



We invite you to  
explore the  
**WORLD** of  
**DOĞTAŞ**  
**EXCLUSIVE**

# Doğtaş Exclusive at a Glance

## OUR VISION

Being a leading “Brand” in global furniture industry.

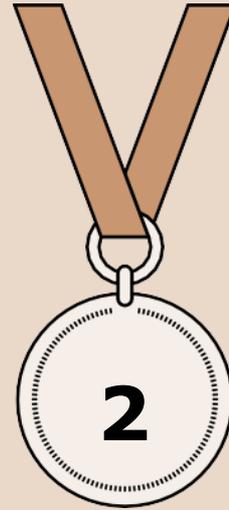
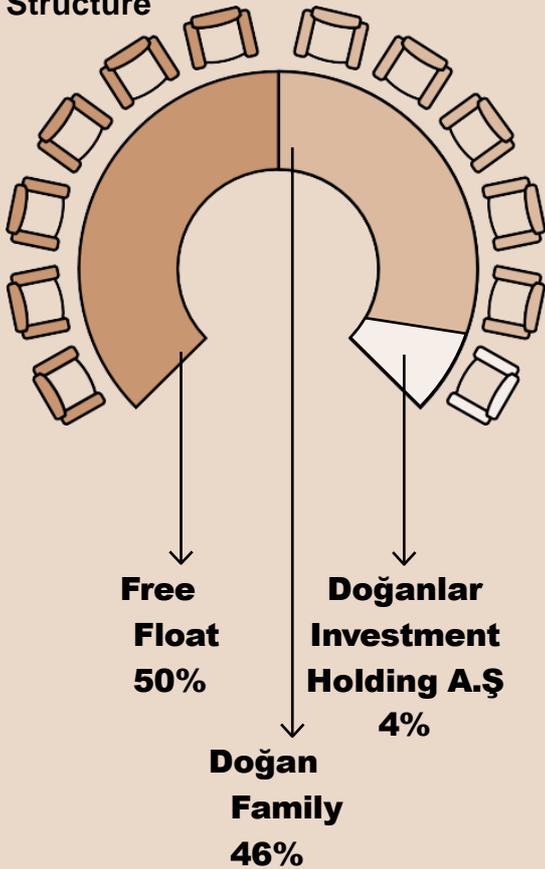
## OUR MISSION

Forming environment-oriented modern styles for a more livable future

## OUR VALUES

- Innovation
- Passion for design
- Entrepreneurial spirit
- Open-mindedness
- Quest for Excellence
- Attention to Detail

## Shareholding Structure



2nd largest furniture company in Turkey producing and selling modern design furniture

**Doğtaş Exclusive ranks 339 in the ISO 500 list according to “Turkey’s Top 500 Industrial Enterprises”.**

# AN INTERNATIONAL GROUP WITH FAMILY VALUES!

Doğtaş Exclusive is an international contemporary home furniture manufacturer with affiliates in 30 countries and exporting to 72 countries.

As one of the biggest manufacturer and distributor of home furniture in Turkey, Doğtaş Exclusive is operating in production, marketing, distribution, retail and projects in the furniture sector.

Doğtaş Exclusive has showrooms running directly by the headquarters and operating under a franchise system through a growing network of over 190 stores worldwide.

The company's main shareholder and founding company **Doğanlar Investment Holding**, is a major actor in the furniture industry as well as Energy Sector in Turkey, and a strong backbone for the company's financial stability and development.



**One of the biggest and historical manufacturers and distributors of home furniture in Turkey.**

Able to combine **new technologies and innovation** with **cultural heritage and style**, Doğtaş Exclusive is the **market leader** in the **mid & mid-upper range segment** with a **wide variety of efficiently priced good quality products.**

## INTERNATIONAL PRESENCE

190 stores worldwide in 30 countries

We employ **OVER 1200 INDIVIDUALS**

We have **45 YEARS EXPERIENCE** in furniture sector

**MASSIVE** MANUFACTURING FACILITY Doğtaş Exclusive 240.000 m<sup>2</sup> massive manufacturing facility, with a production capacity of nearly 1.5 million/m<sup>2</sup> per year

