

**SAMSON**<sup>®</sup>  
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



**2025**

New distribution centers  
were launched in Rostov and  
Novosibirsk, with a total area  
of 40,000 square meters



**2024**

20-30 supermarkets  
to be opened each year

2020-2030



**2023**

150<sup>th</sup> OfficeMag  
superstore is  
opened

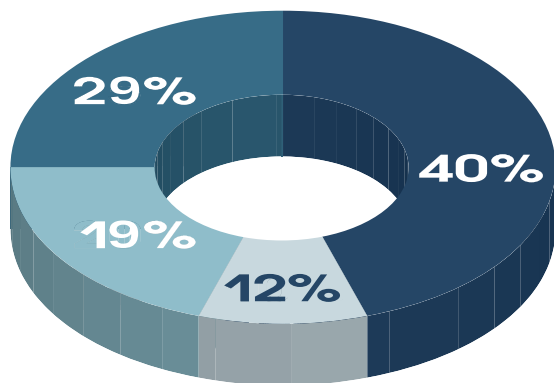


**2016**

A new distribution  
center was opened  
in Yekaterinburg

## FAST FACTS

### SAMSON operates in 4 main sales channels:



- wholesale — 40%
- ECOM — 12%
- retail — 19%
- b2b — 29%



#### Experience

On the Russian market since 1993



#### Reliability

12 Regional Distribution Centers in Russian major cities



#### Scale

The total warehouse area exceeds **220,000 sq. m.**



#### Stock

Total goods stock is worth USD **160,000,000**



#### Professionalism

Over **7,000** employees



#### Product range

More than **44,000** SKUs



#### Reputation

More than **350,000 B2B** customers  
**30,000** resellers:  
**10,000** dealers + **20,000** retailers

