### PROJECT REFERENCES











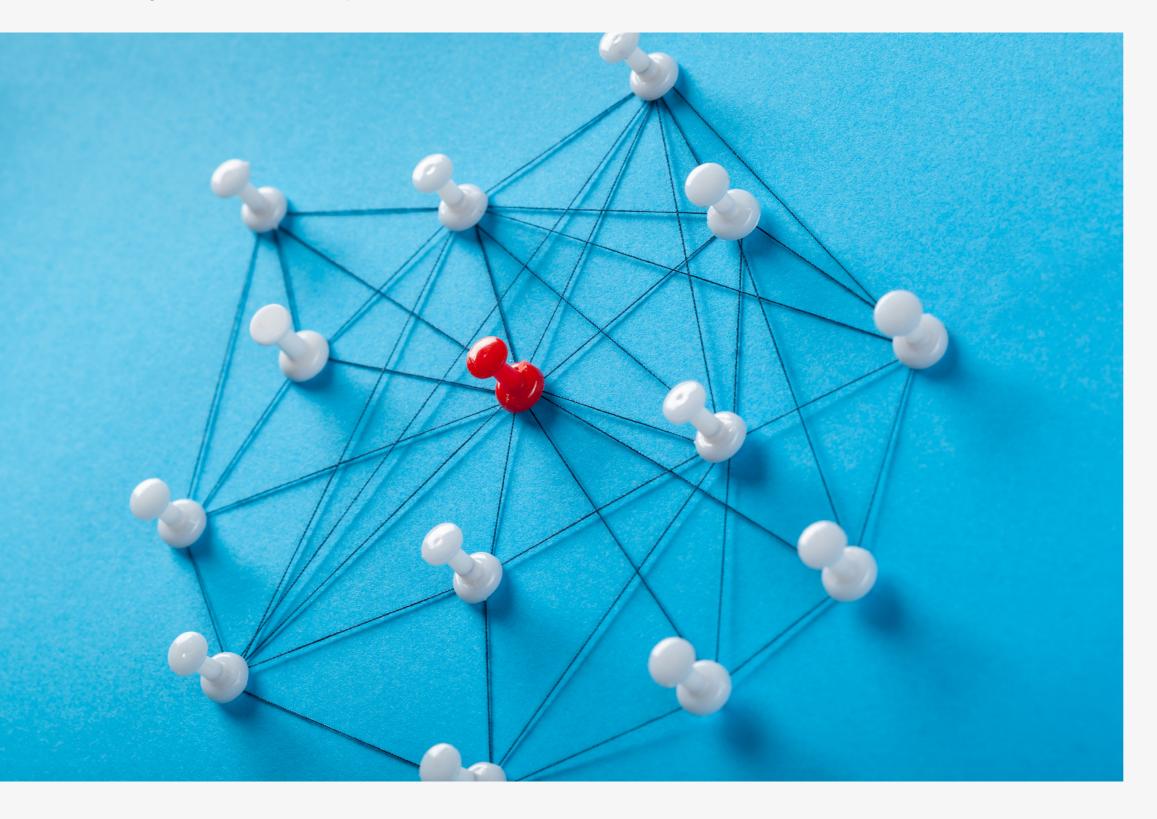






#### **ABOUT** DOĞANLAR FURNITURE GROUP

Since 2017, Doğanlar Furniture Group has been on the Brand Turkey 100, an annual list by Brand Finance that recognizes the most valuable Turkish brands, and has seen a consistent rise through the ranks of ISO 500 companies.



