



SAMSON[®]
COMPANY GROUP

The greatest Russian
wholesaler and retailer
nationwide

HISTORY



1993

company's foundation



1995

first import contracts signed with European suppliers

B2B

2004

contract supply division started to serve B2B customers



1998

co-operation started with Asian manufactures, private label production launched



1997

setting up a distribution centers network in the largest Russian cities



2005

authorized dealers' chain establishment to serve dealers' corporate customers



2011

the 1st OfficeMag superstore of products for office and school goods was launched



2014

Samson LLC opened a new central warehouse with 26 000 CBM of storage volume



2024

+50 supermarkets every year



2023

OfficeMag superstore chain reached 150 stores



2016

new distribution center was opened in Yekaterinburg

FAST FACTS

We do strategic business with only
the best Russian and foreign suppliers.



335

domestic
partners

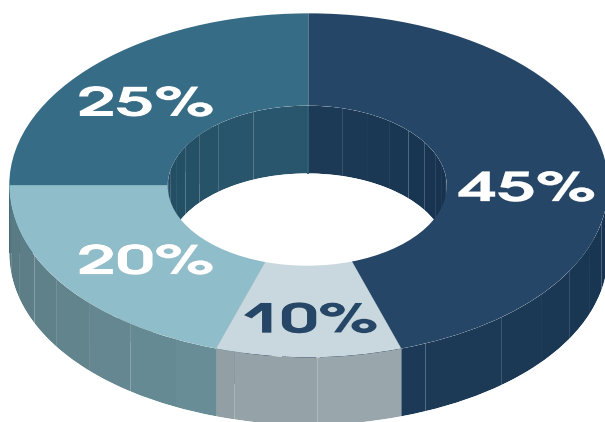
>500

foreign
partners

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FAST FACTS

**SAMSON operates
in 4 main sales channels:**



- wholesale — 45%
- ECOM — 10%
- retail — 20%
- b2b — 25%



Experience

on the Russian market since 1993



Reliability

12 Regional Distribution Centers in Russian main big cities



Scale

warehouses total area exceeds 189 500 m²



Stock

total amount of goods stock is USD 100 000 000



Professionalism

over 7 000 employees



Product range

more than 40 000 SKU



Reputation

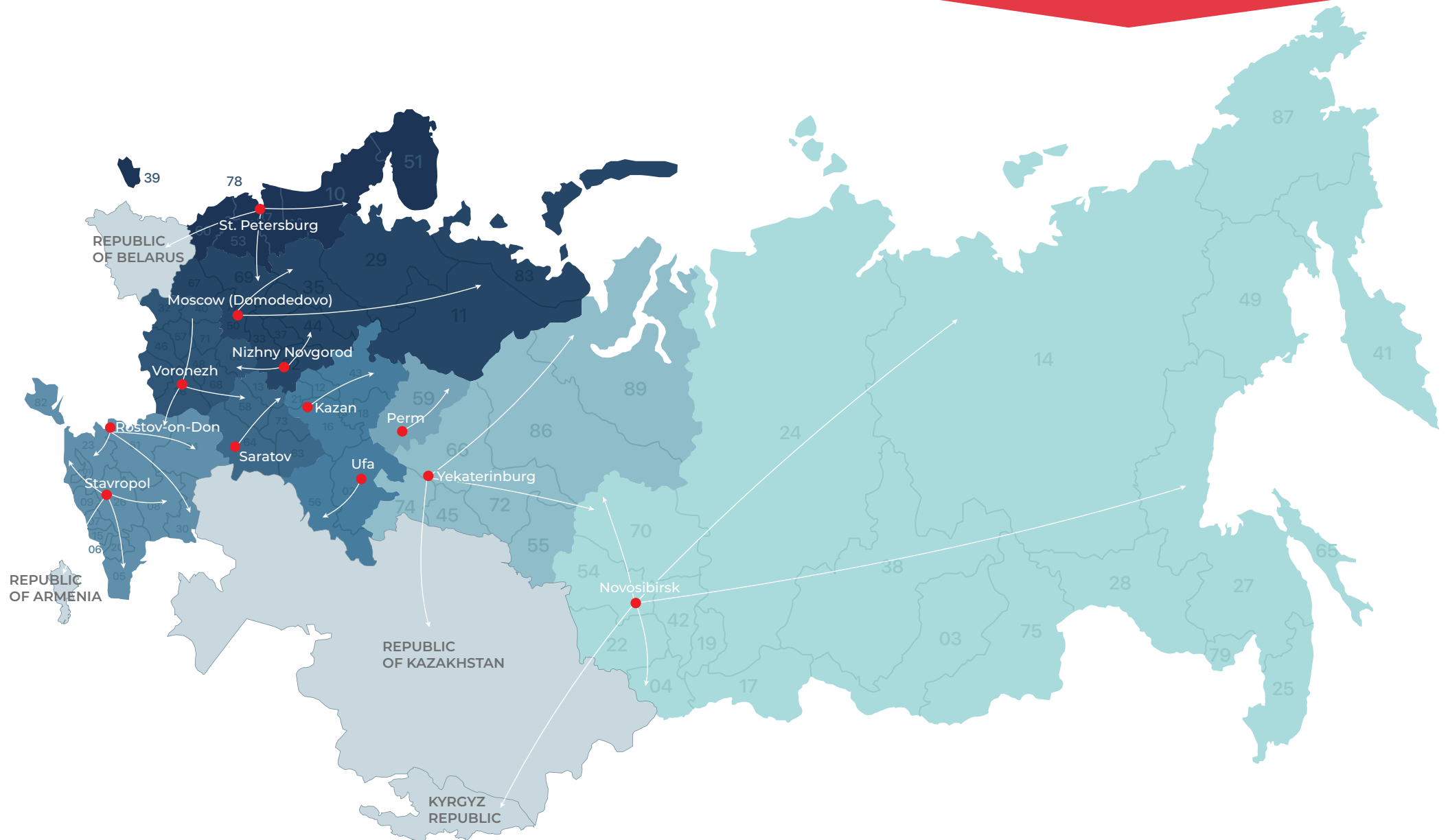
more than 350 000 B2B customers and 15 000 resellers (with approx. 15 000 points of retail sales)