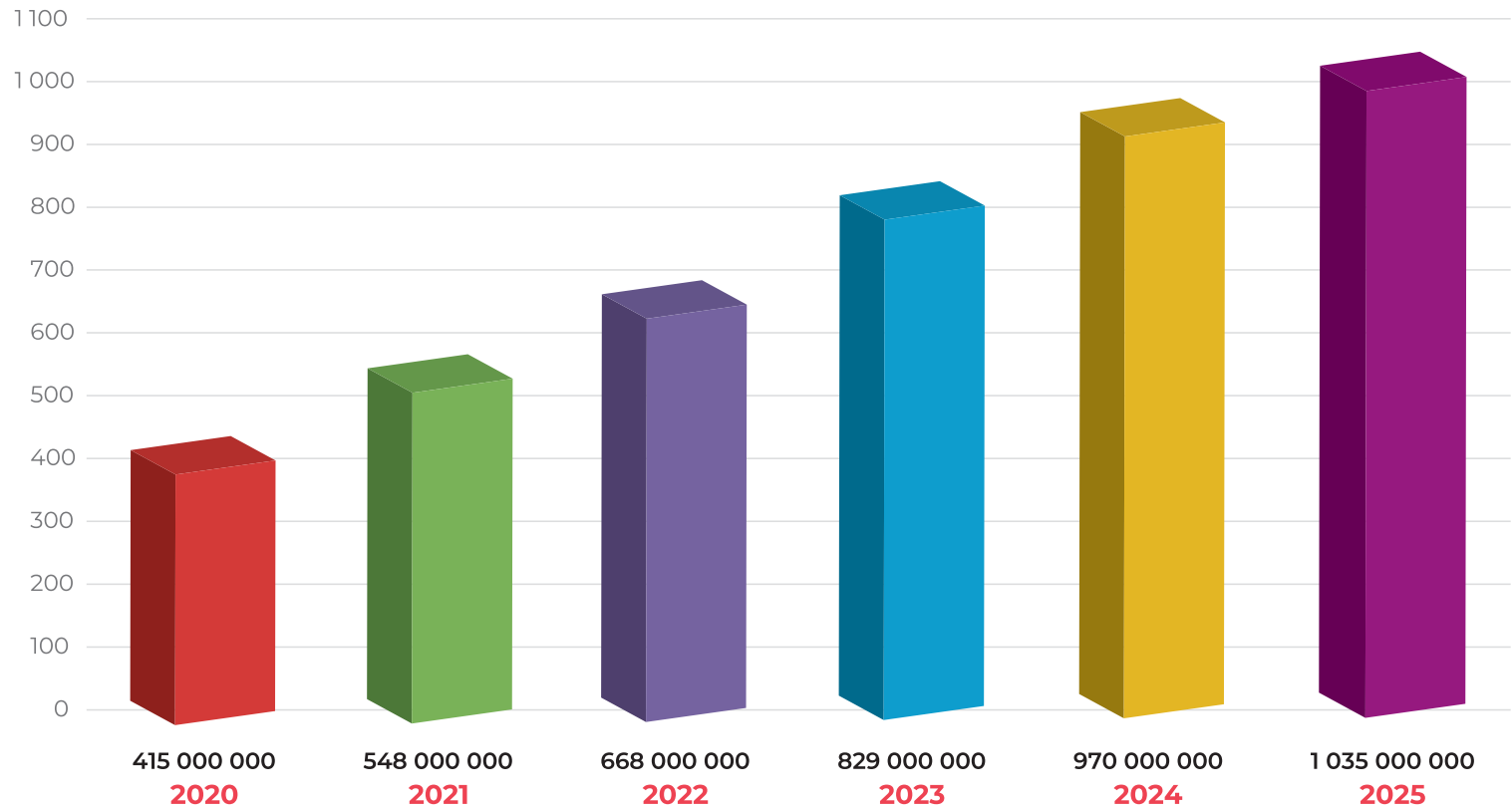


#### Value

2025 turnover reached USD **1 035 000 000**

# ANNUAL TURNOVER

## Turnover For 2025 – 1 035 000 000 USD

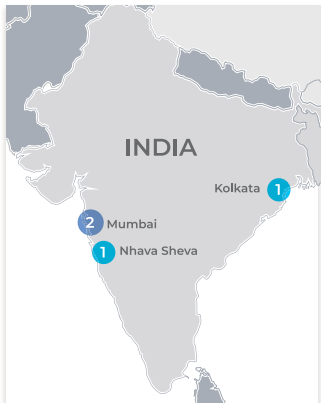


STABLE GROWTH FOR YEARS 2025 TURNOVER – 1 035 000 000

# FAST FACTS



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



>1 100

domestic partners

>600

foreign partners

# SAMSON LOGISTICS MAP









**Different Logistics routes to deliver**

**SAMSON**<sup>®</sup>  
COMPANY GROUP

# Cooperating with Samson is convenient and profitable for you!








## LOGISTICS

-  30+ years in import operations
-  Our own import and customs department for 70+ workers
-  A large number of forwarding partners
-  Precise planning and forecasting of orders to create production schedules at factories
-  Detailed specifications for every item in orders.
-  Import 2500+ 40HQ containers every year (200+ 40HQ per month)

## MARKETING AND SALES

-  Operation in different distribution channels expands the capacity of the sales market
-  Sustainable sales growth means more purchases from our partners every day, every month, every year, always!
-  We provide the professional packaging artworks and layouts
-  We invest in the production development of our suppliers
-  We involve our suppliers in marketing activities to stimulate the sales growth of their products.

## FINANCES

-  Reliable partner reputation among suppliers in China and worldwide
-  A stable financial position
-  Operating with the largest banks in Russia
-  Wide payment options - we can arrange payment in any available way:
  - directly to your account;
  - using a reliable agent confirmed by a partner bank;
  - through VTB bank in Shanghai
-  Prompt supplier payments (1-2 weeks even in difficult cases) we always solve