#### "We produce for the world under one roof"

The Doğanlar Furniture Group's roots trace back to Kelebek Furniture, a company launched with the support of Atatürk in Halic in 1935, initially set up to manufacture plywood for the wings of the nation's first domestic aircraft. Then, in 1972, Hacı Ali Doğan established Doğan Furniture, now known as Doğtaş, in a modest workshop located in Biga, Çanakkale. The Group further strengthened its position on September 6, 2012, when Doğtaş Doğanlar Mobilya İmalat Enerji Üretim Sanayi ve Ticaret A.Ş. acquired 67 percent of Kelebek Mobilya Sanayi ve Ticaret A.Ş. In 2013, Doğtaş Doğanlar Mobilya İmalat Enerji Üretim Sanayi A.Ş. and Kelebek Mobilya Sanayi ve Ticaret A.Ş. were merged through acquisition to become Doğtaş Kelebek Mobilya Sanayi ve Ticaret A.Ş. By 2021, the company's title was changed to "Doğanlar Mobilya Grubu İmalat Sanayi ve Ticaret A.Ş.," reflecting the distinct paths of the brands within the Group and anticipating future inclusions. The Group established Doğtaş Senegal and Doğtaş Cyprus in 2021, Doğtaş America in 2022, and Kelebek UK in 2022, to fortify its overseas activities and structure its global market operations. In 2023, the expansion continued with the acquisition and integration of D'Afric Senegal . Doğanlar Furniture Group, a leading company in Türkiye in furniture production and sales, is registered with the Capital Markets Board, and its shares are traded on Borsa Istanbul A.S. under the code DGNMO. As of December 31, 2023, the Company's free float rate is 50.08 percent. Today, the Doğanlar Furniture Group is broadening its retail and sales network, characterized by an elegantly devised store concept, delivering modern furniture at accessible prices to its clientele. With a growing online and e-commerce presence through brand websites, marketplaces, and the Ruum Store brand, the Group is constantly increasing its value, propelled by new and ongoing investments. The company prides itself on offering collections that are both high-quality and functional, backed by advanced production facilities and an outsourcing network meticulously overseen at every production phase. Doğanlar Furniture Group continues its successful journey with Doğtaş, Kelebek, Lova Sleep, Kelebek

**BRANDS** 

45 **EXPORT DESTINATIONS**  730

2,741

#### **OUR VISION**

#### MISSION, VALUES, AND OBJECTIVES

#### **OUR VISION**

To become a leading "global brand" in the furniture industry.

#### **OUR MISSION**

To contribute to a more livable world through social and environmental initiatives, while creating lifestyles in the furniture industry characterized by innovation and a focus on people.

#### **OUR VALUES**

#### **Our Brand**

In everything we do, we act with a keen awareness of our most valuable asset — our brands.

#### Transparency

To consistently prioritize openness in our management and business ethics. To embed a culture of self-criticism within our company.

#### Warmth

To prioritize family closeness and friendliness in our internal and external relations, and to process and ensure the family concept is felt in our organization.

To see our employees, solution partners and dealers as members of our family.

#### Socially and Environmentally Responsible Company Culture

To prioritize family closeness and friendliness in our internal and external relations, and to process and ensure the family concept is felt in our organization.

To see our employees, solution partners and dealers as members of our family.

#### Reliability

It is essential for us to offer the most reliable product in terms of price and performance quality, and the most reliable service before and after sales. Reliability is built with a corporate culture that provides a fair working environment for our employees, a transparent management system for shareholders, and respect for environmental laws for society.

#### **OUR OBJECTIVES**

As Doğanlar Furniture Group, we strive to create projects that will bolster our country's economy and increase employment opportunities. Together with the brands under our roof, we pledge to be an organization that delivers tangible benefits to society. We recently signed the UN Global Compact, committing to align our strategy and operations with the 10 principles in human rights, labor standards, the environment, and anticorruption, and to report publicly on our efforts every year.

Our motto is to feed the income received from each investment into another investment. Our goal is to achieve global recognition with our brands and to enrich the world's perspective. We aim to extend the quality and lifespan of our products thanks to the hybrid technology we have introduced in our Doğtaş and Kelebek brands. We apply this approach to our raw material selection as well as production processes.

We also have undertaken important work on CRM. Our aim is to feed brands from top to bottom with the CRM framework to be created.

#### Strategy and Areas of Growth

- Achieving sustainable, profitable growth with new brands, new product ranges, and new markets.
- Increasing customer satisfaction.
- Investing in technology and human resources

Advancing our environmentally sustainable production and resource

utilization.



