

# KRINTEX

## BUSINESS HOLDING

### A BRIEF INTRODUCTION

KRINTEX is the business holding, that unites large diversity of businesses and organizations representing one of the sustainable business ecosystems for making investments in Georgia. The brand members “BrandHand”, “Panta”, “TSU Store”, “TSMU Store”, “Hiidea Georgia” represent one company BHC LLC related to advertising accessories and promotional printing industry; the rest of the members Renovare, Everwood, Relogistics, Bookkeepers, and BabiTrip are unique limited companies within its different business activities. ISIE International School of Intellect and Education with its partnership of AIESEC’s Exchange Programs is the non-profit part of business holding operating as HR source and reputation builder in the society. This document has a single page presentation for each company demonstrating the synergy between the holding members. Financial data is confidential and will be shared only up to the interest.

2011 – 2023

# ბრენდჰენდი

[www.brandhand.ge](http://www.brandhand.ge) | BHC LLC | Krintex Share: 45%

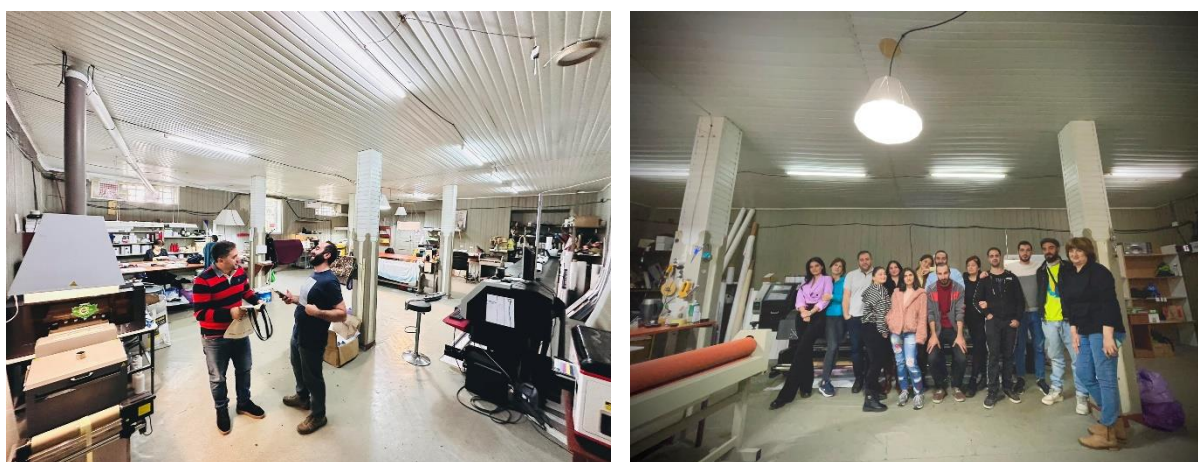
BrandHand is the advertising printing agency, that creates promotional products for companies and organizations since 2012 for Georgian market. Over 5,000 corporate, government, NGO and IO organizations have ordered promotional items at the company, where 1,200 remain annually active and growing.

The company's main focuses are:

- Promotional Accessories
- Banners and Stickers
- Stationary Advertising Items
- Textile Promotional Products
- Eco-friendly Promotional Products
- See full assortment on website.



BrandHand has a long-term low-price office rental in the center of Tbilisi (Archil Tsagareli Str. 34-36, Saburtalo) since 2019 and purchase ready property from government for factory (Abuseridze Tbeli Str. 15, Samgori.) The factory is fully equipped for marketing products manufacturing.



BrandHand has high efficiency in Search Engine Optimization leading with all top tags in Georgian language of promotional product names and services, having large audience of followers on Facebook specifically from corporate sector at [www.facebook.com/brandhand.ge](https://www.facebook.com/brandhand.ge)

BrandHand has exclusive partnerships as sustainable vendor of advertising products for large retail companies, organizations like European Union and top universities of the country.

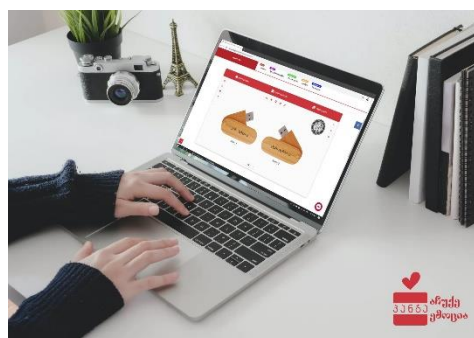


[www.panta.ge](http://www.panta.ge) | BHC LLC | Krintex Share: 45%

Panta is the online gift-shop, where clients can customize their gifts with personalized text and images in ultimately simple customizer with few clicks from product choice to purchase finalization. The idea of Panta came after a lot of physical persons approached Brandhand for personally branded products, which the company was unable to serve as retail for obvious logistical reasons. Panta took off as a successful independent company, that uses BrandHand's infrastructure, HR and resources, making it a higher profitable retail business.

