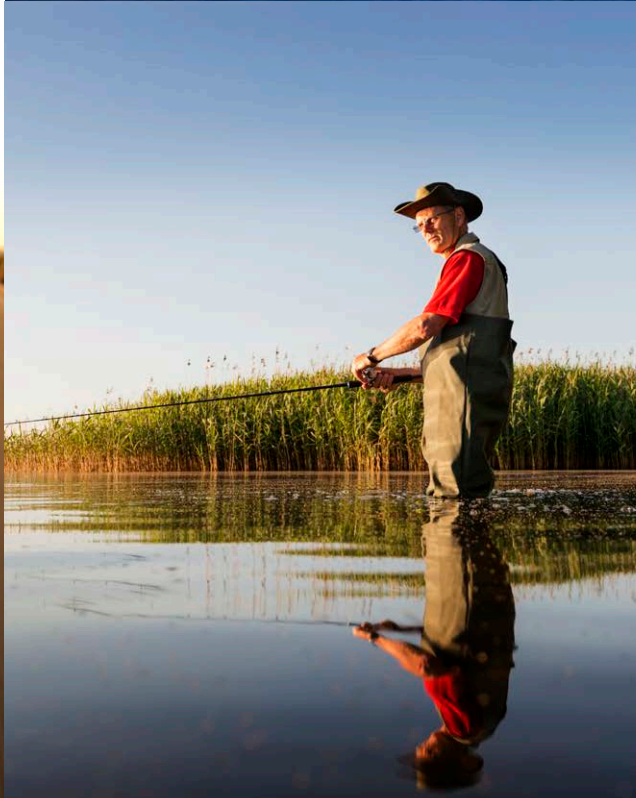




**BROMAN
Group**

**Broman
LOGISTICS**



motonet



**motonet
PRO**

A Finnish Importing Company with Own Retail Chains

Broman Group

The origin of the Group dates back to 1965 when Väinö H. Broman founded a store selling motor cars and spare parts in Joensuu. Today Broman Group is a consolidated company that specializes in the sales of car and motorcycle spare parts and equipment, tools, boating and fishing equipment as well as domestic and leisure products. The company employs almost 2 000 (full-time and part-time) professionals and is one of the leaders in its business in Finland. It serves its clients through two nationwide chains of outlets, Motonet and AD VaraosaMaailma: 80 % of customers are consumers and 20 % are professionals. The turnover of Broman Group in the fiscal year of 2019 was 390 million euros.

Family Business Awards

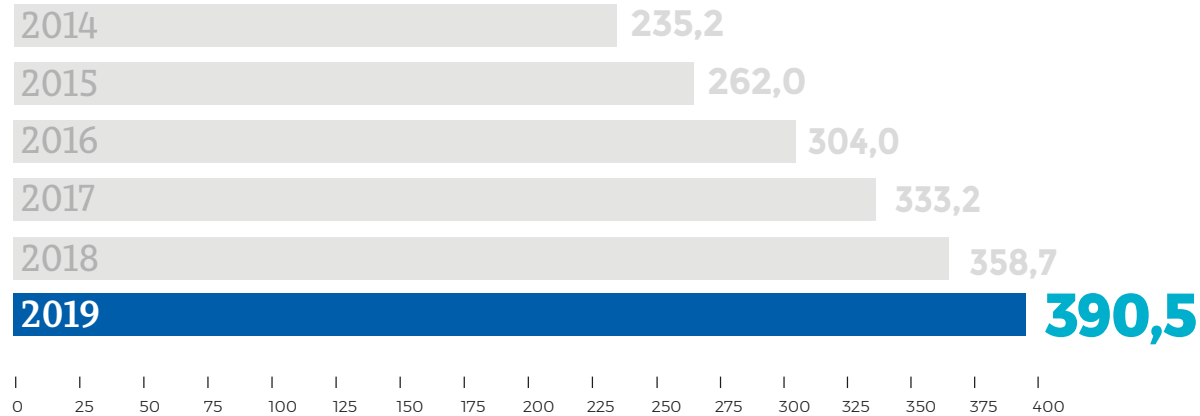
The Broman family's commitment to its business venture and success has been acclaimed with several awards like the Best Finnish Family Business award and the corresponding Best European Family Business award.

