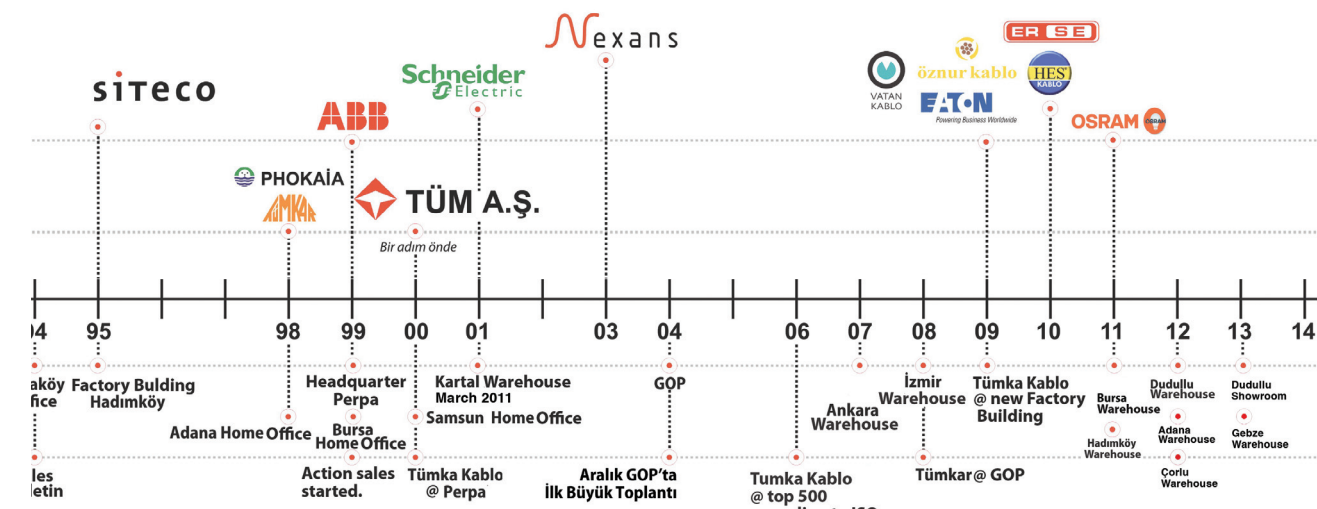


# of Tüm



## Spotlights of TUM GROUP

- First company in its sector which started publishing "sales bulletins" twice a month since 1994.
- First in the market starting action sales reaching 1450 customers by sms's (GSM short messages) and e-mail's, making short term offers being valid for 6 hours.
- The group produces itself, 20% of the electricity it uses in Hadımköy building, with green energy (wind turbine and solar panels).
- Company supports artists and young exhibitors with the exhibitions (paintings, handcrafted art objects) held at the hall in its Dudullu building.
- Decorative Lighting products and Home Automation (Smart Home) solutions are displayed in Tüm Group Dudullu building showroom.
- Dynamic sales team make use of tablet computers on the field, to take customer orders on-line, ensuring fast and efficient operations and improved customer satisfaction.
- The Group is also focused on b2b technology with which customers have direct access to prices, availability and can as well order products directly from groups' website.

## Web

www.tumgrubu.com

You can find and follow many sectorial developments and news, Tüm Bulletin, offer preparation module and online price monitoring module at our web site due to our sophisticated IT infrastructure.



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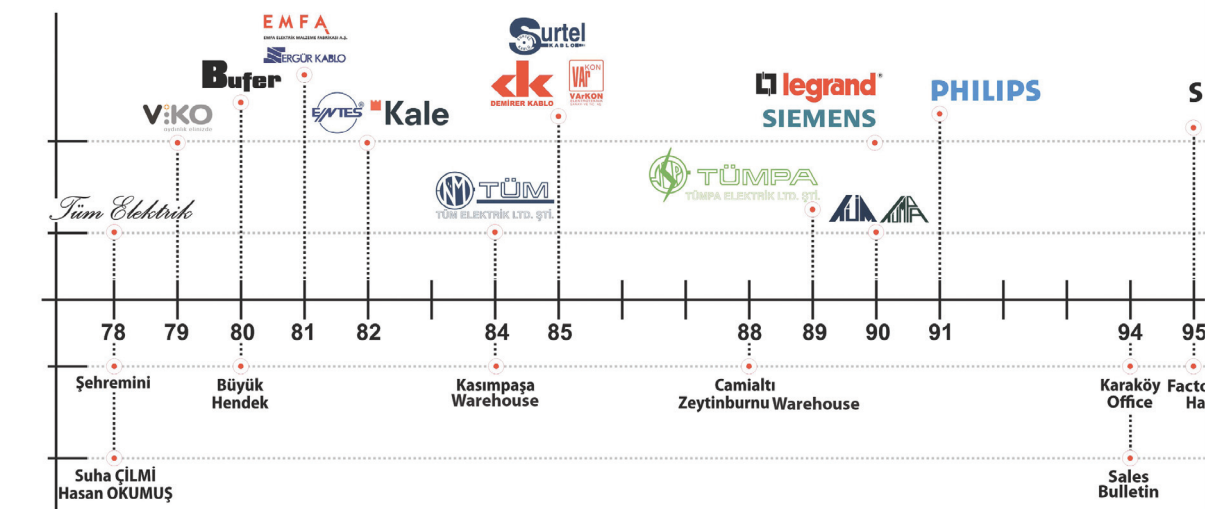