#### **MILESTONES**

1970s 1980s 1990s 2000s **2014** Kelebek joined the Turquality Support Program. 2010s

**1935** Kelebek was founded as a panel manufacturer.

**1972** Doğtaş commenced furniture production.

**1978** Kelebek commenced furniture production.

**1981** Kelebek joined the Enka Group.

**1987** Doğtaş Mobilya A.Ş. was founded.

1990 Kelebek went public on Borsa Istanbul.

1991 Kelebek's first overseas store was opened in Germany.

1994 Doğtaş made its first export to Albania.

**1996** Doğtaş started its retail operations.

2005 Doğtaş invested in flooring and bedding groups.

2006 Two industrialist families acquired the majority shares of Kelebek.

2008 Doğtaş joined the Turquality Support Program.

2009 Doğtaş's "Exclusive" concept stores were launched.

**2012** Kelebek was acquired by Doğtaş and International Furniture B.V. partnership.

2013 Doğtaş and Kelebek merged in October 2013 through a reverse merger.

The new title of the company became "Doğtaş Kelebek Mobilya Sanayi ve Ticaret A.Ş."

2017 The Maltepe design center was founded.

International Furniture B.V. sold its shares on the stock exchange and left.

Management responsibilities were handed over to Doğanlar Holding and

Doğan Family members.

Lova Sleep commenced its operations.

**2019** Ruumstore, Doğtaş's online sales brand, became operational.

2020s

**2021** Our Group's title became "Doğanlar Furniture Group."

Companies were established in Northern Cyprus, Senegal, and the USA.

Doğtaş began a collaboration with Amazon.

2022 Kelebek Furniture was established in the UK.

Doğanlar Furniture Group was ranked among the top 100 Women-Friendly companies.

Joined the BIST Participation All and BIST Participation 100 indices.

**TODAY** 

2023 D'Afric Senegal Furniture S.A was acquired.

Achieved 730 points of sale.

Digital Transformation Projects were initiated to digitize and transform infrastructure works.

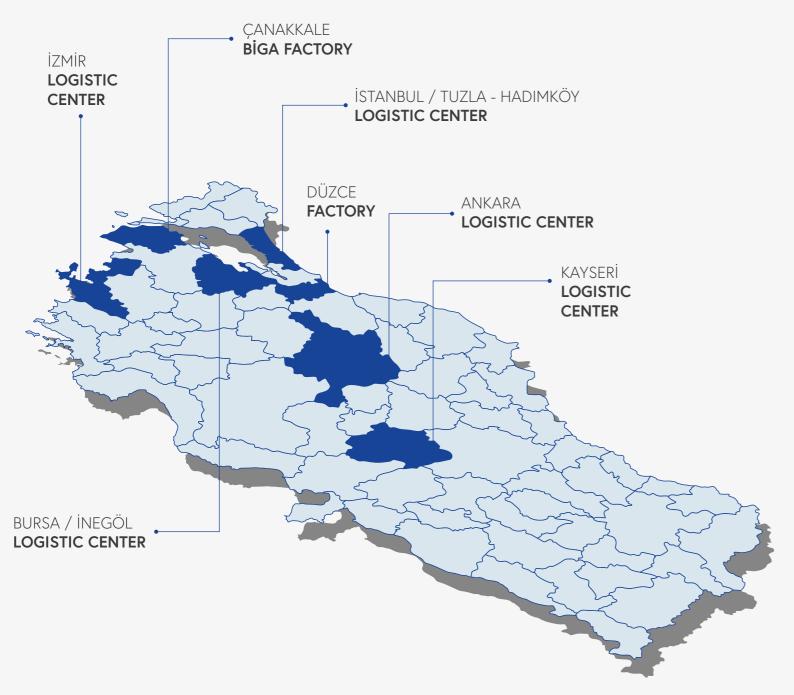
Our first production facility abroad was inaugurated in Senegal.

BİGA Home brand commenced its operations.

Carbon Footprint Reporting studies began.