Supporting Finnish Welfare

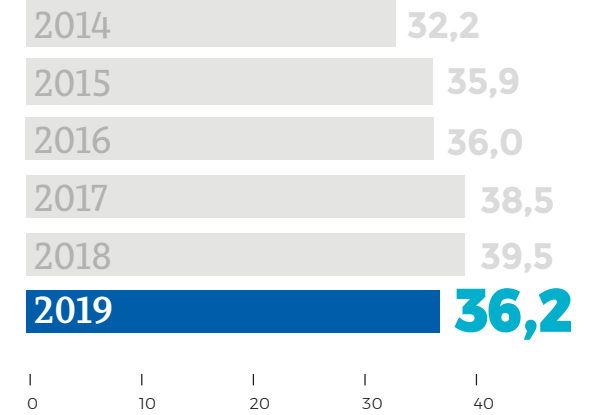
Broman Group is a patriotic company and very proud of its Finnish heritage. The Group works not only to improve its own standing, but also to improve Finnish society altogether. Broman Group annually supports Finnish welfare youth and children's programmes. Support is also given to cultural and sports programmes as well as veterans programmes and national defence.

Key Figures

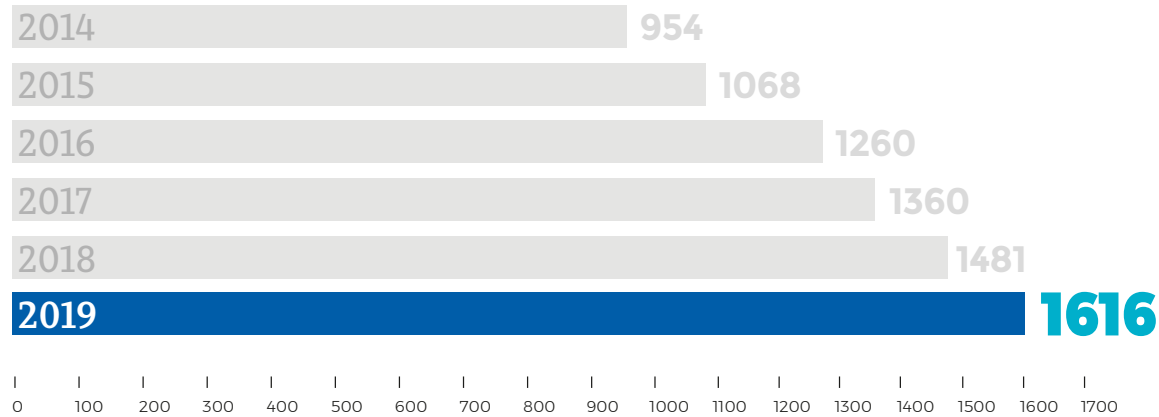
TURNOVER / M€



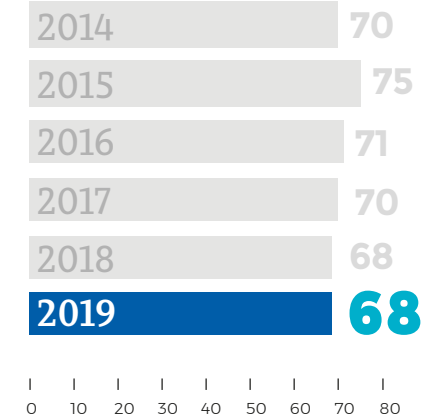
OPERATING PROFIT / M€



NUMBER OF PERSONNEL



EQUITY RATIO / %

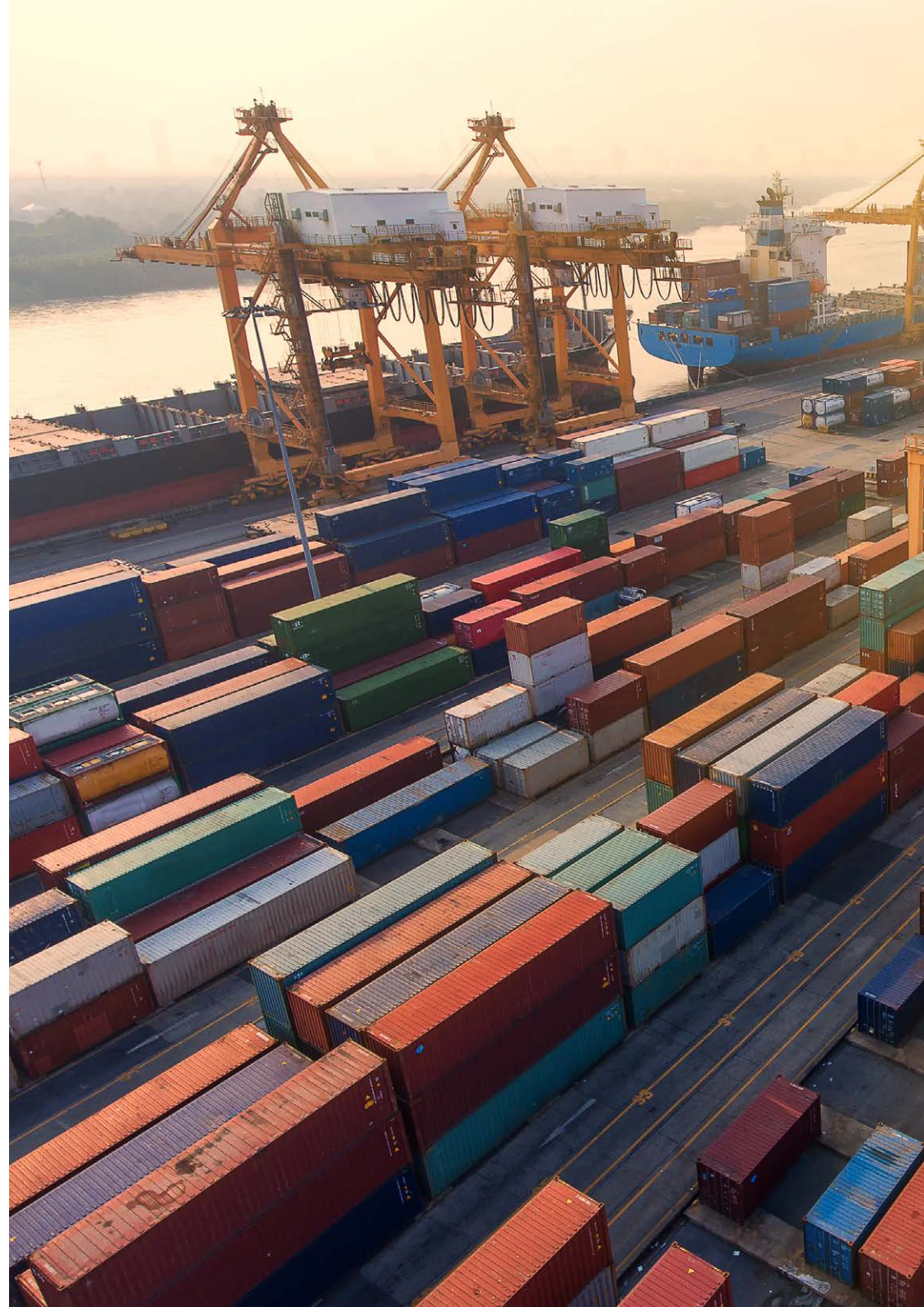


Strong Experience of Import

We are an international company that specializes in the distribution, import, trade and warehousing a wide range of products: car and motorcycle spare parts and equipment, tools, boating and fishing equipment as well as domestic and leisure products. We operate in Finland with purchasing offices in the USA and in Hong Kong.

motonet US

Broman
ASIA





Leading Brands to the Finnish Market

We deliver leading brands to the Finnish market. We believe in simple, open and direct relationships with international companies. Our subsidiaries in USA and in Hong Kong allows us to deal and buy local while also handling all shipping logistics.