**THE PRIDE  
OF 2025**



### Distribution centers

Rostov - launched in summer 2025

Novosibirsk - launched in March 2026



### Warehouse Area

Area of two new units: **40,000 m<sup>2</sup>**

Total warehouse area of SAMSON Group: **~220,000 m<sup>2</sup>**



### Project Timeline

Investment project opened: 2024

Construction started: spring 2024



### Leadership & Performance

Broader range of products to sell, faster delivery

Order processing speed: **50-60,000 set lines/day**

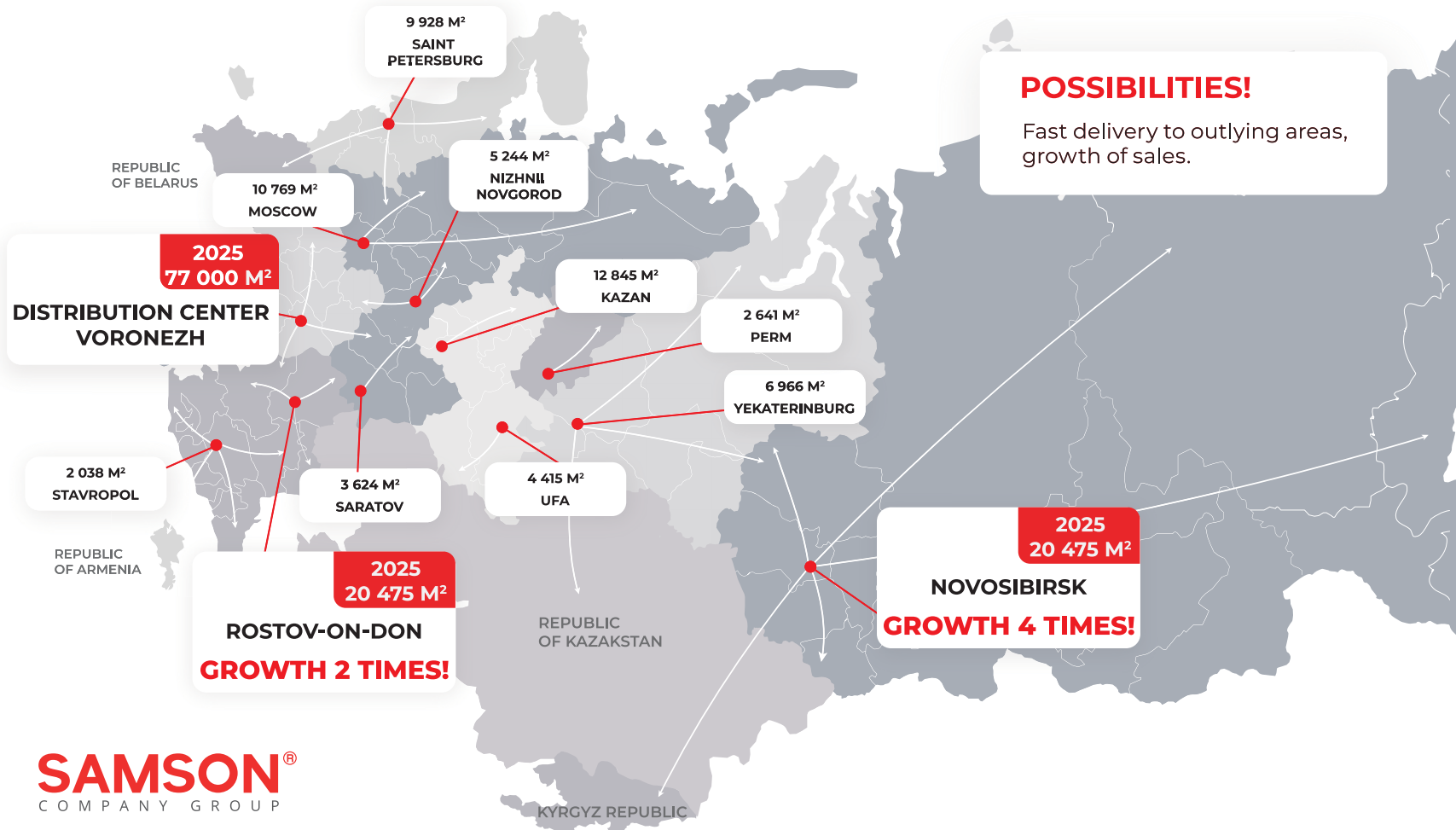
**SAMSON**<sup>®</sup>  
COMPANY GROUP

# SAMSON'S WAREHOUSES INFRASTRUCTURE DEVELOPMENT PROJECT

Total investments **USD 122 000 000:**

**2024-2026 - USD 54 000 000** (Rostov-on-Don, Novosibirsk)

**2026-2029 - USD 68 000 000** (Saint Petersburg, Moscow, Yekaterinburg)



WHOLESALE



**220 000 M<sup>2</sup>**  
warehouse area

**30 000**  
clients

**44 000**  
number of SKU



# RETAIL

**200+**  
supermarkets

**110+**  
cities of location

**20-30**  
supermarkets  
every year

**2500+**  
in-store  
employees

**100,000 M<sup>2</sup>**  
of retail space

**12,000,000**  
customers annually

**35,000**  
customers every day

**1,000,000**  
purchases monthly

E-commerce

WILDBERRIES

OZON



M.Video

megamarket

Я Market

Все инструменты

detsky mir



TOP 10 seller on marketplaces in Russia in 2025 \*

#1 Seller on marketplaces in Russia in 2021 \*

\*According to the marketing research of Data Insight analytical agency.

**SAMSON**<sup>®</sup>  
COMPANY GROUP

B2B direct sales

# ОФИСМАГ®

для офиса, склада, производства

☎ 296-93-93

● Бумага ● Канцтовары ● Хозт

● Картриджи ● Сангигиена ● Уг

● Мебель

● Бакалея

350 000 number of corporate clients






Our  
clients







**SAMSON®**  
COMPANY GROUP














# SAMSON offers a wide range of products in 44 categories













-  Cleaning and washing chemicals
-  Food and beverages
-  Beauty and cosmetics
-  Adhesive products and packing materials
-  Gloves








-  Hair accessories
-  Tableware and cutlery
-  Kitchenware
-  Home & Bathroom Products
-  Housewares, household supplies
-  Personal care and medical products





-  Gaming chairs
-  Office furniture and interior
-  Garden furniture
-  Home furniture