# PRODUCTION & SERVICE NETWORK IN TÜRKİYE



#### **LOGISTICS CENTERS**



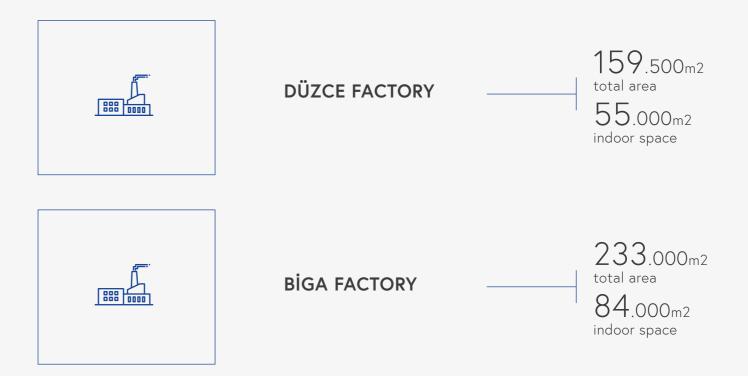






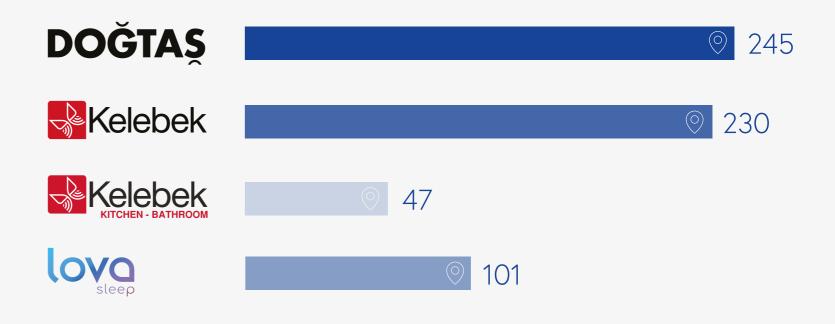








#### **DOMESTIC POINTS OF SALE**

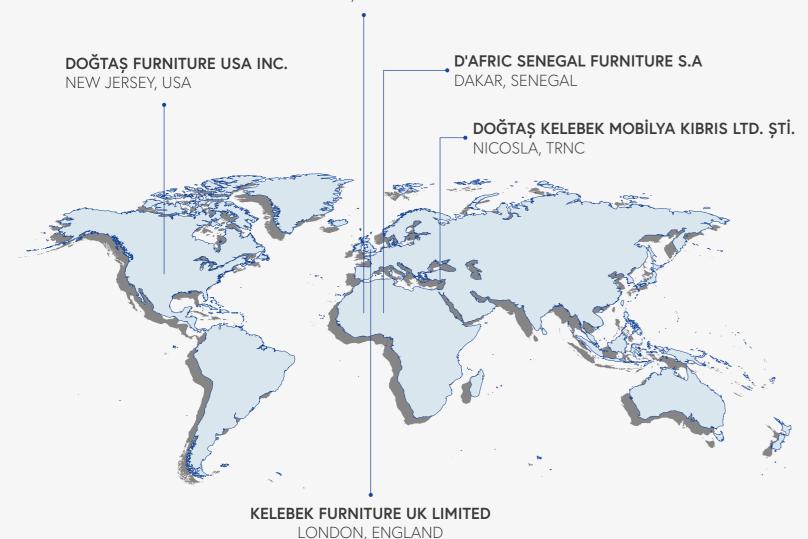


#### PRODUCTION & SERVICE

#### **NETWORK AROUND THE WORLD**

DOĞTAŞ KELEBEK MOBİLYA SENEGAL LTD. ŞTİ.