# DOMESTIC AND INTERNATIONAL PRESENCE

## Store Network (Domestic, Turkey)



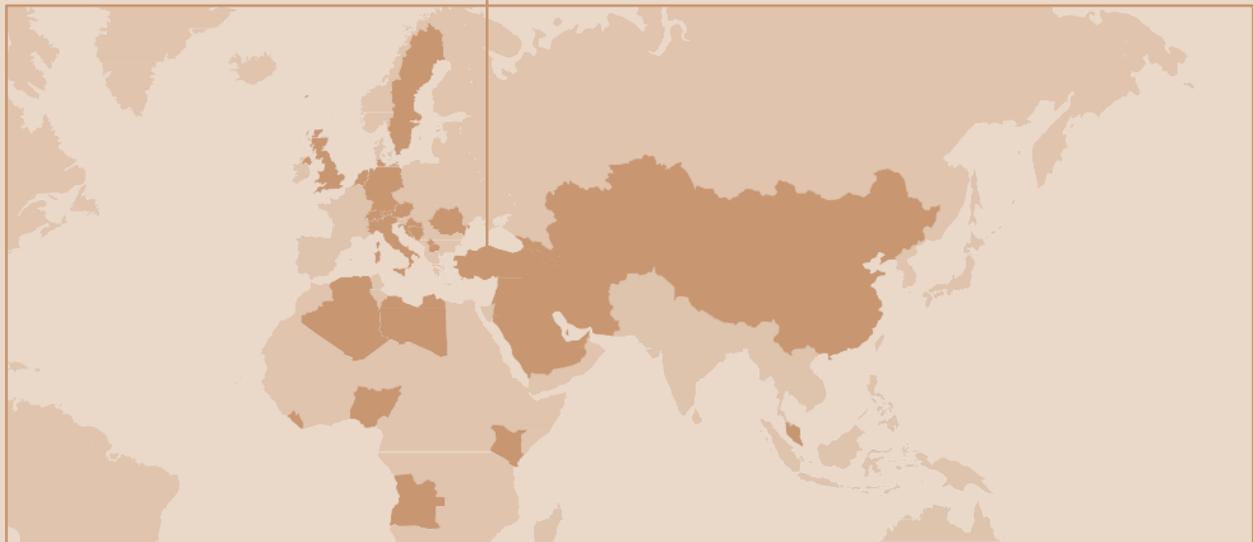
### Cities that have Doğtaş Stores

#### Production Plant

Çanakkale (Biga) Plant  
İdriskoru Köyü Hacıvenez Mevkii,  
No: 29 Biga, Çanakkale

We take ownership of our ideas and run with them. We don't hope things will happen. We make things happen.

## Store Network (International)



### Countries that have Doğtaş Stores

Angola, Austria, Azerbaijan, United Kingdom, France, Bosna Herzegovina, China, Croatia, Georgia, Germany, Holland, Iraq, Kazakistan, Kenya, Uganda, South Africa, Kosovo, Lebanon, USA, Liberia, Libya, Macedonia, Montenegro, Zambia, Cyprus, Pakistan, Nigeria, Saudi Arabia, Switzerland, Uzbekistan, Turkmenistan

# AN INTERNATIONAL NETWORK

Our expertise is exported to 72 countries around the World. Our style symbolises a modern lifestyle and stands for the manufacture of top-quality environmentalist products.

## DOĞTAŞ EXCLUSIVE MONO-BRAND STORES AROUND THE WORLD

Croatia	Libya	KSA
Kosovo	Kenya	Iraq
Austria	Liberia	Cyprus
Macedonia	Zambia	Georgia
Switzerland	Nigeria	Lebanon
United Kingdom	Angola	Pakistan
Netherlands	Uganda	Azerbaijan
B.Herzegovina	South Africa	Kazakhstan
Montenegro	USA	China
Uzbekistan	France	Turkmenistan

We participate to **domestic and international exhibitions** to follow-up with the changing design trends and the industry innovations..

Doğtaş Exclusive has an unique concept store design which reflects the taste of our brand and it is perfectly combined with our furniture designs. The concept has been created by a very Professional team which includes local and international designers, architects and retail gurus.