Is your product or brand ready to succeed in the Nordic market? Are you interested in a straight-forward way to test the European market? Do you have European distributors but would like to gain larger market share by dealing directly? We are always seeking partnerships with strong companies.



Broman Logistics

Broman Group founded Broman Logistics in the year 2010 to function as an importer for the group. We have two logistics centres which have 63 000 sqm of storage space and capability to store over 100 000 pallets. The logistics centres are situated in Kerava and in Hyvinkää (both near Helsinki). Broman Logistics employs over 100 professionals. Both logistic centres are very efficient. Overnight shipments, approx. 60 delivery addresses, are made daily to all Motonet and AD VaraosaMaailma stores and other independent AD wholesalers. The Kerava logistic center has a lot of automation and it will be developed even more to fulfill all need to fast deliveries to our customers.

Distribution of imported goods is nowadays taken care by our two companies, Motonet and AD VaraosaMaailma.

We are launching a new concept to professional customers in 2020, Motonet Pro. This will accelerate our strong market share in Finland even more.



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OUR LOGISTICS CENTRES:

SURFACE AREA 63 000 SQ.M.

PALLET SPACE 103 000

SHELVES FOR
SMALL ITEMS 36 KM



Kerava

Brands - Over 500 Suppliers around the World

Our success would not be possible without our strong partners and our brilliant concept. We are constantly looking for strong, reliable partners and aim for a long term business that is mutually beneficial. We have more than 500 suppliers all around the world. Our own brands have been very well received by our customers.



 **brembo**

 **Shappell**

LOCTITE

 *Berkley*

 **Crosman**

 **OUTDOOR
EDGE**
KNIVES/TOOLS

 **VARTA**

 **Continental**

 **Abu Garcia**
FOR LIFE

 **GERBER**

 **PLANO**

 **NGK**

RYOBI

 **HEMPEL**

FISKARS®

 **SKF**

 **EXIDE**
BATTERIES

 **CRESCENT®**

Rapala

Homelite®

 **BOSCH**

 **IRISH SETTER**
EST. 1896 RED WING SHOES

3M

 **Nils Master**
By Finlandia-qaistin Oy

 **weber**

 **ABUS**
Security Tech Germany

 **Castrol**

TELWIN

 **AVIA**

Panasonic

Mobil

MOTUL

 **BAHCO**

Raymarine®

Scott

 **MANN
FILTER**

 **RED LINE**
SYNTHETIC OIL

DREMEL

 **100%**

 **KÄRCHER**

 **WORK SHARP**

 **AMERISTEP**

 **ALLEN®**

 **BERETTA**

FOX 

 **LODGE**

Motonet

Motonet is a steadily growing store chain that specializes in the sale of autoparts and spare parts, tools, and leisure goods. In addition to motorists and bikers, the stores offer a large range of products to boaters, fishing enthusiasts, home renovators and DIY-products. Motonet has 34 outlets in Finland and one in Estonia. The quickly expanding store network extends all the way from the capital region to Rovaniemi in Lapland.

A Dozen Specialty Shops Combined under One Roof

Motonet's success is grounded in our ability to stay true to our mission. We always aim for the best possible combination of price and quality. Our customers have come to know us for excellent but affordable products. We also have an online store that serves our customers all over Finland.