DAKAR, SENEGAL



#### **FOREIGN SUBSIDIARIES**

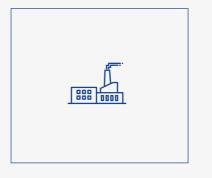
















#### POINTS OF SALE ABROAD



#### Doğanlar Furniture Group Abroad

- Doğanlar Furniture Group operates in 45 countries.
- There are a total of 58 Doğtaş stores in 37 countries.
- There are 19 Kelebek stores in 13 countries.
- There are seven Monobrand Lova Sleep stores in six countries.
- There are a total of 77 Lova corners in Doğtaş and Kelebek stores.
- BİGA Home has three showrooms and 13 corner points of sale in Senegal.
- In addition to the store channel, overseas sales are made through corner, chain, wholesale, online and projected business channels.

# PRODUCTION FACILITIES & LOGISTICS CENTERS

Doğanlar Furniture Group's production facilities located in Düzce and Biga are equipped with the latest technology, allowing the Group to put its stamp on collections that shape the furniture industry. The Company's Düzce Plant operates on a total area of 159,500 square meters and the Biga Plant on a total area of 233,000 square meters.

The production facility in Dakar, Senegal was also put into operation in 2023.



#### **BIGA FACTORY**

İdriskoru Köyü, Hacıvenez Mevkii, No.: 29, Biga, ÇANAKKALE



**233,000m2**TOTAL AREA

84,000m2 INDOOR SPACE **1,175m2**R&D SPACE

20,000m2 STORAGE SPACE

#### Production capacity

2.4 million m2/year panels, 96,000 pieces/year flooring

Annual Bed Production capacity

75,600 pieces



#### DÜZCE FACTORY

Ankara Yolu Üzeri 9. km, Doğanlı Köyü, 81100, DÜZCE



**159,500m2** TOTAL AREA

55,000m2 INDOOR SPACE **1,325m2** R&D SPACE

25,000m2 STORAGE SPACE

#### Production capacity

1.92 million m2/year panels, 53,500 units/year flooring

#### PRODUCTION FACILITIES & **LOGISTICS CENTERS**



#### SENEGAL FACTORY

En Face Du Marche D'intérêt National, D Afric Senegal Furniture, Diamniadio/DAKAR



52,800m2 TOTAL AREA

10,000m2 INDOOR SPACE

**Production capacity** 220,000 m2/year panel, 15,000 pieces/year flooring **Annual Bed Production capacity** 25,000 pieces

#### LOGISTICS CENTERS

Logistics centers were established in six major centers in Türkiye to reduce logistics and operation costs and increase customer satisfaction for Doğanlar Furniture's extensive dealer and supplier network across the country. Together with the warehouse areas in Düzce and Biga, a total of 122,000 square meters of storage area has been attained in Türkiye.



#### **Domestic Logistics Centers**

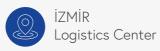
1.92 million m2/year panels, 53,500 units/year flooring













In addition, the Company's overseas subsidiaries have 6,000 square meters of storage space in four different locations.



