



HH Tepe Home®

DEALERSHIP
PRESENTATION

2022

A Group Company of Bilkent Holding

Founded by Prof. Dr.İhsan Dođramacı and having expanded the scope of its activities significantly over the past 50 years, Bilkent Holding is now a major player in construction and construction materials industries, furniture production and retail, the printing house industry, defence and security, fitness, insurance, tourism, energy, real estate, service industries. It has also been actively involved in airport and maritime transport operations through its subsidiaries. The expertise Bilkent Holding acquired domestically through its numerous industries, spread overseas to Africa, Europe, Middle East, Russia, Turkic Republics and USA.

The reputable image created by the Bilkent brand, its leading position in its sectors, and its sound financial structure combined with the utmost respect to legal and ethical values will propel Bilkent Holding's nearly 50 years experience into the future.

Bilkent Holding's Structure

As a social responsibility project in its own respect, Bilkent Holding stands apart from others in the sector; all funds earned by the Holding and its companies are passed on to Bilkent University to enable more students to receive scholarships for a contemporary education.



Bilkent Holding Fields of Activity

Contracting and Projects Group

Tepe Construction
Tepe Prefabrik
Meteksan Defence
Bilbak

Industry and Trade Group

Tepe Home Furniture and Decoration
Tepe Betopan
Meteksan Printing
Bilkent Energy Production

Corporate Service Group

Tepe Service & Facility Management
Tepe Defence
BCC Catering
Tepe Health and Safety
Tepe Service Card
Adonis

Individual Service Group

Sports International
Bilkent Insurance and Reinsurance Brokerage
Bilkent Hotel & Conference Center

Real Estate Management Group

Bilkent CYBERPARK
Tepe Real Estate Investment

Subsidiaries

IDO İstanbul Sea Buses
TAV Airports
TAV Investment
Travelex Turkey
Felisya Biomedical

Tepe Home at a quick glance

Developing fashionable homes with 5 decades of excellence in production with over 400 qualified employees and staff, Tepe Home is the first and biggest chain store in Turkey with its eco-friendly production facilities on more than 60.000 m² plant area.

Now, with its almost half a century of production know-how, Tepe Home operates more than 5000 SKUs manufactured by furthering 100% TQM methodology in 17 stores countrywide. More than 20.000 customers per year benefit our delivery and assembly services.

In addition retailing home furniture, Tepe Home possesses know-how expertise concerning projects at home and abroad for hotels, tourism facilities, educational buildings, business centers, conference halls, airports, and banks.

The mission of Tepe Home

To present aesthetic, comfortable, and functional furniture and accessories of good quality accompanying and enriching their happy moments of our customers .

The vision set forth by Tepe Home

To go forward and grow by focusing to act on improvement of our products and services we present our customers.



Tepe Home Journey

- 1968. Company founded as Tepe Agaç Metal to produce the furniture of "Hacettepe Children's Hospital"
- 1984. All of the furniture products of Bilkent University has been produced
- 1993. Production company of turnkey projects founded as Tepe Mobilya
- 1993. Tepe opens its first retail store in Ankara
- 1997. Retail sales company founded as Tepe Home
- 1998. Tepe opens its biggest retail store in Ankara with more than 40.000 SKUs
- 2011. Merged with the production company under the name of Tepe Home
- 2012. Tepe Home web site started e-commerce
- 2018. Started to give free design service in the stores by interior architects
- 2018. 2 new stores has opened
- 2019. Started to use a new designed logo
- 2019. 2 new stores has opened
- 2019. Included in "Most Reputable Companies in Furniture" ranking by Turkey Reputation Academy
- 2020. 5 new stores has opened
- 2020. E-commerce achieved 5.000 SKU's
- 2021. 2 new stores has opened
- 2021. E-commerce department stores has opened in three cities

Facts & Figures

Headquarters: **Ankara, Turkiye**

Founded: **1969** within the body of **BILKENT HOLDING**

The **first** chain store for furniture retailing in Turkey

25 Years of Retail Know-How

A unique furniture company belongs to a holding, whose earnings are passed on to non-profit University “Bilkent”

52 Years of Production & Industry Experience

Plant Area: **60.000 sqm**

Employed Staff in facilities & stores: **+400**

+5.000 SKUs manufactured

100% of TQM & Eco-Friendly Production

Production Line

Timber processing & Logging Production
Solid wood production
Panel wood production
Gloss and Lacquer
Metal casting and processing
Upholstered furniture production

First implemented panel production line in Turkey
High-Tech and state of art CNC machines
With Holzma Scaling ve WeekeCNC empowerment
Laser cut processing upholstery production
High Capex investment in CEFLA Group branded
gloss machinery



Commitment to DESIGN

Average of 70% of our sales were from new products over the past 2 years

Introduced over 20 new collections and extensions from 2018 to 2022.