Doğtaş Exclusive offers a **great opportunity** for new partners who want to be part of our family and success to develop our brand and **concept stores** worldwide.

The efficiency of Doğtaş Exclusive franchising system is largely based on our passion for retail and our concept.



FRANCE



AZERBAIJAN



IRAQ



SWITZERLAND

# Turquality®

TURQUALITY is a government-sponsored brand development program in Turkey, established to provide a competitive advantage for the companies that presents a global growth potential.

TURQUALITY aims to create global Turkish brands and a positive Made-in-Turkey image through know-how, corporate development, and growth, with a vision of supporting retailing, marketing and market researches.

Increasing market competition and changing consumer habits push companies to create more powerful brands with more added value in order to become an international player.

**As one of the strongest brands in Turkey, Dođtař Exclusive has been receiving Turquality support since 2008. The program is giving financial supports for the growth of our brand internationally.**

Turquality provides support for corporate infrastructure expenses as well. Supports include;

- Corporate infrastructure-related software and software-related consultancy expenses
- Overseas brand and patent registration
- Environmental and quality certifications
- Fashion and industrial designer expenses
- Overseas market survey
- Growth roadmap.

**“Dođtař Exclusive” brand has received all of the above mentioned support as part of Turquality.**

**Dođtař Exclusive brand has been a part of the Turquality support program since 2008.**

<b>GERMANY</b>	<b>CROATIA</b>	<b>KYRGYZSTAN</b>
<b>AUSTRIA</b>	<b>IRAQ</b>	<b>MACEDONIA</b>
<b>AZERBAIJAN</b>	<b>UNITED KINGDOM</b>	<b>EGYPT</b>
<b>UAE</b>	<b>SWITZERLAND</b>	<b>SAUDI ARABIA</b>
<b>BAHRAIN</b>	<b>KAZAKHSTAN</b>	<b>SYRIA</b>
<b>BOSNIA-HERZEGOVINA</b>	<b>KENYA</b>	<b>OMAN</b>
<b>GEORGIA</b>	<b>CYPRUS</b>	

**\* The countries for which Turquality support was provided with our “Dođtař Exclusive” brand**



# Brands

# Doğtaş

**Each year, we do our best to offer new collections and to set the leading trends.**

We aim to provide our customers the joy of the modern lifestyle with an admirable ambience in their homes. Our product range presents a choice of 300 different fabrics and 35 wood color options.

We have a wide range of products, including dining rooms, bedrooms, seating groups, accessories, bedding, TV units, and young rooms.

In our journey towards becoming a global brand, we identify and search in detail each potential market to understand our potential customer needs in order to offer them a product portfolio that will meet their needs.

**For a Doğtaş customer, home is the loveliest place to come together with the family, to welcome friends, to share and enjoy a lifetime, and to reflect our lifestyle. The core value of designs is family and unification.**



# Lova Sleep

A discovery for the healthiest sleeps

With the knowledge and experience of nearly 50 years, Dođtaş Exclusive has brought together its dynamic and expert staff to create a new bedding brand.

As Lova Sleep, we use the most advanced systems and technologies of American Leggett & Platt which has 125 years of experience in bedding technologies and spring systems. Our aim is to maximize your sleep quality and to create the healthiest sleeping environment.

We consider sleep quality as an indispensable part of quality of life. We have focused on your body's needs and offer you the most natural and healthiest sleeping environments. We have equipped Lova mattresses, on which you will spend a third of your life, with state-of-the-art sleeping technologies.

For 50 years we have developed a reputation for using the latest technology in our production lineup. The materials are tested and implemented according to the properties and their use. Our mattress components are a never ending utilization of technically advanced elements.

**Night and day, summer and winter... To be with you for your whole life, Lova is in the showrooms of Dođtaş.**



**lova**  
sleep





# Product Range

# PRODUCT RANGE

The rich assortments of Doğtaş Exclusive consist of **Soft Seating groups, Bedrooms, Dining Rooms, Young Rooms, Mattresses, Bedding, Contract furnitures, Decorative Accessories and Household Textiles.**

In other words, all products which turn a house into a home.