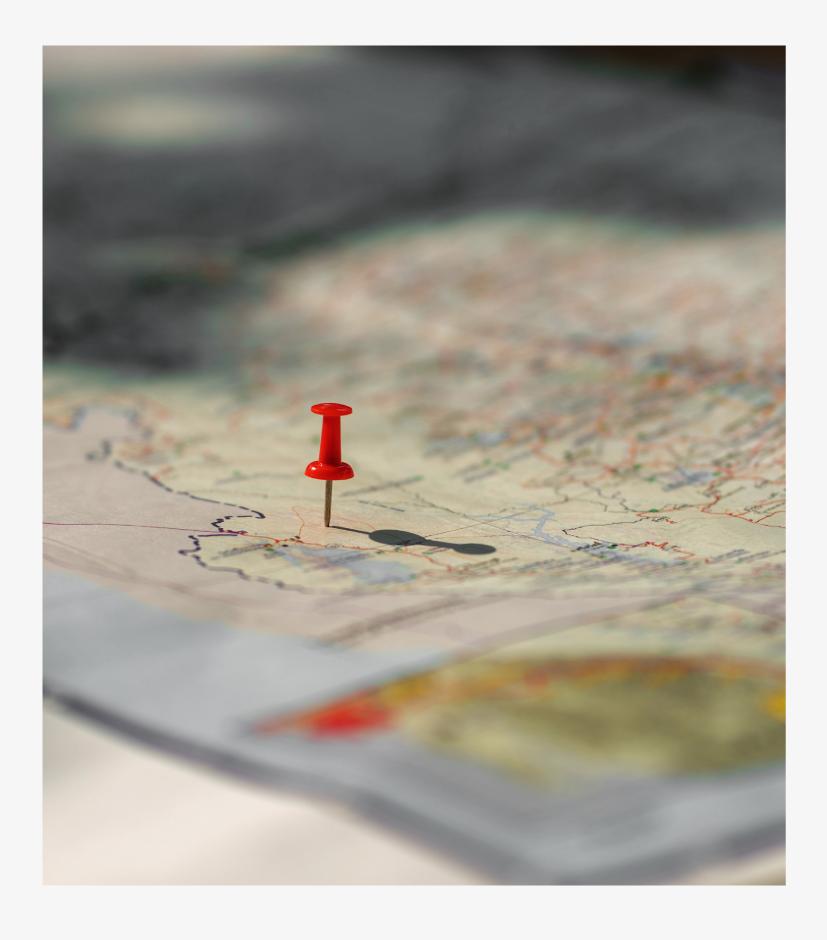








# DOĞANLAR FURNITURE GROUP **ABROAD**



#### POINTS OF SALE ABROAD

Region	Country	Brands
Europe	Bosnia and Herzegovina	Doğtaş, Lova Sleep
	France	Doğtaş, Lova Sleep
	Kosovo	Doğtaş, Kelebek, Lova Sleep
	Switzerland	Doğtaş, Lova Sleep
	Croatia	Doğtaş, Lova Sleep
	United Kingdom	Doğtaş, Kelebek, Lova Sleep
	Germany	Doğtaş, Lova Sleep
	Austria	Doğtaş, Lova Sleep
	Moldova	Doğtaş, Lova Sleep
	TRNC	Doğtaş, Kelebek, Lova Sleep
	Romania	Doğtaş, Lova Sleep
	Montenegro	Doğtaş, Lova Sleep
	Belgium	Doğtaş, Lova Sleep
Middle East	UAE	Doğtaş, Lova Sleep
	lraq	Doğtaş, Kelebek, Lova Sleep
	Lebanon	Doğtaş, Lova Sleep
	Palestine	Doğtaş, Kelebek, Lova Sleep
	Oman	Doğtaş, Lova Sleep

Region	Country	Brands
Asia	Uzbekistan	Doğtaş, Lova Sleep
	Tajikistan	Doğtaş, Lova Sleep
	Kazakhstan	Doğtaş, Kelebek, Lova Sleep
	Turkmenistan	Doğtaş, Lova Sleep
	Azerbaijan	Doğtaş, Kelebek, Lova Sleep
	Pakistan	Doğtaş, Lova Sleep
	Kyrgyzstan	Doğtaş, Lova Sleep
	Mongolia	Doğtaş, Kelebek, Lova Sleep
	Libya	Doğtaş, Lova Sleep
	Angola	Doğtaş, Kelebek, Lova Sleep
	Zambia	Doğtaş, Lova Sleep
	Liberia	Doğtaş, Kelebek, Lova Sleep
Africa	Uganda	Doğtaş, Lova Sleep
Airica	Kenya	Doğtaş, Lova Sleep
	Nigeria	Doğtaş, Lova Sleep
	Senegal	Doğtaş, Kelebek, BİGA Home, Lova Sleep
	Ghana	Doğtaş, Lova Sleep
	Mauritius	Doğtaş, Kelebek, Lova Sleep
America	US	Doğtaş, Lova Sleep

# SUSTAINABILITY **APPROACH**

Doğanlar Furniture Group maintains its financial sustainability by identifying and addressing environmental, social, and governance-related risks while transforming opportunities into value.

Our company upholds its commitment to sustainability, diversity, equality, inclusion, and robust corporate governance. We aim to deliver enduring value to all stakeholders by innovating sustainable and durable product designs for consumers and conducting our interactions with employees, partners, communities, and the planet with integrity.