Industry-leading investment in design, research and development.





Our PORTFOLIO

An Extensive Collection

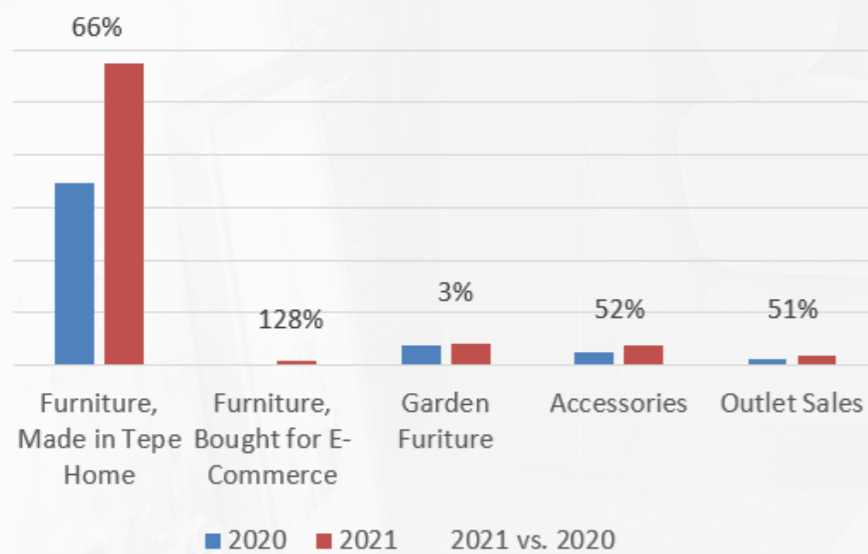
Creating exclusive country and contemporary designs for living rooms, dining rooms and bedrooms, youth and babies for sophisticated living spaces through professional decoration guidance, captivating collections and exceptional concepts.

Additional SKUs in trade include indoor, outdoor, entryway furniture with home decor items that help customers to complete their homes.

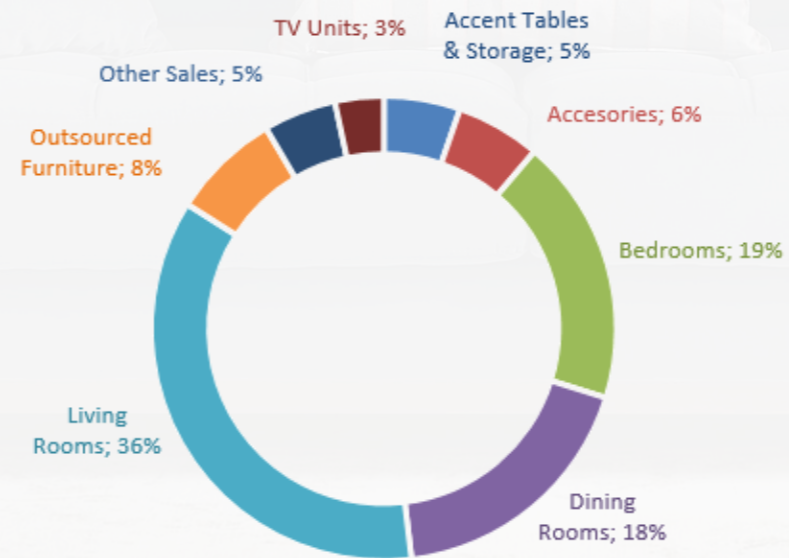


Who we are TODAY

Increase in Sales (Stores & E-Commerce)



