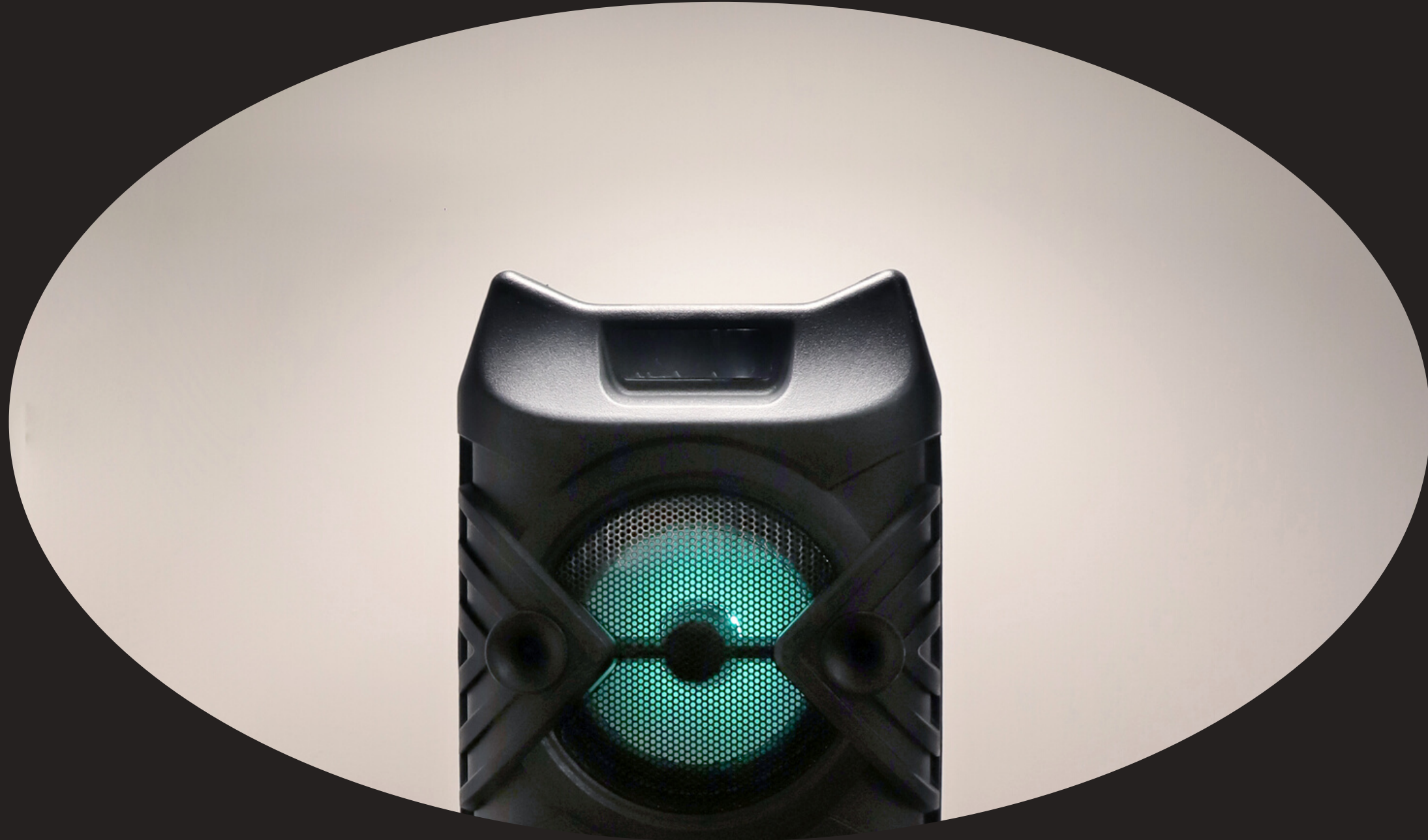


www.espero.com

Company



+ @ESPEERO.IR

Profile



INTRODUCTION

WE ARE AN

IRANIAN

MANUFACTURER,

IMPORTER, AND

DISTRIBUTOR OF

COMPUTER

PRODUCTS

ABOUT US



INTRODUCING FARASSOO GROUP

Farassoo has a long history of developing, manufacturing, and marketing consumer, electrical, and computer products. The company started its operations with consumer electronics in 1990. Today, The group operates in various industries, from manufacturing to marketing and retail. Over the years, Farassoo has shaped local markets with a diverse range of high-quality goods and brands.