Our commitment to producing high-quality and comfortable furniture differentiates our brands in the market. In the new world order, we are dedicated to doing what is right for our customers, consumers, employees, shareholders, and the planet.

Together with our environmental, social and governance (ESG) efforts, our organization continuously invests in sustainable products, a healthy planet, and a culture rooted in values.

#### **ENVIRONMENTAL**



- Waste Minimization
- Energy Saving
- Water Protection
- Emission Reduction

#### SOCIAL



- Work Safety
- Worker Welfare
- Community Engagement & Impact
- Diversity and Inclusion

#### GOVERNANCE



- Ethics and Transparency
- Risk Management
- Stakeholder Liaison
- Executive Diversity

# SUSTAINABILITY **MANAGEMENT**

Our sustainability management consists of Sustainable Design, Sustainable Planet and Sustainable Culture.

#### SUSTAINABLE DESIGN

We have taken a very important step to ensure the protection and sustainability of our forests and documented our responsibility and sensitivity to nature by obtaining FSC® certification. This document aims to protect forest resources and contribute to the goal of creating a sustainable world for future generations.











# SUSTAINABILITY **MANAGEMENT**

#### SUSTAINABLE DESIGN

As a member of SEAQUAL, an organization that collects and recycles plastic waste from the oceans and seas, we use 100-percent recycled yarns as raw materials in mattress production.



In 2023, Doğanlar Furniture Group successfully finalized its ISO 14064-1 Corporate Carbon Footprint Reporting, aiming to determine its environmental impact, set sustainability targets and develop strategies to reduce emissions in line with Turkey's 2053 targets. With our Carbon Footprint Reporting project, we have identified emission-intensive steps along our entire value chain. To achieve the our Country's net-zero target, we use the outcomes of this study as a guideline and develop projects to reduce emissions.

#### SUSTAINABLE PLANET

Our production facilities have been awarded the Zero-Waste Certificate issued by the Ministry of Environment, Urbanization and Climate Change. We engage in continuous improvement activities to conserve resources and minimize pollution at our plants.

Within the scope of energy management, charging stations have been established at the production facilities in Düzce and Biga and at the head offices within the scope of efforts to convert fossil fuel vehicles into electric fuel vehicles. Efforts are being made to convert the fossil-fuelled rental vehicles available in the company into electric fuel vehicles.



## AWARDS & ACHIEVEMENTS



# Doğanlar Furniture Group: "Türkiye's Happiest Workplace" two years in a row

Doğanlar Furniture Group forges ahead with important branding successes. The awards we have won so far crown our achievements, making us stronger and bringing great pride to our organization.

As Doğanlar Furniture Group, we are proud to be ranked 335th in the ISO 500 list, up 30 places from last year, and to be included in the Capital 500 and Fortune 500 lists.

As a result of a survey conducted by Happy Place to Work, an independent research and consultancy company founded by academics and consultants, we were again named "Türkiye's Happiest Workplace" in 2023. We also ranked third in the top 50 list of design registrations received at the Turkishtime R&D center.

Our success streak continued with the awards given to our brands. Doğtaş received the 2022 A.C.E Awards – Excellent Customer Satisfaction Award, 2023 Social Media Awards – Türkiye Social Media Awards, and 2022 Crystal Apple Awards – Social Responsibility Category.

#### In 2023, Kelebek Furniture received a total of six awards.

- 21st Golden Spider Awards: E-Commerce and Shopping Category Runner-Up,
- 21st Golden Spider Awards: Retail and Merchandising Category Winner.
- Brandverse Awards: Best Social Media Usage and Data Analytics Gold Award.
   It has been awarded the gold prize in this category for three consecutive years.
- Brandverse Awards: Gold Award for Best Use of VR/AR
- Brandverse Awards: Best Digital Customer Experience Gold Award
- The Hammers Awards: Best VR/AR Team Gold Award



# QUALITY & CERTIFICATIONS



ISO 9001 for process quality



ISO 14001 for environmental sensitivity



ISO 18001 for signifying worker health and safety



ISO 10002 for prioritizing customer satisfaction



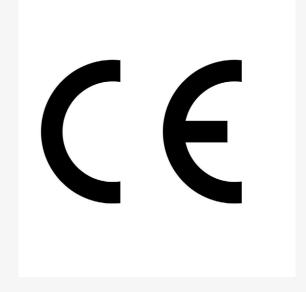
Certified with GS (Geprüfte Sicherheit) certificate for all products.