Distribution By Product Groups, 2021



Multi-Channel reach direct to CUSTOMER



Point of SALES

7 Cities

20 Point Of Sales

16 Self-Operated Retail Stores

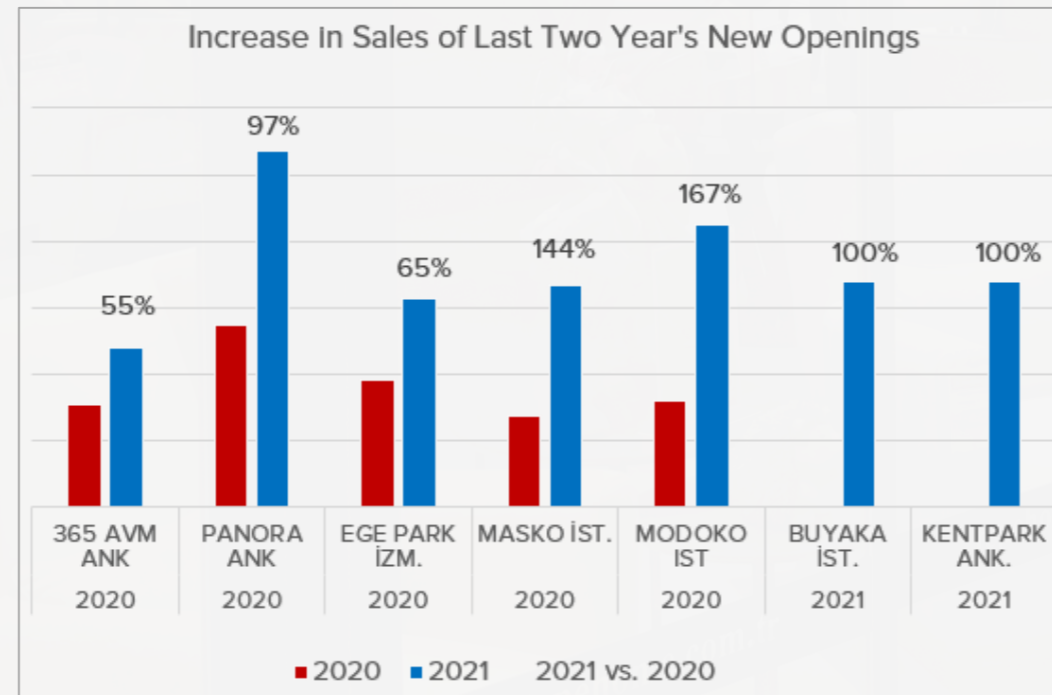
4 Franchisee

+600.000 Customer Traffic in 2021

+20.000 Customers benefit from delivery services per year

Focused on self-operated STORES

After the first shock of pandemic, the growing need for settling down has led to an upsurge in the demand for home furniture. As Tepe Home we have turned the *pandemic* marketing conditions into an advantage during 2020 and 2021 both at home and abroad and substantially increased our sales.



How did we get over with COVID'S Impact

 Tepe Home®

BY MAKING LONG
TERM DEALS WITH
RELIABLE SUPPLIERS
TO OVERCOME THE
NEGATIVE IMPACT ON
SUPPLY CHAIN

BY QUICK ADAPTATION TO
“STAY AT HOME, WORK FROM
HOME, SHOP FROM HOME”
PARADIGM AND THE SURGE IN
DEMAND OF ONLINE
MARKETPLACE

BY STRENGTHEN OUR
PRODUCTION AND
LOGISTICS DEPARTMENTS
AND STAFF TO CREATE
SPEED FROM
ORDER TO DELIVERY FOR
FUTURE LOCK-DOWN

BY INCREASING BOTH
OUR OWN PRODUCED
PRACTICAL AND
OUTSOURCED
FURNITURE
COLLECTIONS

BY HAVING A LENIENT RETURN POLICY TO
GIVE OUR CUSTOMERS PEACE OF
MIND DURING THESE DIFFICULT TIMES. SO
THAT IMPROVES THE OVERALL
IMPRESSION OF OUR BRAND MUCH MORE

Our Plans & SALES STRATEGIES



Maintaining our growth process in our traditional retail channel

Reinforcing our online presence and focusing on DTC

Opening new stores

Focusing on demographic trends, specially on Gen X and Millennials

Focusing on B2B E-commerce

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Beytepe Koyu Yolu No:5
06800, Bilkent Ankara/TURKIYE
www.tepehome.com.tr • export@tepehome.com.tr

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