-  Metal furniture and safes
-  Kid's furniture

-  Artist's supplies
-  Computer bags, sport&travel bags and cases
-  Pencil cases, school folders and bags
-  School bags
-  School and teacher's supplies

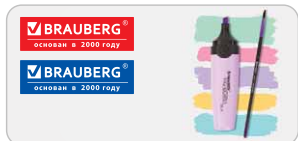
-  Christmas and HappyNewYear
-  Picture&Photo frames, albums
-  Gift wrap and gift bags
-  Party supplies, flags, candles, cards
-  Hobby and craft supplies
-  School and office paper products
-  Daily planners, business notebooks

-  Office products, meeting and presentation supplies
-  Writing instruments, erasers, sharpeners
-  Toys, games, educational games
-  Office, Photo, Technical paper and rolls

-  Auto Detailing and Car Care
-  Horticultural tools
-  Shoe care and accessories
-  Grill, picnic, adventure products
-  Sport, recreation, umbrellas
-  Power tools, pneumatic tools, mechanical tools
-  Hand tools and hardware

-  Keyboards, mice, peripherals, toners and cartridges
-  Home electrical appliances, cleaning, climat equipment
-  Lighting and batteries
-  Trade and office equipment and supplies

# We offer more than 15 000 SKU under our private brands.



**BRAUBERG** - office and school supplies



**BRAUBERG ULTRA**-paper for office equipment



**BRAUBERG ART** - art materials and tools for beginners and professionals



**BRAUBERG KIDS** - goods for children's development and entertainment



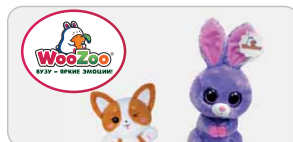
**BRAUBERG HOBBY** - handicrafts and creative products



**FUNSTER** - unusual office supplies for bright personalities



**JOLLY JOT** - bright, trendy toys



**WOOZOO** - a brand of soft toys



**BamBox** - a brand of educational toys and construction sets for children



**GERMANIUM** - modern backpacks for business people



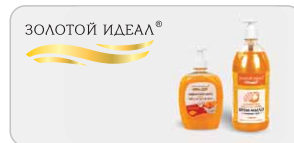
**BRASSON** - a brand of high-quality home appliances and electronics



**SONNEN** - home appliances equipment that meets most of people needs



**CROMEX** - economy-class of batteries and other small electronic devices



**ЗОЛОТОЙ ИДЕАЛ** - household chemicals of decent quality



**МЕЛОДИЯ** - cosmetics at an affordable price



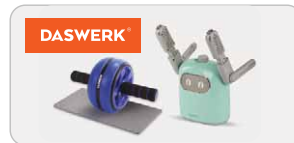
**WELDAY** - tasty products for snacking in the office