Value

2023 turnover reached USD 650 000 000

12 warehouses



WHOLESALE



189 500
Warehouse area

15 000
Wholesale customers

40 000
Number of SKU

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RETAIL

>150
supermarkets

more than **90**
cities of supermarkets'
location

+50
supermarkets
every year

SAMSON[®]
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E-commerce



WILDBERRIES

OZON



M.Video

megamarket



Market

Все
инструменты

detsky mir

SAMSON[®]
C O M P A N Y G R O U P

#1 Seller on marketplaces in Russia in 2021^{*}

^{*}According to the marketing research of Data Insight analytical agency.

ОФИСМАГ®

для офиса, склада, производств

☎ 296-93-93

● Бумага ● Канцтовары ● Хозт...

● Картриджи ● Сангигиена ● Уг...

● Мебель
● Бакалея

B2B direct sales

350 000 number of corporate clients

SAMSON®
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Our
clients



SAMSON offers a wide range of products in 22 categories



 Paper and paper products

 Office stationery

 Household and facilities supplies

 Cleaning chemicals

 Packing materials

 Tools and hardware

 Artist's supplies

 Hobby and artwork supplies

 Health and beauty

 Tableware and cutlery

 Auto Detailing and Car Care

 Meeting and Presentation Supplies

 Home and office furniture and interior

 Books

 Office equipment, toners and cartridges

 Home appliances

 Electronics

 Toys and games

 Gifts and party supplies

 Food and beverages

 Sport and recreation

 Lighting

We offer more than 15 000 SKU under our private brands

 **BRAUBERG**[®]
office

 **BRAUBERG**[®]
school

 **BRAUBERG**[®]
kids

BRAUBERG **art**[®]

DASWERK[®]

SONNEN[®]

ЮНИАНДИЯ[®]
ТАЛАНТ – ВСЕГДА ОТКРЫТИЕ!

 **ОСТРОВ
СОКРОВИЩ**


**ЗОЛОТАЯ
СКАЗКА**[®]

ПИФАГОР[®]

BRABIX[®]

STAFF[®] 

Любаша

Galant[®]

 **Laima**[®]

CONTACTS

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Deputy director of product management:

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Commercial director:

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Head of e-commerce products development dept.

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Gifts and Premiums, Christmas and festival

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Mr. Alex Kvasov
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Furniture: home, office, outdoor; Home decoration

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Household items

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Sanitary and Bathroom Equipment

Mr. Dmitrii Voronkov
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Handycraft, Toys, Office paper

Mr. Alexander Tokarev
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Office Supplies

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Mrs. Jane Kostenko
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Personal Care Products; Toiletries

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Hardware; Tools; Kitchen; Housewares;

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School and kids stationery

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Sport and travel bags; Laptop bags and cases

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Diaries, calendars, notebooks

Ms. Anna Goncharova
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Cases and Bags

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School and Art paper products

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Pencil cases, aprons, shoe bags

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Writing instruments

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School Cases and Bags

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Household Electrical Appliances; Consumer Electronics, Printing and Information Products; Electronic and Electrical Products; Lighting Equipment

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Art & Craft

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