GROUP FACILITIES:

- The group's headquarters in Tehran covers an area of 1700 square meters;
- 12,000 square meters of production facilities and 5,000 square meters of warehouse space around Tehran;
- Office and warehouse space in the UAE's Jebel Ali Free Zone

AREAS OF ACTIVITY



With over a quarter-century of experience in the IT industry and a successful track record in computer accessory production, sales, and service, this group has successfully expanded its product portfolio by incorporating new technologies such as surface installation technology and thermosonic welding, resulting in the addition of tablets, digital receivers, and EPOS devices to its product portfolio.





Company History

Farassoo Group founded Espeero in 2008 to provide a comprehensive range of electronic and computer products in Iran, including import, distribution, sales, and after-sales services.

ESPEERO'S KEY FEATURES:

- Extensive distribution network
- 2000+ active retailers
- State-of-the-art e-commerce website eliminating SCM barriers
- Real-time inventory management
- Supply network
- Transportation network
- Retail network
- Distribution and sales
- After-sales services
- Advertising and Marketing

@ESPEERO.IR



FARASSOO BUSINESS AWARDS



We are honored to have received numerous plaques, certificates, badges, and awards in various fields due to our transnational specialists' tireless efforts and the support of our loyal customers.

The company is proud to have consistently received the highest ratings for customer service and consumer satisfaction.



With a quarter-century of experience and a track record of providing high-quality services through business intelligence, we have the opportunity to offer a unique set of services to customers across a variety of industries and to build a broader and stronger portfolio for future growth.

Our subsidiaries have developed expertise in specific industries, regions, and market segments, enabling them to serve their target markets more effectively.

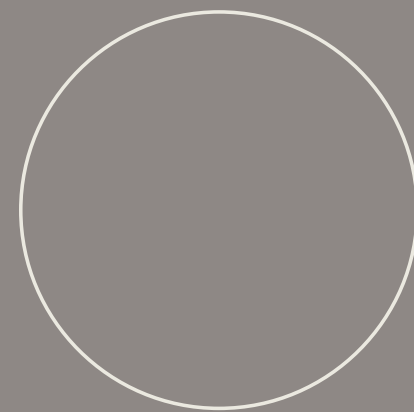


@ESPEERO.IR



Vision

Providing the best products for consumers in the Middle East.



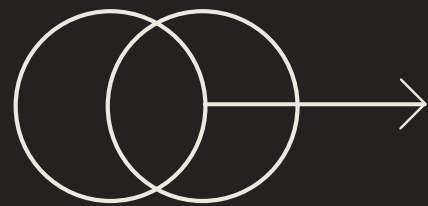
Values

Espeero's extensive experience in the IT market has equipped it with an in-depth understanding of Iranian consumers' needs and has enabled it to offer a unique level of service by providing high-quality products and valid warranties.

Mission

We provide our customers with personalized and high-quality consumer products through the efforts of a talented team.





Innovation, integrity, and passion are our core values at Espeero.