The company's main focuses are:

- Personalized Gifts
- Ready-to-buy Gifts
- Painting Gifts
- Accessories and Jewelry
- Stationary Gifts
- See full assortment on website.



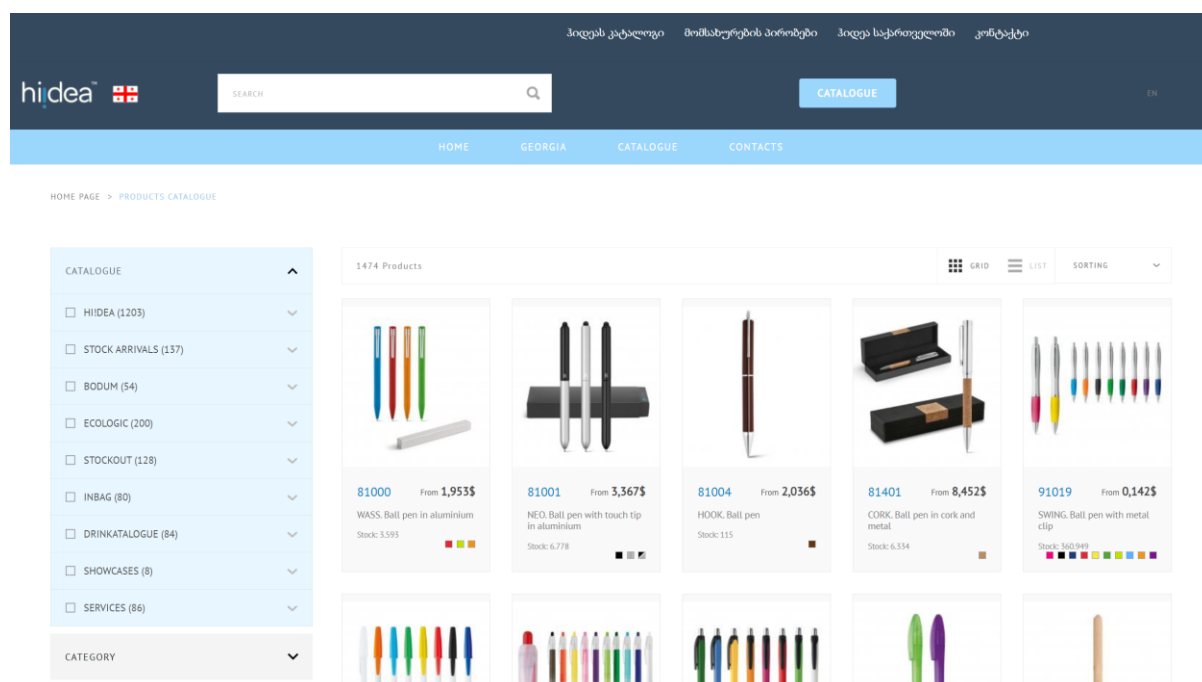
Panta doesn't really need office as products are mandatory to be delivered, which is done by a partner company. The manufacturing process takes place at BrandHand.



Panta also has a successful positioning in Search Engine Optimization with top tags like "Gift" in Georgian language to land website on first page of Google. It also has a loyal customer audience on Facebook at [www.facebook.com/www.panta.ge](https://www.facebook.com/www.panta.ge) since year 2017.

Panta also serves as client attractor for BrandHand as many retail customers appear to spread the word in their employment areas moving corporate orders to BrandHand.

Hiidea is the platform owned by Stricker company one of the largest promotional items supplier to the world since year 1975, which has entered Georgian market in 2017 and BrandHand became its leading seller among the corporate clients. The other advertising companies can directly make bulk orders of promotional goods from the website of Georgian representation for Hiidea.



Tbilisi State University and Tbilisi State Medical University both have signed the long term contracts with BrandHand to establish the university's official brand shops, which is used by students, professors, guests and alumni to get the different branded products of the university.



Opening of TSU Store | Opening of TSMU Store

BrandHand has started negotiations with other universities, large corporations on building the similar brand shops.



# RENOVARE რემონტი

[www.renovare.ge](http://www.renovare.ge) | RENOVARE LLC | Krintex Share: 100%

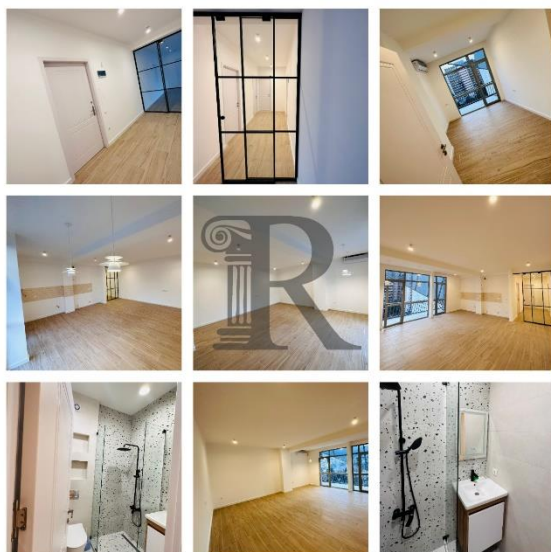
Renovare is the renovation and remodeling company, that works with real estate of any kind starting from homes, apartments, offices to industrial or large-scale development projects. The company started in year 2016 and has broad brand awareness.