**SHAMAANI** - goods for travel, picnics, outdoor activities



**TAIGARU** - goods for tourism and recreation



**DASWERK** - unique and cutting-edge consumer goods



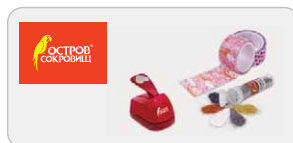
**Joylux** - products for an active lifestyle



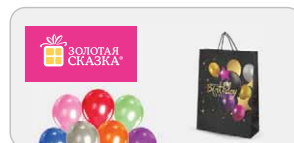
**JUNLANDIA** - goods for study, development and creativity



**ПИФАГОР** is a low-segment brand of goods for study



**ОСТРОВ СКАЗКИ** - goods for handicrafts and hobbies



**ЗОЛОТАЯ СКАЗКА** - a collection of souvenirs and gifts



**DEVELIA** - products for creativity and handicrafts



HEIKKI - youth bags and accessories



GALANT - business gift accessories



BRABIX - home and office chairs and furniture with good materials and high qualityfor



HAWASAN - premium office chairs



ATRONE - a brand of premium gaming furniture



PERKLIN - an nforgettable brand of household chemicals



LAIMA - household and sanitary goods



LAIMA DENT- products for maintaining oral hygiene



LYUBASHA - affordable goods for cleaning home and office



RABBITEX - reliable tools that are always at hand



PRIMILA - goods for bathrooms



NOSTRESS - a brand of garden furniture



SHEGRA - shoe care products and accessories



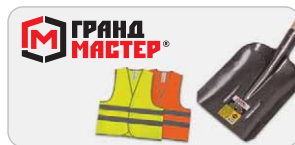
BoomHouse - a brand of home goods, kitchenware, tableware