SOFT SEATING	BEDROOM	DINING ROOM	BEDDING
YOUNG ROOM	ACCESSORIES	TEXTILES	MATTRESS

We are aiming to create **beautiful and warm homes** throughout the World as a **global brand** among the World's leading furniture brands.



**We offer furniture for every room in your house:** living rooms, dining rooms, adults' bedrooms, kids' rooms, walk-in closets, storage units – and much more.



# INNOVATION AND TECHNOLOGY

- ▶ Certified with **GS (Geprüfte Sicherheit)** certificate for all products.
- ▶ **ISO 9001** for process quality
- ▶ **ISO 14001** for environmental sensitivity
- ▶ **ISO 18001** for signifying worker health and safety
- ▶ **ISO 10002** for prioritizing customer satisfaction
- ▶ **ISO 50001** for energy efficiency sensitivity
- ▶ **E-1 Quality Standards**
- ▶ **CE Medical Certificate**

As Turkey's leading manufacturer of panel furniture, Doğtaş Exclusive has 240.000 m<sup>2</sup> manufacturing facility which operates with serial and flexible lines with the latest production technologies. We have a production capacity of nearly 1.5 million/m<sup>2</sup> per year.



**We design and produce all our furniture in Turkey with the highest quality and environmental standards.**

**We must deliver a great product every time, every day. Our products should be the best value on the market and be better than advertised.**

**This is especially important in today's world where everyone has access to a socially-networked megaphone.**



# Design, Research and Development Operations

In our book of design, there is no such thing as “Impossible”.

“Nothing is impossible.” – that’s our guiding principle in every new product design.

Here in Doğtaş Exclusive, We believe a product has to be legible to grasp practically, culturally and aesthetically. We integrate design ideas from the first stage, knowing that there is a direct link between function and aesthetics. For us, design is an aesthetic language and we try to communicate well through the product. Our design team approach every product design as a unique design journey, carefully considering lifestyles, preferences and personal needs, whilst interpreting tastes and ambitions to create perfect homes.

Our designing team is meticulously involved in all the design development process to the final production stage. The designing team is the end user’s “representative” all through the development process.

Our design team is a proficient, highly qualified and committed group of Industrial Designers & Project Coordinators with significant experience. Working across a wide variety of products; our talented team is dedicated to delivering distinctive designs that precisely emulate our customers’ intentions.

Doğtaş Exclusive Design and R&D provides positive direction for the company vision while putting in place an infrastructure for distinctive studies and research, which could be described as pioneering in the industry. Doğtaş Exclusive R&D Center employs 38 personnel, of which 11 are designers.

Doğtaş Exclusive strives to continuously invest in R&D to remain an industry- leader and “trend-setter.”

**Since August 2017, Doğtaş Exclusive Design Office is an government-supported Design Center which has been certified by the Ministry of Science, Industry and Technology to develop, improve, and diversify private sector products to boost the country's international competitive edge.**





**Messages  
from the  
Management**

# Chairman's Message

**D**ear Valuable Investors, Business Partners and Employees,

The Dođtař Exclusive family is focusing on manufacturing and increasing our added value in the Turkish economy in an effort to overcome our country's hard times.

The furniture industry, which has steadily grown in the last decade, is one of our country's strategic industries. It is a net exporter. We are the world's 17th furniture maker by volume. However, if the furniture industry is subsidized and its competitive power is strengthened, we can make into the top five. If the furniture industry is promoted, it may be a new engine of growth for Turkey.

We are determined to focus on our targets and investments with our brands. We are proud to be one of Turkey's top 500 companies. We are working tirelessly to ensure that the spirit of unity and solidarity that we have achieved together takes our industry one step further.

We have set ambitious objectives to become a powerful player in the global arena. We aim to be the leader of the Turkish furniture industry as we approach 2023.

I would like to offer my gratitude to our employees, stakeholders, business partners, vendors, suppliers, and customers that have stayed with us and supported us on our successful journey.

Regards, Davut Dođan Chairman



**Join us and be part of a large family with colleagues in more than 30 markets.**

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