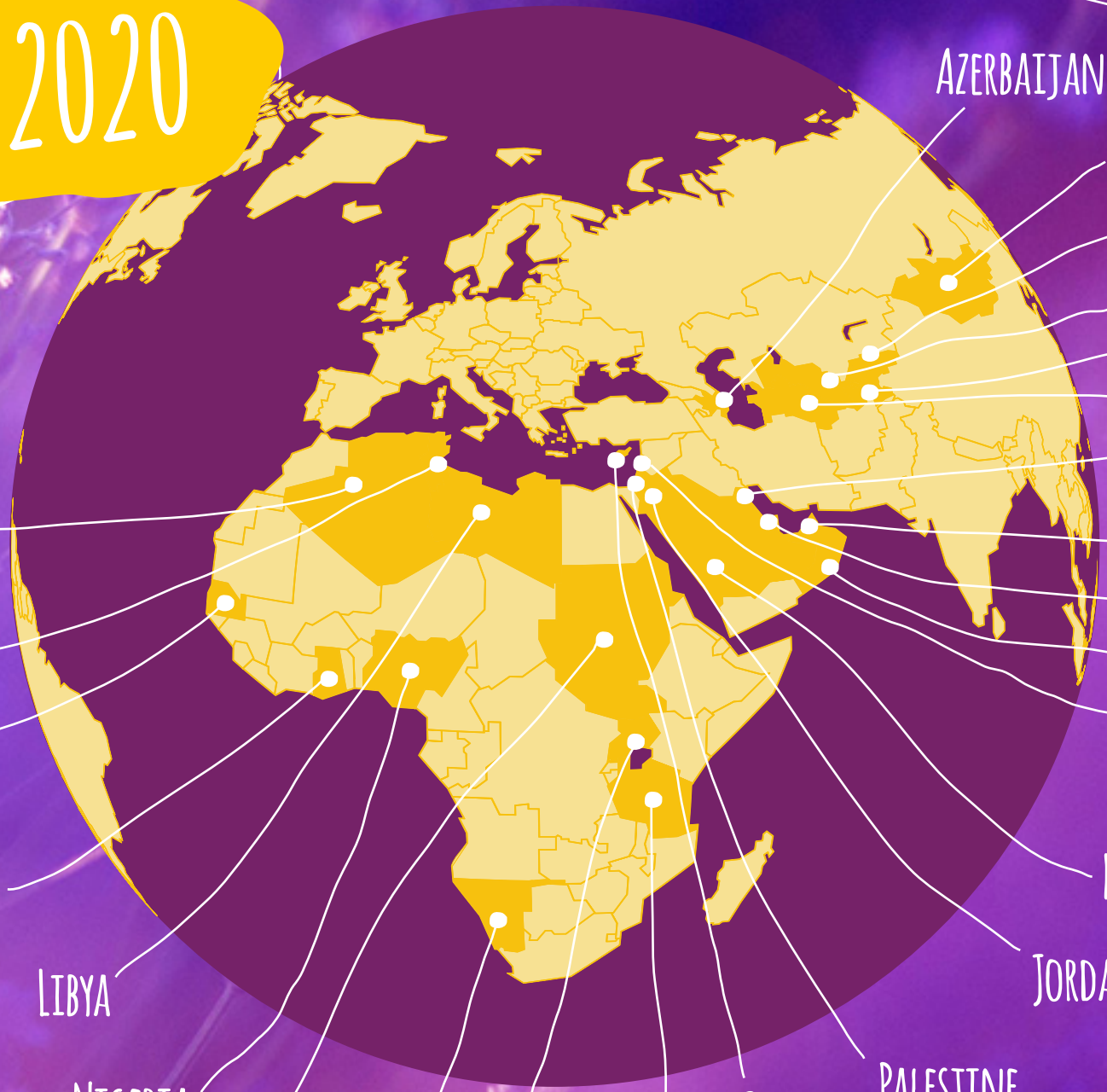
* Million dollars


2024 Store
turnover target
$5,743
Billion
STORE TURNOVER TARGET

2024 GROWTH PLAN



DEFACTO 2020



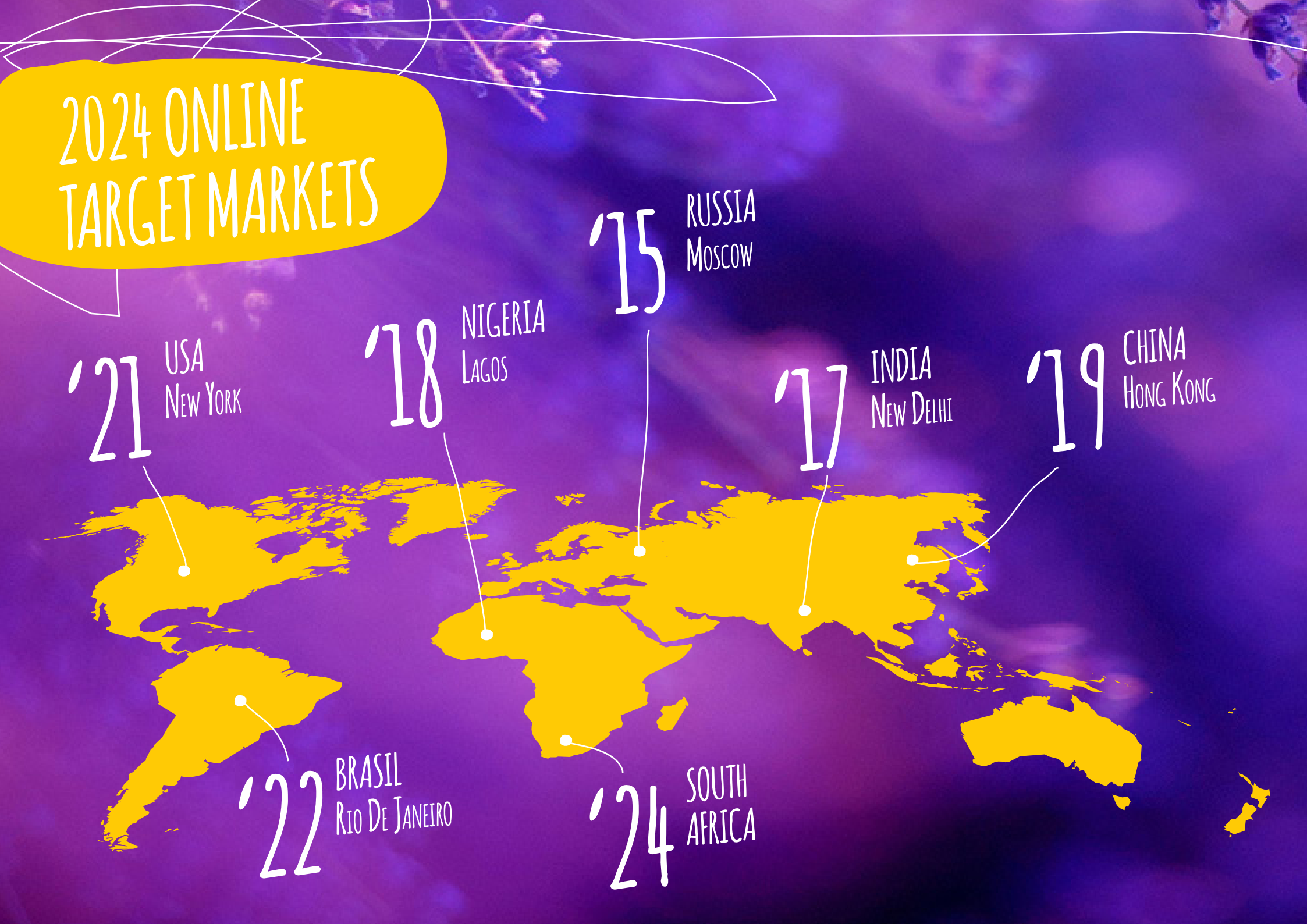
Azerbaijan
Mongolia
Kirghizistan
Uzbekhistan
Tajikistan
Turkmenistan
Kuwait
UAE
Qatar
Omman
Lebanon
KSA
Jordan
Palestine
Cyprus
Tanzania
Uganda
Angola
Sudan
Nigeria
Libya
Ghana
Senegal
Tunisia
Algeria

2024 OFFLINE TARGET MARKETS

Kazakhstan
Russia
Belarus
Morocco
Iraq
Egypt
Ukraine
Kosovo
Algeria
Albania
Georgia
Croatia
Macedonia
Bosnia
India
Latvia
Lithuania
Montenegro
Moldova
Britain
Estonia
Slovenia
South Africa
Spain
Indonesia
Malaysia
Greece
Poland
China
France
South Arabia



2024 ONLINE TARGET MARKETS





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