The company's main focuses:

- Renovation
- Interior and Exterior Design
- Architectural and Projecting
- Construction and Building
- Cleaning and Organizing
- See the website for full explanation.



Renovare has staff members of over decade experience in mentioned fields of work, delivering top quality services for customers. Majority of clients in Renovare are foreigners who seek for remote services.



Renovare also has a successful positioning in Search Engine Optimization, with winning words like "renovation" or "renovate apartment" in Georgian language on Google. It also unites its loyal customers at its Facebook page [www.facebook.com/Renovare.ge](https://www.facebook.com/Renovare.ge)

Since year 2016 Renovare has almost no competitor on the market considering its digitalization of renovation services, English proficiency and accessibility to tools, that make all processes easier for clients in mentioned fields of work.



[www.everwood.ge](http://www.everwood.ge) | EVERWOOD LLC | Krintex Share: 51%

Everwood is the furniture manufacturing company, that serves both physical persons as retail and the corporate sector for furniture of office, medical or industrial purposes. Everwood is following the leading brands of Europe and the world to bring high standard service in Georgia.

The company's main focuses:

- Kitchen
- Bedroom
- Livingroom and wardrobes
- Bathroom and décor
- Exclusive design furniture
- Office, medical and industrial
- For catalogs please visit website.



Everwood has been created from the high demand of furniture from Renovare renovated projects, which later became the independent company, but still serves Renovare for full package renovation offers.



These brands are not officially presented in Georgia, letting Everwood to bring their catalog inspirations to the market.

Everwood's factory is located in Rustavi and Tbilisi, whereas property of Tbilisi is undergoing purchase process from the government.





[www.isie.ge](http://www.isie.ge) | [www.exchangeprogram.ge](http://www.exchangeprogram.ge) | ISIE LLC | Krintex Share: 100%

ISIE International School of Intellect and Education is the non-formal educational organization founded in 2011, that unites all top schools and universities in its membership – helping young people to connect their education with the reality – that enables them to explore, develop and realize their potential through diversity of projects, programs, conferences and events.

The company's main focuses:

- Exchange Programs Abroad
- Essay and Other Competitions
- Conferences and Events
- Nation-wide Educational Projects
- For mission and vision visit website.



ISIE is the partner organization of AIESEC, the world's largest youth international organization since 1948 and unites over 106 countries. ISIE and AIESEC organize the exchange programs for Georgian students since year 2012 and has over 1,500 alumni for 35 countries of participation around the globe.



Both ISIE and its partnership has large youth audiences in Facebook at [www.facebook.com/MyISIE](https://www.facebook.com/MyISIE) and at [www.facebook.com/StudentExchangeProgram](https://www.facebook.com/StudentExchangeProgram) - also being #1 result on term "exchange program" in Georgian language on Google.

The purpose of these organizations and projects is not for profit in terms of holding membership, but helps all its current and future business members to better position themselves on the market, recruit young talents and help brands awareness in overall.



# THE START-UP PROJECTS

[www.bkp.ge](http://www.bkp.ge) | [www.relogistics.ge](http://www.relogistics.ge) | [www.babitrip.com](http://www.babitrip.com) | LLCs | Krintex Share: 10% Each

KRINTEX Business Holding always supported start-ups in different ways. Bookkeepers, Relogistics and BabiTrip are the new startups that KRINTEX has committed its resources to help incubate in efficient business environment, offering its experience sharing, case learning, physical and digital resources in return of 10% share of each enterprise.



Bookkeepers is the tax accounting company, that holds the team of multiple year experience of working at Revenue Services in Georgia, that currently covers dozens of audit projects with over 20 companies. The company is expanding fast and sustainably.



Relogistics is the material logistics supplier company for renovation and construction corporations. It has been rooted from Renovare's demand on quality materials timely delivery during the projects and is now expanding its portfolio to other renovation companies.



BabiTrip is the incoming tour agency, that organizes beautiful tours all around in Georgia with seasonal offers, organized services of hospitality, wine routes, tea routes, mountain, sea and other activities involved. BabiTrip offers the best of Georgia's activities, food and picturesque tours.

## MORE INFO

For more information about KRINTEX, please visit the website:

[www.krintex.com](http://www.krintex.com)

## CONFIDENTIAL INFORMATION

If you are an interested investor, the confidential information such as finances and other info can be provided up to the request of interest. Please, contact [g.dolidze@isie.ge](mailto:g.dolidze@isie.ge) or WhatsApp +995599881106.