



press-kit



SUPPLIER OF
HAPPINESS



Dear friends!

We have been operating on the young Russian market of intimate apparel and lingerie for seven years. In such a short period of time, we have witnessed absolutely fantastic changes, especially in consumer attitudes. People have started to fantasize again and they no longer hesitate to express their feelings and desires. Public opinion has also changed; displays of sexuality are no longer a taboo subject; the "Berlin Wall" inhibiting people's senses has been destroyed.

Of course, the Internet and electronic commerce have contributed greatly to destroying old stereotypes. Our company **Supplier of happiness** was a pioneer in this field when we opened up one of the first Internet shops with deliveries throughout Russia in 2004.

This has undoubtedly changed the outward image of the market. Networks of specialized shops began to appear; respectable glossy magazines print reviews of interesting novelties in intimate goods; forums teem with topical discussions.

From the very first day, our company has paid special attention to working with the mass media; we have published articles, conducted presentations and seminars, and recently, we have started to acquaint the market with our marketing research studies.

We believe in the benefits of providing transparent information about our sensitive business field; we are convinced that we can become a source of reliable information about everything that transpires on the intimate goods market in Russia and abroad.

Yours sincerely, Dmitry Korobitsyn
Supplier of happiness, CEO

The History of the Company

The history of our business began when we opened a small Internet shop selling intimate apparel and lingerie. Seven years ago, electronic commerce in Russia was just beginning to evolve, which enabled us to find our customers quite quickly and occupy a favorable position on this fast-growing market.

The rates for popular brand names enabled us to attract the interest of regional clients, who make up a considerable share of our business. Thanks to a widespread partnership network, our company has successfully developed retail commerce on the Internet; within one year, our assortment has incorporated more than 50 brand names from the West, some of which are presented exclusively.

The growth of retail networks has made the wholesale market operate more independently. Our four-year experience in retail sales has allowed our company to grow quickly and become the universal supplier for adults of different shapes and sizes. Along with foreign suppliers, our company takes part in annual exhibitions and conducts training seminars for beginning retail businesses.

All our business lines are available under one brand name — **Supplier of happiness**. The company begins to promote these goods under its own trademark; novelties are always in great demand because of their high quality and successful advertising.

Despite such rapid growth, the Russian commodity market for adults still remains closed to many foreign manufacturers. As we understand the significance of international cooperation, our company has opened an agency in London. In addition to customary functions, our English office also publishes marketing studies and offers consultations for promoting goods and wares in Russia and the CIS.

Research studies have shown that buyers are becoming more and more interested in expensive and high-quality goods. At the same time, the demand for traditional assortments has moved to the regions. Operating retail networks are not ready to work in the premium sector, as they have become used to focusing on another format.

In 2011 the company decided to concentrate on developing assortments further towards premium brands and opening its own retail stores.

2004

2005

2008

2009

2010

2011



Assortment

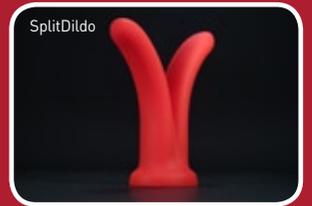
Supplier of happiness offers more than 100 brand names for adult apparel on the Russian market; some of them are presented exclusively. The company assortment of goods includes the names of production companies, which are well-known in Russia, such as:



Our clients are located in the four corners of Russia, from Kaliningrad to Vladivostok; therefore, we have studied our clients' preferences thoroughly and we can confidently predict what assortments will be most successful.

Pipedream, Doc Johnson, California Exotic, Hustler, Shirley Of Hollywood, Topco Sales, Fun Factory, Lelo, Pjur, Wet, ID Lub, Gopaldas, Toy Joy, as well as several new names: Evolved, DressToUndress, SplitDildo, FleshLight, Tenga, Sqweel, RealTouch, OhMiBod.

We select the most interesting novelties every year and present them during our annual exhibition — the X-Show — in Moscow. The brand names SplitDildo and DressToUndress were chosen in 2011.



Shirley Of Hollywood



Shirley Of Hollywood



Doc Johnson



DressToUndress





Dmitry Korobitsyn

Supplier of happiness,
CEO

In 2002, Dmitry graduated from the Faculty of Applied Mathematics of the Moscow Aviation Institute (MAI), and in 2005, he finished his studies at the Financial Academy of the Government of the Russian Federation, majoring in Finances and Credits.

In 2003, Dmitry Korobitsyn created a Web studio — WebProfy (webprofy.ru) — which made the TOP-30 of the Russian-speaking Internet community a few weeks later. In 2008, Web Profy became part of the RBC group of companies (rbscorp.ru). While developing the agency, Dmitry organized an annual conference for professional Web developers (devconf.ru); the event celebrates its fifth anniversary this year.

Dmitry has managed Supplier of happiness since 2008. In 2010, the company showed excellent financial performance and proved that it deserves the loyalty of clients, partners and shareholders.

Dmitry regularly delivers reports on electronic commerce at conferences and training courses; he also heads a group on Facebook. Thanks to Dmitry's passion and enthusiasm, our company has become the leader in Internet commerce of intimate goods in Russia.

Dmitry spends his free time with his daughter.

Assem Koshkarbaeva

Managing Director
of Supplier of happiness
in London, UK

In 2004, Assem graduated from the Economic University of the Consumer Association in Kazakhstan, and in 2011, she received a Masters degree from Queen Mary University of London where she majored in International Finance Administration.

In 2007, Assem worked as a SAP consultant in Kazakh IT-integrating network, the Rede Consulting Service. In 2008, Assem was invited to work at the Financial Department of GlowByte Consulting, a Russian consulting company in Moscow. Assem moved to London at the beginning of 2010, where she worked as Project Manager at Global Conferences LTD.

Assem has been working with Supplier of happiness since November, 2010; she is responsible for promoting the company on the European market for adult commodities. Assem also handles the development of relations with foreign suppliers and cooperation with foreign mass media.

Assem enjoys spending her free time in nature; she plays tennis and works as a volunteer in different social programs.

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