WWW.ESPEERO.COM



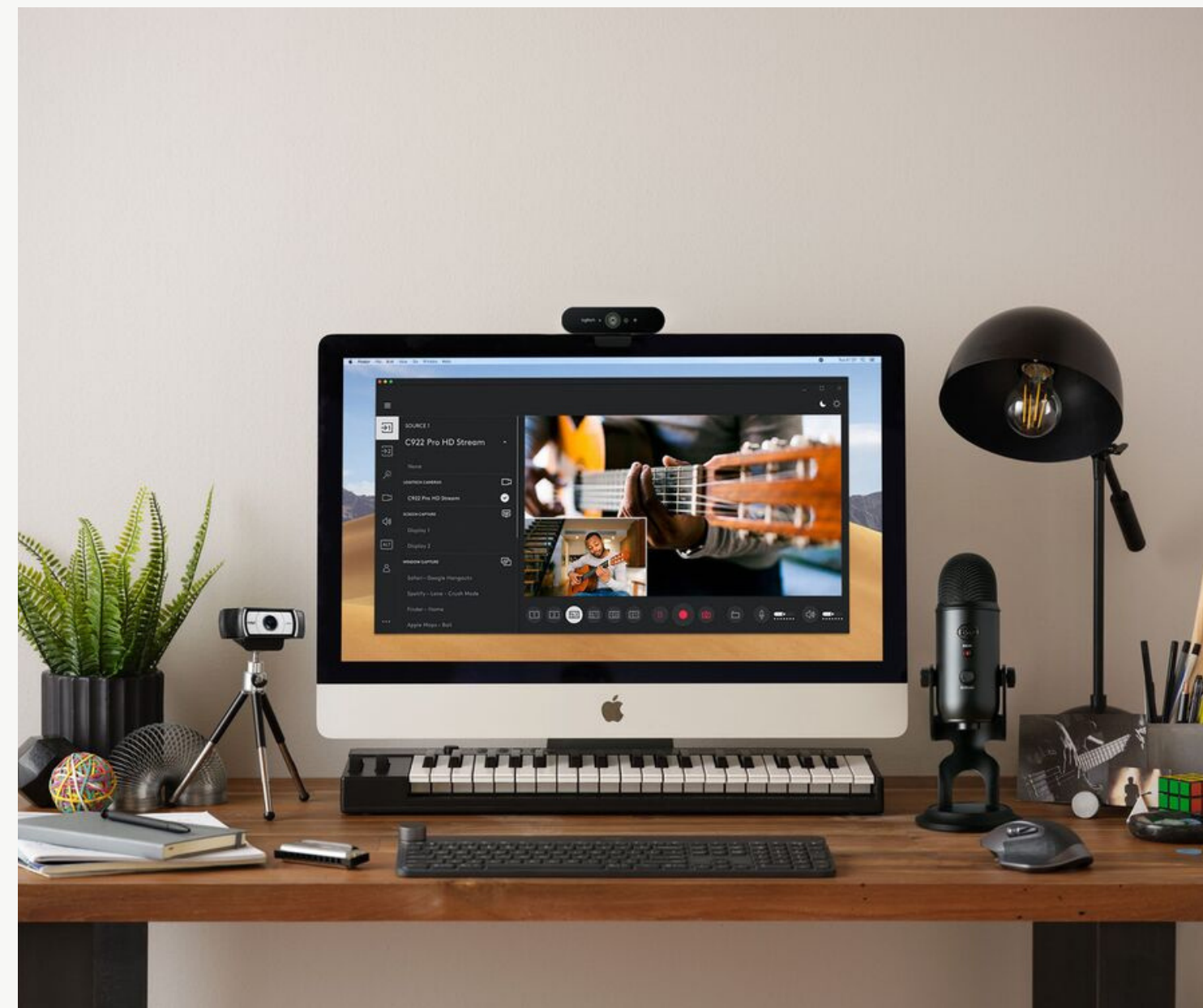
Espeero Company's organizational principles are founded on three values: commitment, criteria, and entrepreneurship, and it acts following these values. Morvarid Espeero Company's headquarters are in Tehran, and the company currently employs more than 100 employees both inside and outside Iran.

Our company operates the S&P Initiative, a centralized, automated distribution network that includes over 1,200 distributors and vendors in the PC and mobile markets. The S&P (Espeero Sales Club) plan is unique and is implemented to support the final factors of the company's sales network, namely sales and points.