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# History



## WE ARE A BIG FAMILY

Tüm Group is one of the biggest organizations in Turkey, manufacturing, selling and distributing various kinds of electrical products including cable lighting and installation in domestic and foreign markets.

Tüm Elektrik is founded as a simple partnership in 1984, had been later converted to a limited liability capital company and named as Tüm Elektrik Limited Şirketi. In 2000 it became an incorporated company named Tüm Elektrik Malzemeleri Ticaret ve Pazarlama A.Ş.

Tüm Group which consists of manufacturing, sales and distribution companies like Tüm Ka Kablo Sanayi A.Ş., Tüm Elektrik Malzemeleri Tic. Ve Paz. A.Ş., Tüm Pa Elektrik Malzemeleri Tic. ve Paz. A.Ş., Tüm Kar Elektrik A.Ş. is serving its customers in several fields since its establishment in 1978.

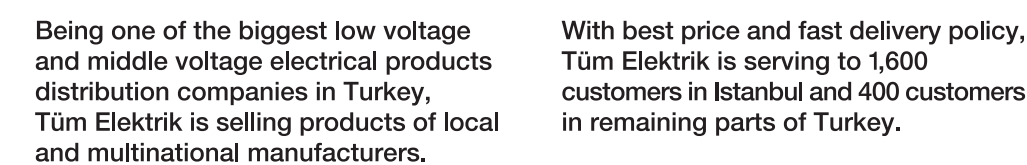
Actually with its professional staff of 165 qualified employees Tüm Group is serving its customers in its 15,000 m<sup>2</sup> area modern warehouses with more than 27,000 references in different product groups. In order to offer the best quality and fastest service for its customers, Tüm Group has access to more than 2,300 point of sales in 24 hours period with its fleet of 63 vehicles, consisting of different types of trucks, vans and cars.

Tüm Group is your trustworthy partner with its strengths (knowhow, technology, strength, capital) in low voltage and middle voltage range of products.