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**WE ARE LARGEST IN FINLAND IN THE
FOLLOWING SEGMENTS:**

- **CAR SPARE PARTS AND
ACCESSORIES**
- **FISHING GEAR**
- **BOAT ACCESSORIES**
- **MOTORCYCLING ACCESSORIES**
- **CYCLING ACCESSORIES**

motonet

Internationalization

We have put together something completely unique that cannot be found in any other European country. The marketplace in Finland is becoming increasingly competitive so we must locate new markets. The first Motonet outlet abroad was opened in Tallinn, Estonia in 2016. To succeed in this project, many of Motonet's staff members had to learn new skills and work hard to open the new shop. We believe that the experience we gained will help us in the future. Our staff welcomed the challenge of internationalization and has shown genuine enthusiasm towards building something new.



Customer Loyalty Program – 1 in 4 Finns is Registered Customer

Our customer loyalty program will continue to expand. In just under nine years we have gained over 1,5 million loyal customers. Over one in every four Finns is a registered customer of Motonet. This will provide us new marketing possibilities in the future.



motonet

motonet

PRO

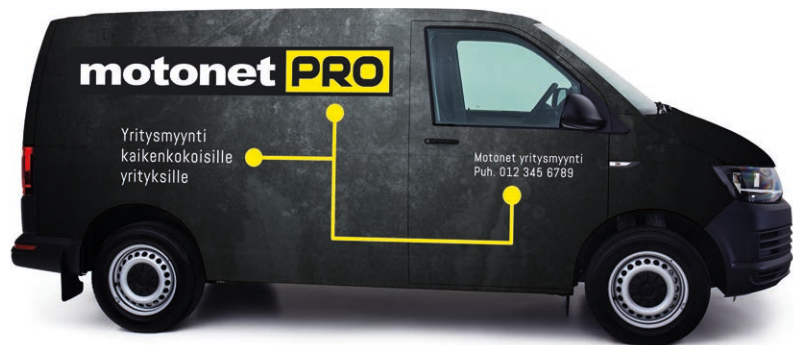
Motonet Pro - Our Core Strengths in B2B-business

Motonet will launch its new concept for professional customers in 2020. Motonet Pro will have an online store with unique features and all Motonet stores will have a dedicated team to serve professional customers.

Our biggest strengths are nationwide coverage of stores, a good selection of items stored in these locations and overnight deliveries from our own logistic centres.

Most of our potential customers are already used to shopping in Motonet as a consumer, but now they can do the same as professionals.

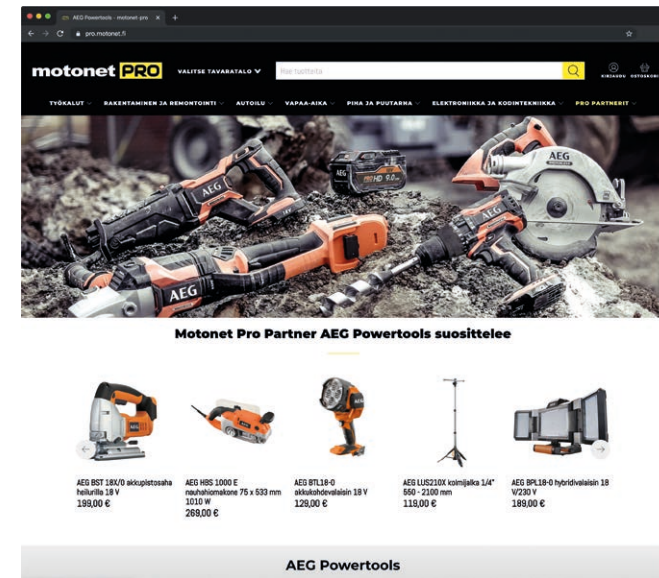
Our large selection of goods and efficient logistics will be a competitive edge while companies are considering partners for their business. We believe that our future with our suppliers looks very good.



Flexible delivery options even to jobsites



*Overnight deliveries from two
logistic centres*



Online store serves customers 24/7

Want to become a supplier for the Broman Group?
Please fill out the form:

www.bromangroup.fi/apply-to-be-a-supplier

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