

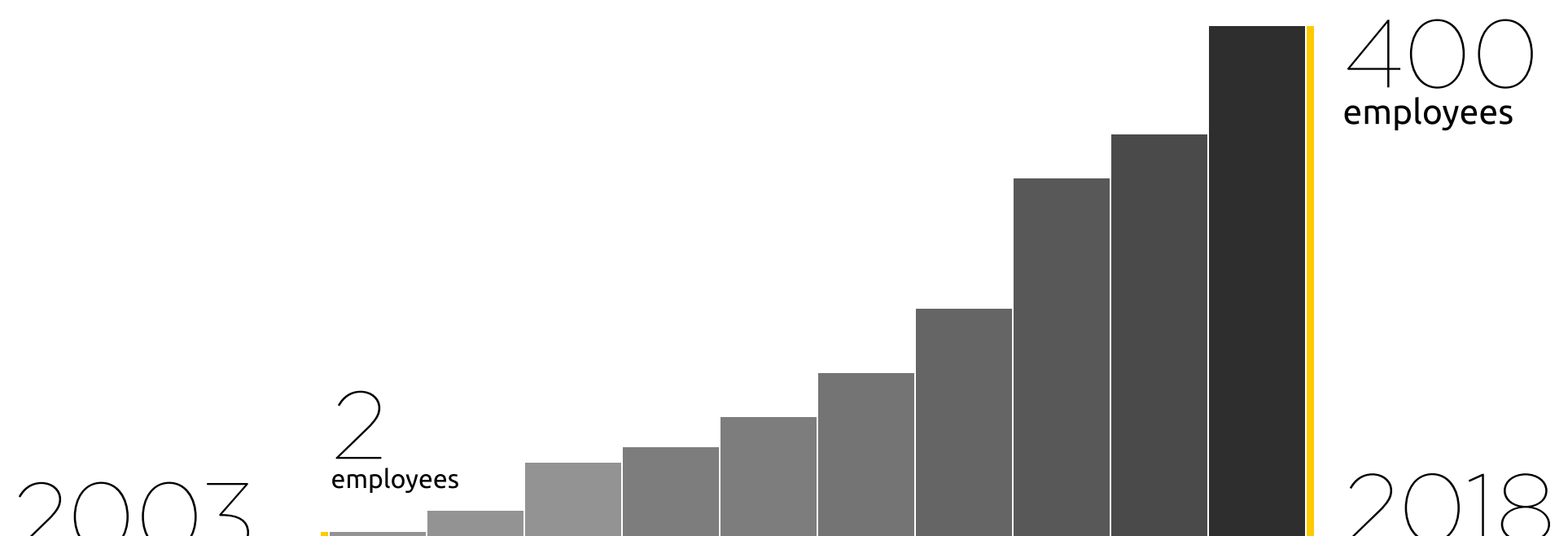


Company Profile

About Gigatron

Since it was founded in 2003, Gigatron has been one of the leading IT companies on the Serbian market. From a small shop on Banovo brdo, the company has grown into one of the most prestigious chains of retail stores in Serbia, with a comprehensive range of IT devices, consumer electronics and home appliances.

During the last decade, Gigatron has managed to position itself as a company that is among the first to present retail outlets resembling the prestigious shops in the west, offering wide range of products, defining advanced forms of communication with customers and launching online shopping. The company currently has over 250 employees.



Vision

The vision of Gigatron is to provide the highest level of services in the local market through innovation and constant product range widening. The vision will be fulfilled in cooperation with its partners, who share the same values.

Mission

Gigatron has been recognized on the market as a company that promotes the use and development of new technologies, educating the customer to expect and want the best value for money, especially paying attention that such purchase has its value in the future as well.

Business operations



Cooperation with partners

Cooperation with vendors, world's largest IT, consumer electronics and home appliances companies and renowned distributors on the Serbian market.