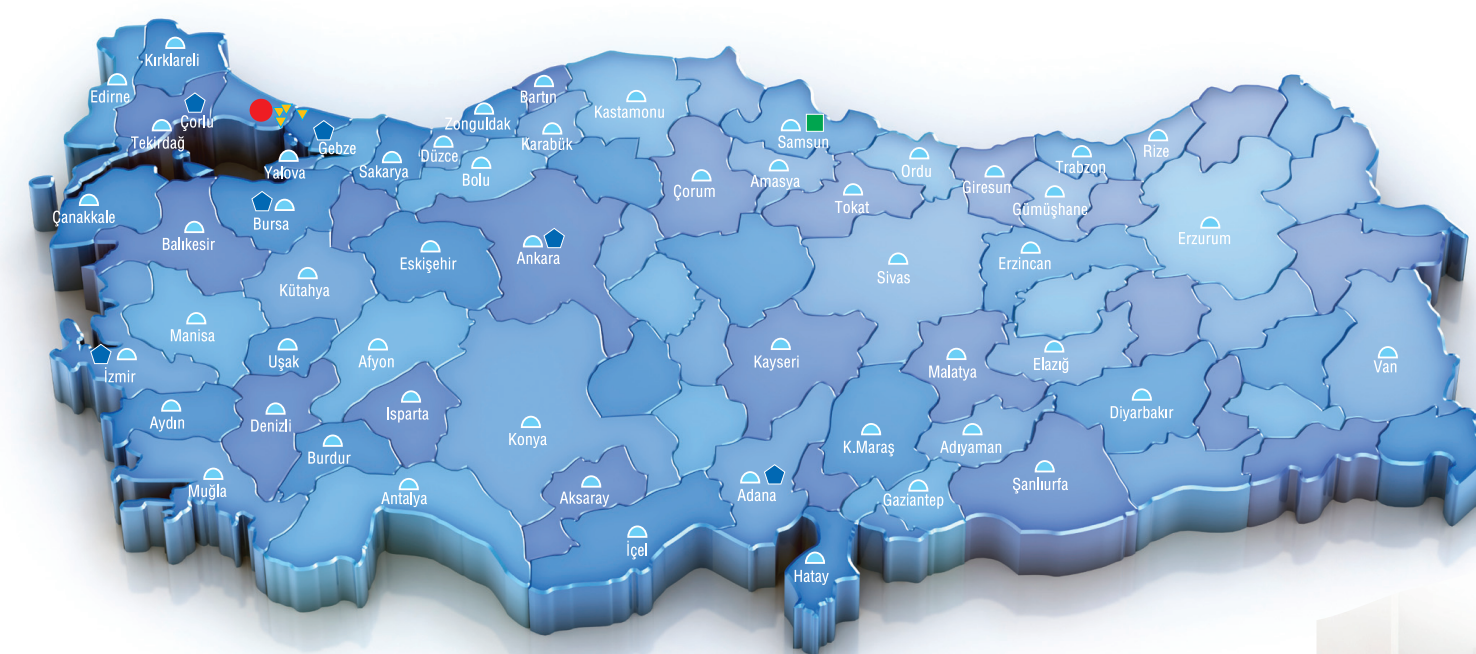




100



*Delivery to customers  
in a maximum  
24 hours period  
for the required items  
which are in stock.*



Tümpa, established in 1990, is the marketing and sales company of Tum group. With its modern marketing approach and sophisticated IT infrastructure it became one of the leading distribution companies in Turkey in its sector.

Tümpa is making sales and distribution of a wide range of electrical and lighting products to different market segments in Turkey and abroad, with more than 2.000 customers.

In addition to covering Istanbul and its neighbour regions, Tum Group provides high quality service to its customers all around Turkey with its offices and warehouses located in different cities of Turkey: Istanbul, Çorlu, Gebze, Bursa, Izmir, Ankara, Adana making a network of 11 warehouses all around Turkey.

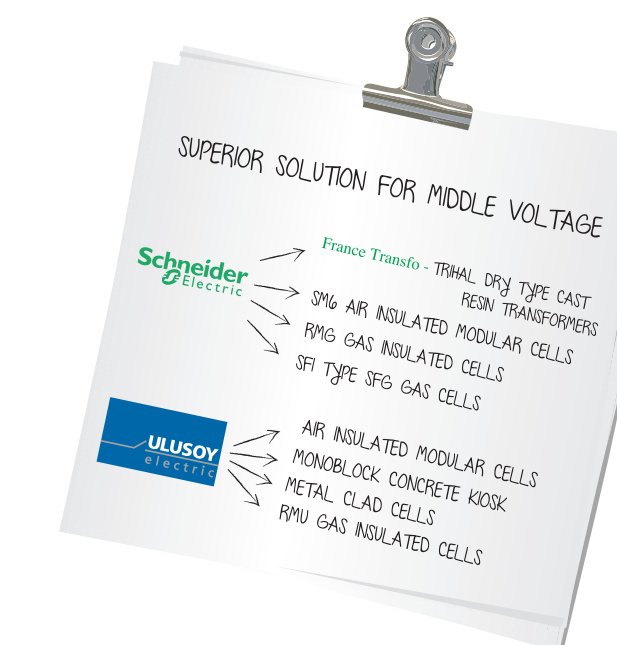
*Fleet of 63  
vehicles consisting  
of different types*



Tümkar A.Ş. established in 1999 for the aim of middle voltage range products distribution which arose after the success Tüm Elektrik and Tümpa Elektrik in distributing low voltage products.

Tümkar A.Ş. answers to the needs of its customers with its qualified staff consisting of all Electrical and Electronic engineers.

Tümkar carries out the sales of power transmission line equipments, power and distribution transformers, low voltage distribution sub-panels for prefabricated root and modular cells and provides after sale support service.



11 sales point  
over Turkey



27,500  
references

16,000 m<sup>2</sup> modern warehouse