Through a trackable distribution network and service availability in all of its sales centers, Espeero provides unrivaled service for brands covered by providing a replacement warranty.

The Espeero Service Unit's primary focus is on customer satisfaction and providing services as promptly as possible.

@ESPEERO.IR



VALUE CHAIN



design



manufacturing



Sales and distribution

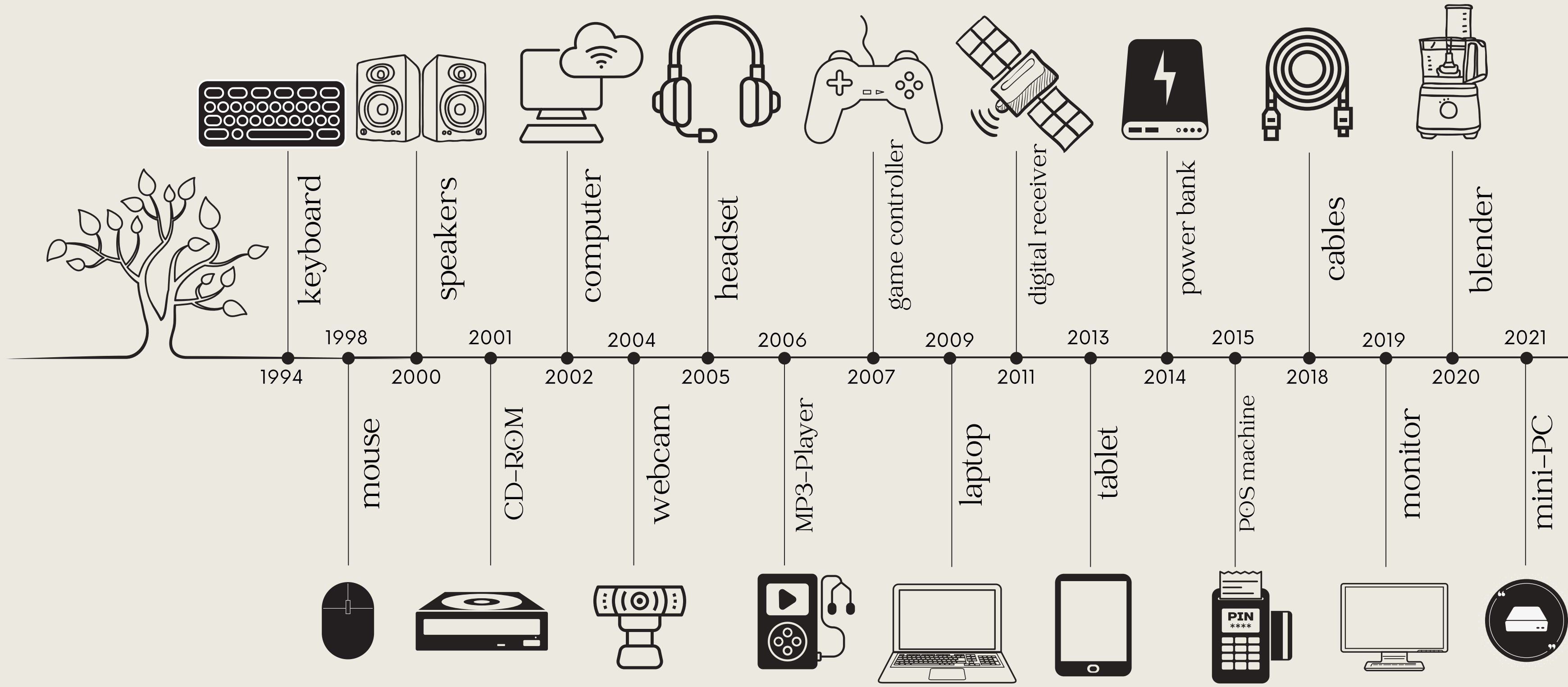


advertising



after sales services





GROUP COMPANIES



Morvarid Espeero is the Farassoo Group's supplier, after-sales service provider, and distribution network in Iran.