The list of the most important partners includes:

HP, Lenovo, Microsoft, Huawei, HTC, Philips, Sony, Panasonic, Asus, Acer, Samsung, LG, Toshiba, Bosch, Candy, Indesit, Canon, GoPro, Logitech, Olympus etc.

Cooperation with partners

World's largest IT, consumer electronics and home appliances companies have recognised Gigatron as one of their most important partners, not only in the Serbian market, but region as well. This is evidenced by the retail concept of brand stores, which is unique in the region, and which is offered to Gigatron.

ASUS store as a part of Gigatron store at Ušće Shopping Centre
 HP Store as a separate part of Gigatron store at Ušće Shopping Centre
 Beko store as a part of Gigatron store at Stadion Shopping Centre

Partner Benefits

Gigatron promotes the products of its partners through their own promotional channels, but also through the popular media in Serbia:

Social media - Facebook, Instagram and YouTube
 Advertising on www.gigatron.rs
 Gigatron editions - catalogue, insertions and Newsletter
 Special promotions in the stores
 Advertising channels - ads, banners, billboards, megaboards, flyers, radio, TV etc.
 Cooperation with celebrities to promote its own brand, as well as by organizing campaigns for the business partners.



Business with customers

Offering partners' products to customer through retail stores which are located at the most prominent locations in the towns across Serbia, including largest shopping malls.

Programs and benefits for customers

Special discount offer:

Daily offer
 Weekly offer
 Shock prices
 Sales

Payment benefits and offering loans in cooperation with the leading banks on the Serbian market

Gigatron points and Loyalty card „Baš Tvoja Gigatron kartica“

Special offers through partnerships with various companies on the Serbian market

Gigatron informative editions:

Catalogues
 Insertions
 Newsletter

Retail Network

Gigatron retail chain covers more than 20 towns across Serbia. Apart from this, Gigatron has its Call Center which is available to all potential customers.



Product Range

Product range includes following categories:

Laptops (2 in 1 laptops)
 PCs and components
 PC equipment
 TV, audio, home entertainment products
 Cameras and camcorders
 Electronic devices
 Home appliances
 Mobile phones
 Tablets
 Sports and recreation

Prizes and awards



E-trustmark 2016, certificate for the achieved high standards in e-commerce, awarded by the Development of electronic commerce, in cooperation with the Ministry of Trade, Tourism and Telecommunications and the Ministry of Economy of the Republic of Serbia.

Certificate Corporate Superbrands 2015-2016 in the category Information and communication technologies.

Winner of the award Top Serbian Brands 2014 in the category "Corporate Brand - IT industry and digital technology." This prestigious award is given in cooperation with the Chamber of Commerce of Serbia and SIEPA, Agency for Foreign Investments and Export Promotion of the Republic of Serbia, based on the votes of the citizens of Serbia.

Microsoft Gold Certified Partner 2007/2008

Microsoft Gold Certified Partner 2008/2009

Microsoft Certified Partner 2009/2010

Lenovo Premium Business Partner 2012

MSI Valuable Partner 2011

Canon Accredited Retail Partner 2012

TP-Link Authorized Diller 2012

Asus Gold Partner 2011

Microsoft Partner Program 2008/2009

Special Microsoft certificate for the largest contribution to the promotion of legal Microsoft software



Corporate Social Responsibility

As a local company, Gigatron is dedicated to the Serbian market and invests heavily in corporate social responsibility through:

Donations

Donation of computers to the Nurdor organization, the National Association of Parents of Children with Cancer

Donation of PCs to those whose houses were menaced by floods, done in cooperation with Radio S

Donation of PCs to the Elementary school for children with special needs

Participation in humanitarian projects

Project „Kuća od srca“ - PCs for vulnerable citizens

Laptops and tablets donation to the Novak Djokovic Foundation for people whose houses were menaced by floods

Sponsorships:

Gaming Festival
 Balkan Tube Festival

Our managing team

Vladan Janković, CEO;
 Vlastimir Dumić - Finance Director;
 Milan Ginić - Procurement Director;