

Singer at a Glance

AN ICONIC CONSUMER DURABLES COMPANY OF BANGLADESH!

- Strong Brand Heritage
- Extensive Consumer Reach
- Wide Product Portfolio
- Talented Management Team

Corporate profile

Singer is the largest retailer of consumer durables in Bangladesh, with 446 company-owned stores and 900 dealer points located across the country. The company produces a wide range of consumer durables, such as refrigerators, panel televisions, air-conditioners, washing machines, oven and several other home appliances.

1905 → 2023

118

LEGACY OF 118 YEARS!

Commencing operations in Bangladesh in 1905, the company has evolved from a single-product entity into a multi-brand multi-region conglomerate straddling through all categories of household consumer durables under the iconic “Singer” brand. Through partnerships with over 10 international brands, Singer also offers Bangladeshi consumers the best global solutions in home appliances.

Singer is proud to be associated with Arcelik A.S., Turkey's largest home appliances company and a subsidiary of Koc Holding, Turkey's leading investment holding company. Koc Holding is the only Turkish company listed in the Global Fortune 500.



Manufacturing

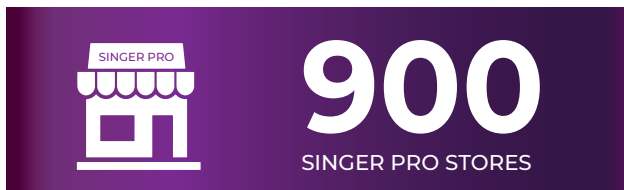
The company's two existing manufacturing plants are located in the Savar area of Dhaka.

Retail

The company's retail footprint spans an omni-channel, multi-brand network comprising “SINGER Mega” and “SINGER Plus” stores that are primarily differentiated in terms of their size. The focus is to make available a number of international brands under the same product



category under a single-roof, thus enhancing customer choice and convenience. Key brands offered include: BEKO, Grundig, Samsung, Skyworth, Preethi, Dell and many more, alongside SINGER.



Dealership

As part of the company's strategy to expand retail scale through third-party dealership, the company's SINGER Pro dealers offer consumer electronics and home appliances of SINGER and other brands and are located across the country, thus complementing the company's retail network.

Corporate (B2B) sales

The company has a thriving B2B business, including bulk corporate gifting, etc.

New manufacturing facility

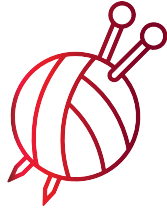
In a landmark initiative in its corporate journey, Singer is on the throes of completing its LEED Gold-certified manufacturing facility spread across 34-acres in Bangladesh Special Economic Zone.

The environmentally-advanced, state-of-the-art, multi-purpose facility will manufacture a range of fast-moving consumer appliances. The company's new facility is not only representative of the maturing cycle of Bangladesh's electronic products industry but is also the first investment in the country by Arcelik. The initiative will support the government's vision of local manufacturing and import substitution.

Committed to aid customers to live better by providing easy and convenient lifestyle solutions, Singer launched numerous initiatives to enhance the customer value proposition. For instance, the company introduced novel hire purchase schemes that facilitate the acquisition of essential appliances through easy and flexible installments. Such schemes have supported the country's large middle-class households to achieve more and live better.



STITCHING ENDURING PARTNERSHIPS



Singer is renowned for its legendary Singer sewing machines that have been used by generations of people. It has become a symbol of women empowerment. In this essence, the company's acclaimed Singer Sewing School has trained many underprivileged women across the country over the years. As a key social initiative of the company, the Academy provides free or highly subsidized sewing training to targeted women, contributing to improving their livelihood and living standards.

ABOUT ARCELİK



Founded in 1955, Turkey-headquartered Arçelik has global operations in the durable consumer goods industry with production, marketing and after-sales services. With over 40,000 employees throughout the world, the company's global operations include subsidiaries in 53 countries, and 31 production facilities in 9 countries and 14 brands - Arçelik, Beko, Grundig, Blomberg, ElektraBregenz, Arctic, Leisure, Flavel, Defy, Altus, Dawlance, Voltas Beko, SINGER* and HITACHI*.

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