MONTE VITA is a brand of accessories for hair, beauty and



STAFF - office supplies low-segment prices



GRANDMASTER - tools, inventory



TEX-ТОП – available tools and equipment



WBZ – fair price goods



DDR – is a brand of household appliances and electronics at an affordable price



Grilling and Picnics - everything You Need for the Perfect Barbecue



PRIMAURA - is a brand of tableware and kitchen utensils



WEGLA - is a brand of stylish kitchenware



X-ONE - is a brand of shaving accessories



GOLD MARK - high-quality coffee without extra charge for the brand

# CONTACTS

## Commercial director

Mr. Dmitry Molev  
molev@samsonpost.ru  
tel: +7 (920) 461-68-78



## Brand director

Mr. Stan Gumennikov  
market@samsonpost.ru  
tel: +7 (910) 749-99-90



## Head of import department

Mr. Pavel Smolin  
smolin@samsonpost.ru  
tel: +7 (910) 732-27-15



## Deputy director of product management

Mr. Maksim Palchikov  
palchikov@samsonpost.ru  
tel: +7 (915) 541-86-11



## Senior assortment manager

Mr. Dmitrii Chuykov  
chuykov@samsonpost.ru  
tel: +7 (930) 402-84-13



## Cleaning and washing chemicals

Ms. Ilmie Mustafa  
mustafa@samsonpost.ru  
tel: +7 (929) 006-52-48



## Gloves

Ms. Natalia Ivanova  
nsivanova2@samsonpost.ru  
tel: +7 (920) 460-85-01



## Housewares, household supplies

Mrs. Liza Izosimova  
izosimova@samsonpost.ru  
tel: +7 (930) 429-84-59



## Food and beverages

Ms. Darya Kostrykina  
dizmaylova@samsonpost.ru  
tel: +7 (911) 120-38-16



## Kitchenware

Ms. Kate Sidorenko  
esidorenko@samsonpost.ru  
tel: +7 (901) 092-73-02



## Tableware and cutlery

Ms. Kristina Gunko  
kgunko@samsonpost.ru  
tel: +7 (900) 945-80-56



## Beauty and cosmetics

Ms. Stacy Alexeeva  
aealekseeva@samsonpost.ru  
tel: +7 (951) 875-68-70



## Furniture

Mr. Ilya Ryabchunov  
ryabchunov@samsonpost.ru  
tel: +7 (950) 776-24-13



## School bags

Ms. Oksana Golotina  
plakhotnikova@samsonpost.ru  
tel: +7 (900) 947-49-32



## Artist's supplies

Mr. Aleksei Lyubavin  
lyubavin@samsonpost.ru  
tel: +7 (920) 418-78-28



## Toys, games, educational games

Mrs. Elena Yakushova  
eshevchenko@samsonpost.ru  
tel: +7 (950) 751-79-63



## Pencil cases, school folders and bags

Mrs. Liza Zotova  
eyuzotova@samsonpost.ru  
tel: +7 (905) 656-94-10



## Gift wrap and gift bags

Mrs. Lisa Karedina  
karedina@samsonpost.ru  
tel: +7 (964) 341-73-01



## Home & Bathroom Products

Mr. Dmitry Lyubavin  
dlyubavin@samsonpost.ru  
tel: +7 (920) 400-41-21



## Computer bags, sport&travel bags and cases

Mrs. Alexandra Abidueva  
abidueva@samsonpost.ru  
tel: +7 (951) 868-17-38



**Hair accessories, sport,  
recreation, umbrellas**

Mrs. Natalia Sulimina  
sulimina@samsonpost.ru  
tel: +7 (950) 776-43-74



**Keyboards, mice, peripherals,  
toners and cartridges**

Mrs. Irina Aparina  
iaparina@samsonpost.ru  
tel: +7 (960) 131-54-56



**Home electrical appliances,  
cleaning, climat equipment**

Ms. Yana Astafeva  
yaastafeva@samsonpost.ru  
tel: +7 (901) 092-58-77



**Power tools, pneumatic tools,  
mechanical tools**

Mr. Paul Astanin  
pastanin@samsonpost.ru  
tel: +7 (905) 644-91-77



**Personal care and  
medical products**

Mr. Dmitrii Voronkov  
voronkov@samsonpost.ru  
tel: +7 (900) 925-86-91



**Packing materials.  
Hardware. Tools.**

Mr. Oleg Bykov  
bykov@samsonpost.ru  
tel: +7 (910) 732-31-09



**Trade and office  
equipment and supplies**

Mr. Sergei Shilin  
sshilin@samsonpost.ru  
tel: +7 (903) 884-52-14



**Daily planners,  
business notebooks**

Ms. Marina Kodentseva  
kodentseva@samsonpost.ru  
tel: +7 (950) 774-95-90



**School and office  
paper products**

Ms. Olesia Soboleva  
osoboleva@samsonpost.ru  
tel: +7 (910) 248-70-21



**Party supplies, flags, candles, cards**

Mrs. Liliya Skorodumova  
skorodumova@samsonpost.ru  
tel: +7 (960) 132-50-24



**Hobby and craft supplies**

Mrs. Evgenia Kostenko  
lazareva@samsonpost.ru  
tel: +7 (905) 644-31-23



**Lighting and batteries**

Ms. Ana Katsay  
katsay@samsonpost.ru  
tel: +7 (951) 866-64-33



**School and teacher's supplies**

Ms. Irina Kislenko  
kislenko@samsonpost.ru  
tel: +7 (951) 851-77-41



**Picture&Photo frames, albums**

Ms. Vika Polukhina  
polukhina@samsonpost.ru  
tel: +7 (951) 546-53-98



**Christmas and Happy New Year**

Mrs. Kristina Kuznetsova  
kkuznetsova@samsonpost.ru  
tel: +7 (951) 851-02-20



**Writing instruments,  
erasers, sharpeners**

Mr. Konstantin Selikhov  
selikhov@samsonpost.ru  
tel: +7 (960) 135-28-35



**Car care accessories.  
Outdoor. Shoe care products.**

Mr. Denis Myznikov  
myznikov@samsonpost.ru  
tel: +7 (930) 416-01-62



**Office, Photo, Technical  
paper and rolls**

Mr. Arthur Grachyov  
grachyev@samsonpost.ru  
tel: +7 (927) 344-88-64



**Office products, meeting and  
presentation supplies**

Ms. Natalya Shandrina  
shandrina@samsonpost.ru  
tel: +7 (930) 408-42-15



**SAMSON**<sup>®</sup>  
C O M P A N Y   G R O U P

