



OPTICOM

think essential

About company

OUR MISSION:

We contribute to the successful business development of our clients by offering optimal integrated solutions jointly forming a sustainable business in Russia.

STRATEGIC GOALS:

1. To become the first manufacturer and supplier of disposable household goods, produced and accompanied to consumers in accordance with sustainable development goals.
2. As ESG-oriented company OPTICOM focuses on paper, plastic packaging and cleaning chemicals products. As also on the development of various cyclic services.

JSC OPTICOM Established in 2005



Maxim Rogozhko
CEO



Boris Grabchinsky
Chairman of the Board

OPTICOM is:

- **manufacturer**
- **provider of integrated solutions**
- **expert on markets of**
 - **packaging,**
 - **paper hygiene,**
 - **professional chemicals,**
 - **household goods and cleaning equipment,**
 - **stationery goods**
 - **and other business goods.**

Company values & Strategic principles



Customer — the quality of customer relationships. We treat our customers with respect and love, providing high-quality service and anticipating expectations.



Team — professionals who have joined together to realize the long-term goal of the company.



Responsibility — initiative, diligence, compliance with obligations, responsibility to the outside world, honesty, transparency.



Development — constant search for new opportunities, following the times and new challenges, technological efficiency.



Efficiency — work to reduce costs, optimize business processes, calculate the economic efficiency of projects.



Processability — relevant and efficient technologies in production and logistics, automation of business processes, digitalization of customer data and development of digital channels.



Professionalism and expertise — the growth of professionalism of the entire team as a whole and the development of expertise in specialized areas.



Sustainability — balance between economic, environmental and social development.



The quality of the relationship with the client — attention to each stage of the customer journey.

Clients choose «OPTICOM» because

We possess:

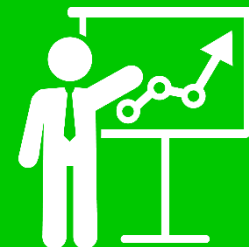
- Warehouse space of **45 000 м²**.
- **Over 200 transport vehicles.**
- **Branches network in European part of Russia.**
- Distributors network in **85** Russian regions.

We provide:

- **24/7 Client service** (personal manager, staff education and technical service, delivery at any time).
- Expertise and professionalism in packaging, cleaning, hygiene and sustainability.



over 30 000
SKUs in 22 product categories



Our results:



over 10 000
B2B clients



Daily we deliver
over 2500
orders

Distribution all over Russia

**We deliver orders to any place in Russia
and to bordering countries through**

- our own branches
- our distributors
- our partner logistics









Branches



Distributors

Our market positions in different segments

Other segments:
Agricultural holdings
Manufacturing enterprises
Educational institutions
Medical organisations

RETAIL	HoReCa	Distributors and wholesalers	Food Industry	Cleaning	Office and corporate segment
<p>300+ suppliers on the market.</p> <p>We are №1 in their turnover.</p>	<p>Only 20+ suppliers in Russia, we are №1 among them.</p> <p>Moreover, OPTICOM serves 75% of Moscow HoReCa market.</p>	<p>Company presents in 85 regions of Russia.</p>	<p>100+ suppliers on the market. OPTICOM's share – 3%.</p> <p>Our market goal is to enter the TOP-3 of choice in paper hygiene, professional chemistry and disposable goods by 2025.</p>	<p>100+ suppliers on the market. OPTICOM's share – 1%.</p> <p>Our market goal is to enter the TOP-3 of choice by 2025.</p>	<p>Incl. government companies – 100+ suppliers on the market. OPTICOM's share – 4%.</p> <p>Our market goal is to enter the TOP-5 of choice by 2025.</p>
					

Our business partners

Retail



Banks



HoReCa



Corporates & offices



Our main awards and ratings

- 2019** **Red Dot Award for the Optiline brand**

- 2020** **The "+1" Project Award "Change Management. Visionaries"**
Winner in the nomination: "Efficiency and responsibility"

- 2020** **PIR EXPO Award Winner.** In the nomination: "Consumables for restaurants"

- 2021** **National Ecological Prize of V.I. Vernadsky**
Winner in the nomination "Sustainable production and consumption"

- 2021** 2nd place in the competition of the **best Russian practices and ideas**
"Leaders of Sustainability"

- 2021** **PIR EXPO Award Winner**
In the nomination: "Accessories for the maintenance of coffee equipment"

- 2022** Annual **International PART AWARDS**
Winner in the nomination: Manufacturer of the Year. Category: Beverage Packaging

- 2022** Laureate in the nomination "Ensuring the sustainability of the supply chain" of the
National Award in the field of environmental technologies "ECOTECH-LEADER"



- Successfully passed the audit on the platform of EcoVadis, a provider of the sustainable business development rating
- We received a positive supplier rating on the platform of the largest German concerns NQC Supplier Assurance

Our product range and spheres of activity

More than 30,000 product names in 22 product categories. Own and partner production, producer prices, goods without extra charge for advertising and overpayments from resellers.

We work with all spheres of activity, for each of which we provide a full range of goods and services to support their work.

Product range:

- Food Containers
- Trays and substrates
- Paper hygiene products
- Disposable tableware
- Chemistry professional and household
- Cleaning inventory and equipment
- Bar accessories and serving items
- Packaging materials
- Goods for hotels and baths
- Toilet room equipment
- Office paper
- Stationery
- Office equipment and consumables

Spheres of activity:

- Retail
- Wholesale companies and distributors
- HoReCa
- Food industry
- Agricultural holdings
- Corporate sector
- State corporations
- Manufacturing enterprises
- Educational institutions
- Business centers and offices
- Cleaning companies
- Medical organizations



Our brands and Strategic partners

Optiline >
больше, чем ...

Professional household goods products
presented on the market since 2011.

Products developed according to international
standards and corresponding to the optimal
price/quality ratio.

VWA
WORKMATE

Practical, convenient and reliable stationery at
a reasonable price.
A wide range allows you to cover all the needs
for office supplies of a modern office

Ph

**НОВЫЙ
ЭЛЕМЕНТ**

Brands of household and professional chemicals
for cleaning, washing, disinfection, etc.

ОРИГАМО

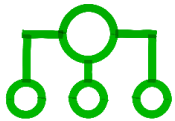
Brand of paper packaging for ready meals and
food delivery.


UNIROLL

Brand of the largest polyethylene production.



Sustainability in OPTICOM

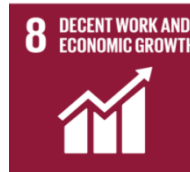


Separate department and strategic principle
since 2021



1st company in Russia

- Eco-responsible supplier since 2005
- Implemented eco-packaging since 2006
- Developed with partners standards and guidances "Green Retail", "Green Office" and "Green Restaurant" etc.
- Developed and introduced innovative sustainable products



Directions of the strategy in the field of sustainability of JSC OPTICOM

1. Sustainable product portfolio

We work step by step to balance our product range towards greater environmental friendliness and sustainability, and we develop and bring to market innovative sustainable solutions.

2. Cyclic services

Being the first to introduce Bumagovorot service (Paper Cycle) to the market in 2017, we set ourselves the goal of cycling at least 50% of our inventory by 2025 and having 10% of our key customers in the cycling program.

Now three cyclic services are available to our customers: Bumagovorot (Paper Cycle), Kanistrovorot (Canister Cycle) & Stakanovorot (Cup Cycle).

3. Responsible business conduct

We are committed to respecting stakeholder rights, creating new values and protecting existing value through risk and reputation management.

4. Society, communities and partnerships

Formation of new sustainable relationships for synergy in the field of increasing the sustainability of business and the industry as a whole.



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