Farassoo's Asian office in China and Hong Kong is responsible for logistics and financial processes.

Farassoo Holding is responsible for the manufacture and distribution of computer peripherals and smart devices in Iran.

Farin Company, headquartered in Dubai, is the group's retail and distribution axis.

Lavan is a marketing and advertising firm that specializes in digital marketing activities.

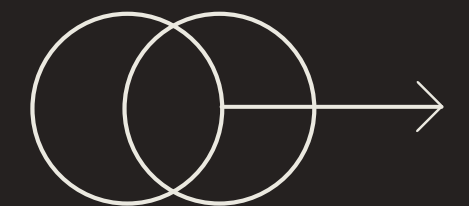


COMPANY SERVICES

Retail and logistics

Our Jebel Ali office is a leader in supply chain integration, from customs clearance to retail services. Along with stock warehousing in Jebel Ali, this office is responsible for managing all local activities and transactions between the Asian office and the company headquarters in Tehran.

- Advanced warehouse management and logistics system with over 700 square meters of warehouse space in the Jebel Ali free zone.
- An intelligent inventory management system that supports our e-commerce operations.





Production and distribution

In Iran, the distribution channel is quite traditional and, of course, still unique. The retail network, the wholesale network, and the logistics infrastructure are the three primary components of the channel.

There are 100,000 distribution channels in Iran's IT industry. These include traditional retail outlets, specialized mobile and accessory stores, online stores, hypermarkets, and value-added resellers (VARs).

Espeero was founded on over two decades of experience in the information technology industry to provide after-sales, import, and distribution services for all types of computer products in Iran.

-
- Providing first-class customer service through five regional service centers
 - Extensive distribution network
 - 2000+ active retailers within the sales channel
 - State-of-the-art e-commerce website eliminating SCM barriers
 - Real-time inventory management



MANUFACTURING



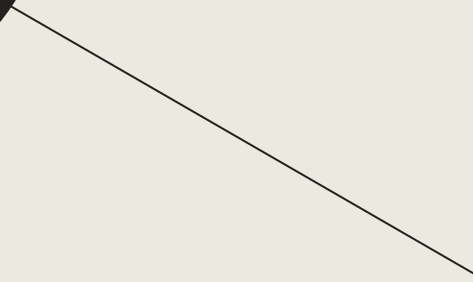
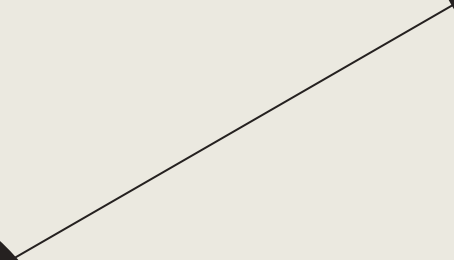
SALES

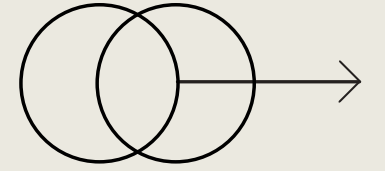


DISTRIBUTION



AFTER SALES SERVICES





Nowadays, hardware and several software platforms have devolved into low-margin consumer goods. It is critical to determine the most efficient method of distribution for each product. The distribution style that is most appropriate for a product is defined by the product's price, the market's demographic characteristics, and the user's considerations. Based on previous experience, Espeero specializes in the channel options listed below:

- Modern sales distribution model (through online websites and shopping malls)
- Multi-layer distribution (for fully technical products that require specialized training and support)
- Two-layer distribution (sellers responsible for local or regional sales)

Production and distribution



BRANDS



Logitech was founded in 1981 in Switzerland and has since sold over one billion mice worldwide. Logitech offers keyboards, mice, webcams, tablets, mobile accessories, speakers, and video conferencing equipment in the computer industry.



Logitech G is one of the most influential gaming brands, and many of the world's most prestigious gaming tournaments are sponsored by Logitech G.

