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Business & Financial Overview Ukraine Market

[Delight distribution]

[Reporting period: 01.01.2024 - 30.04.2026]



Company Overview

-  Official distributor of professional beauty products in the Ukrainian market
-  Specialized in the development of international premium brands
-  Strong expertise in the professional beauty segment
-  Long-term cooperation with beauty salons and professional communities
-  The company acts as a strategic partner for brand development in the local market



Business Strategy



Long-term brand development with controlled positioning



Management of pricing policy and sales channels



Protection of the brand from uncontrolled distribution



Focus on sustainable and high-quality growth



Building stable brand presence
in the Ukrainian market



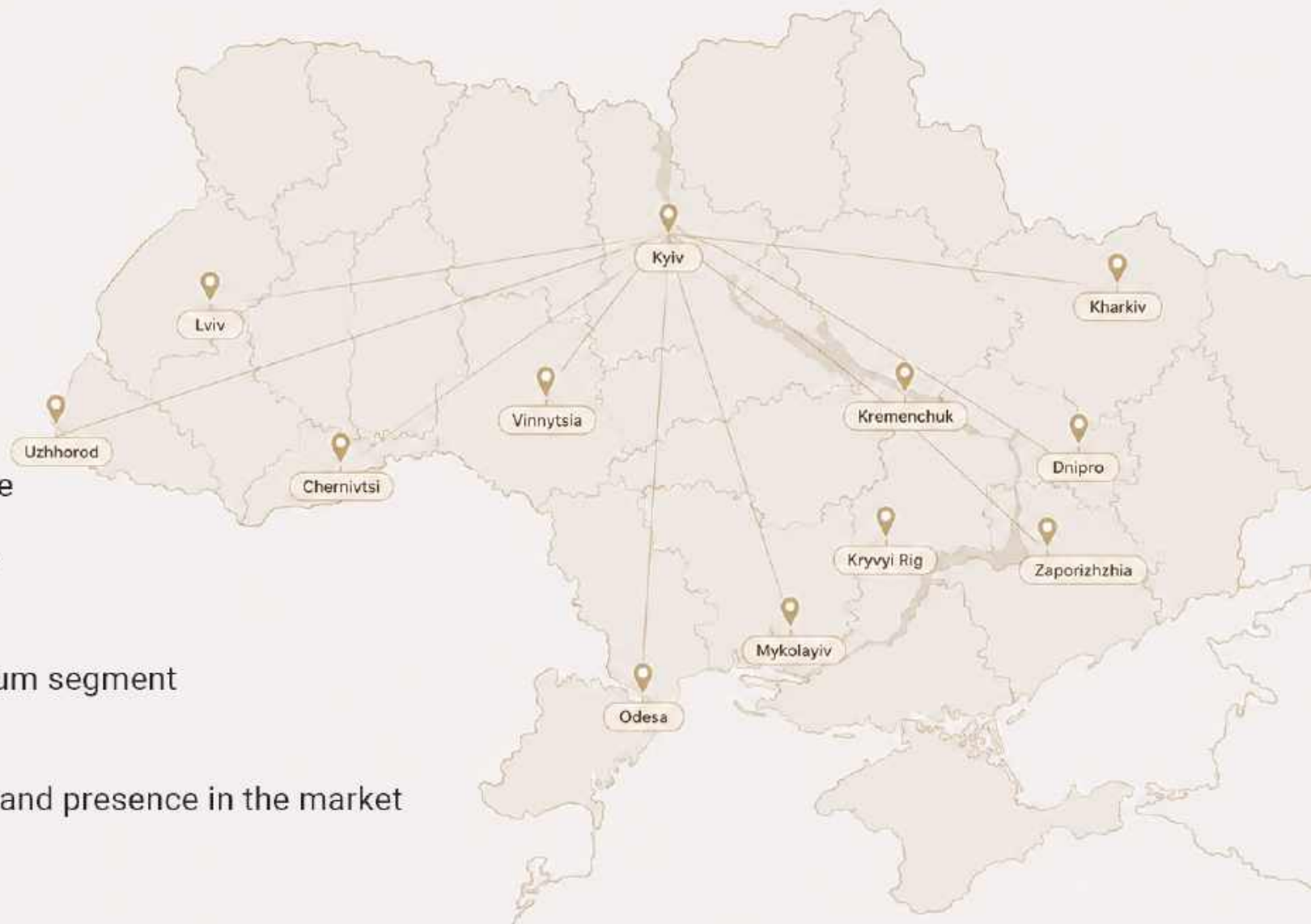
Maintaining unified standards in working
with clients and partners

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Market Presence

- Developed network of professional clients
- Regional presence in key cities across Ukraine
- Long-term relationships with the client base
- Cooperation with premium segment salons and specialists
- Gradual expansion of brand presence in the market



Brand Development



Systematic brand development
in the Ukrainian market



Controlled sales growth without loss of positioning



Building a professional brand image



Supporting brand awareness
within the professional segment



The brand is developed in accordance
with a premium strategy

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Brand Positioning



Clear positioning within the premium segment



Work with the professional community



Control of brand presentation quality in the market



Maintaining a high level of service and customer experience

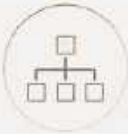


Preserving brand value in the long term

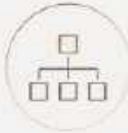
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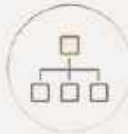
Sales Channel Management



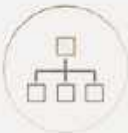
Controlled distribution across sales channels



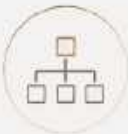
Priority focus on the professional segment



Prevention of uncontrolled sales



Maintaining unified brand presentation standards



Control of pricing discipline in the market



Operational Control



Inventory management



Control of product flow



Supply planning



Maintaining a stable service level



Coordination of operational processes
for sustainable business development

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Financial Stability



Stable operational model



Controlled financial processes



Reinvestment into brand development



Maintaining operational stability



Focus on long-term development of the company and the market



Strategic Development



Commitment to long-term brand development on an exclusive basis



Investments into systematic expansion of market presence



Maintaining a unified brand strategy in the market



Ensuring controlled and sustainable growth



Development of a long-term partnership with the manufacturer



Partnership Vision

The company views the cooperation as a long-term strategic direction based on:



sustainable
brand development



controlled
positioning



protection of the
premium brand image



mutually beneficial
expansion within
the Ukrainian market



operational
transparency



Conclusion

We view brand development as a strategic direction and see significant potential for further growth in the Ukrainian market under centralized and controlled management.

The company is focused on long-term partnership, sustainable development, and maintaining a high level of brand positioning within the local market.

Thank you for your trust partnership and continued support.

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