The company manufactures gamepads, gaming steering wheels, gaming headphones, keyboards, and professional gaming mice.



Founded in 1989, Asus is one of the world's largest manufacturers of IT equipment, including motherboards, graphics cards, mobile and desktop computers, mobile phones, monitors, routers, and modems.



BRANDS



beyond

Beyond was founded in 2012 in Iran and specializes in computer and accessory products such as keyboards, mice, headsets and earphones, desktop and Bluetooth speakers, and gaming equipment. Beyond products are currently available in the Iranian, Middle Eastern, and Hong Kong markets.



Beyond Gaming is an Iranian brand that specializes in gaming equipment. It is a subset of the larger Beyond brand, specializing in the latest gaming products such as keyboards, mice, headsets, and mouse pads. Beyond Gaming products are currently distributed in Iran, the Middle East, and Hong Kong.



Farassoo develops and manufactures devices that improve people's lives. Our brand mission of "quality and beauty" has provided customers with a diverse range of products, effectively meeting their desire to use technology to improve their lives.



BRANDS



Ultimate Ears is a brand based in the USA that specializes in earphones and professional speakers. The brand was founded in 1995 and was acquired by Logitech in 2008. This brand's earphone monitoring products have a large following. One of the UV speakers' design benefits is that they comply with the IPX7 standard, which allows them to be submerged in water.



Philips is a Dutch multinational conglomerate corporation that was founded in Eindhoven in 1891. Philips was formerly one of the largest electronics companies in the world, currently focused on the area of health technology, with other divisions being divested.



AOC International is a multinational electronics company headquartered in Taipei, Taiwan, and a subsidiary of TPV Technology. It designs and produces a full range of LCD TVs and PC monitors, and formerly CRT monitors for PCs which are sold worldwide under the AOC brand.



Intel is a multinational corporation that manufactures and designs various types of computer hardware, with a particular emphasis on motherboards, network cards, chipsets, Bluetooth, and flash memory, as well as a variety of microprocessors, semiconductors, integrated circuits, graphics processing units, and embedded systems.



"SELL THE PROBLEM
YOU SOLVE,
NOT THE PRODUCT."



@ESPEERO.IR



WWW.ESPEERO.COM

CHANNEL MANAGEMENT

At Espeero, our sales channels have been effectively organized and optimized through reward and channel management programs based on points and sales volume. This is a scoring system that began in 2004 to provide the following benefits to stakeholders:

- Increase in sales growth
 - Improved management and recognition of partners
 - Prompt and effective identification of market requirements and demand
 - Increased responsiveness to customer concerns
 - Increased initiative in terms of order receipt rates
 - Order processing with minimized errors
-

The points assigned to specific products vary according to the indicators defined by the system, but in general, points equate to one-year purchase credit. A salesperson can advance through the following levels:

- 50 points: Blue
- 500 points: Bronze
- 2500 points: Silver
- 5000 points: Gold
- 10,000 points: Platinum



EAST ASIAN OFFICES

Hong Kong
3905 Two Exchange Square,
Suite No. 8292, 8 Connaught
Place, Central, Hong Kong

Phone: +852- 2522 1114
Fax: +852- 2521 1190

China
Suite 18C, Bldg 3, Unit 6A,
The Spring Land Topspring,
Mintang Rd, Longhua District,
Shenzhen, China

Phone: +86-0755 26675673

CENTRAL OFFICE

No. 17, Nawak St., Africa
Boulevard, Tehran, Iran
Phone: +9821 89337
Fax: +9821 8877 1610

GCC OFFICE
UAE, DUBAI, JEBEL ALI
FREE ZONE

Phone: + 971-4-8860055
Fax: + 971-4-8860065



Contact Details

GET IN TOUCH WITH US

Office Address

No. 17, Navak St., Africa Blvd., Tehran, Iran

Phone

+9821 89337

Email & Website

Info@espeero.com

www.espeero.com





Thanks.

ESPEERO PROFILE

*"Everything's Better when
We're Together."*

www.espeero.com