ISO 50001 for energy efficiency sensitivity

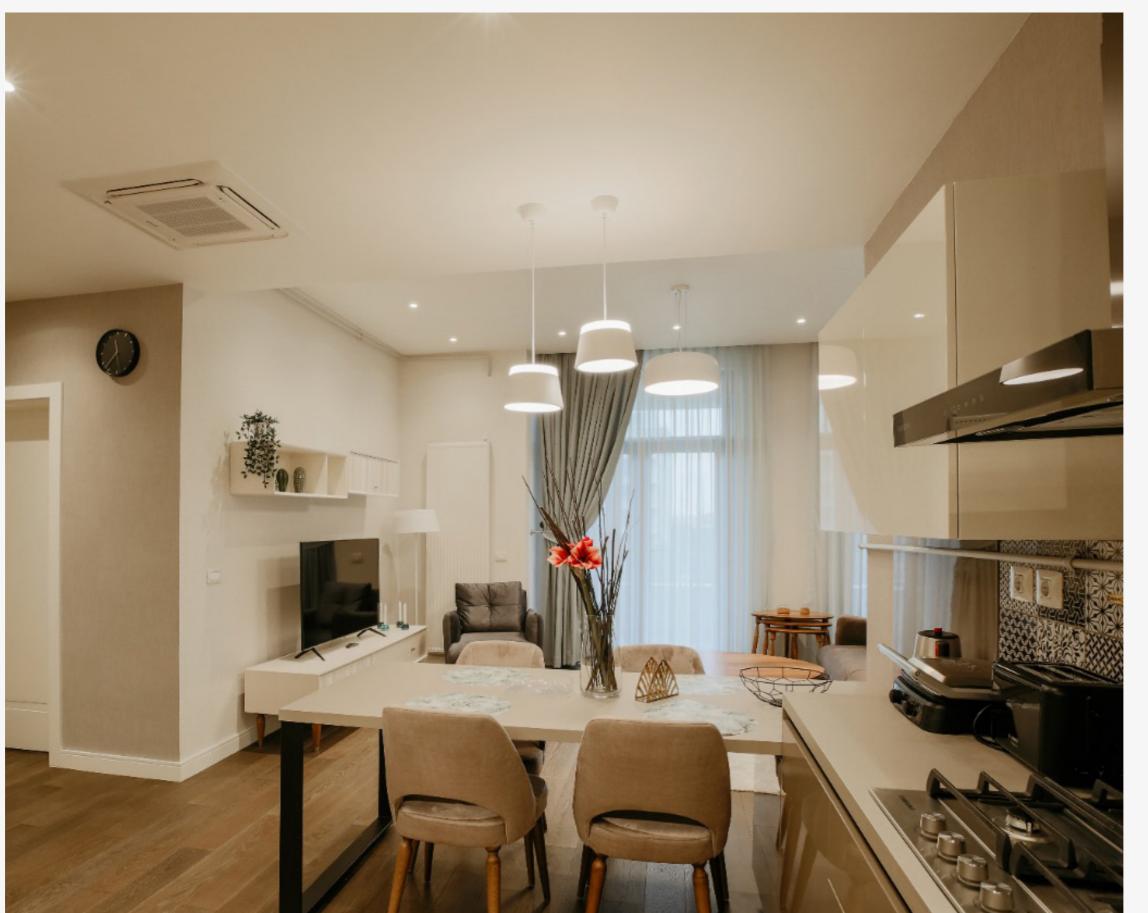


E-1 Quality Standards



**CE Medical Certificate** 

## References





















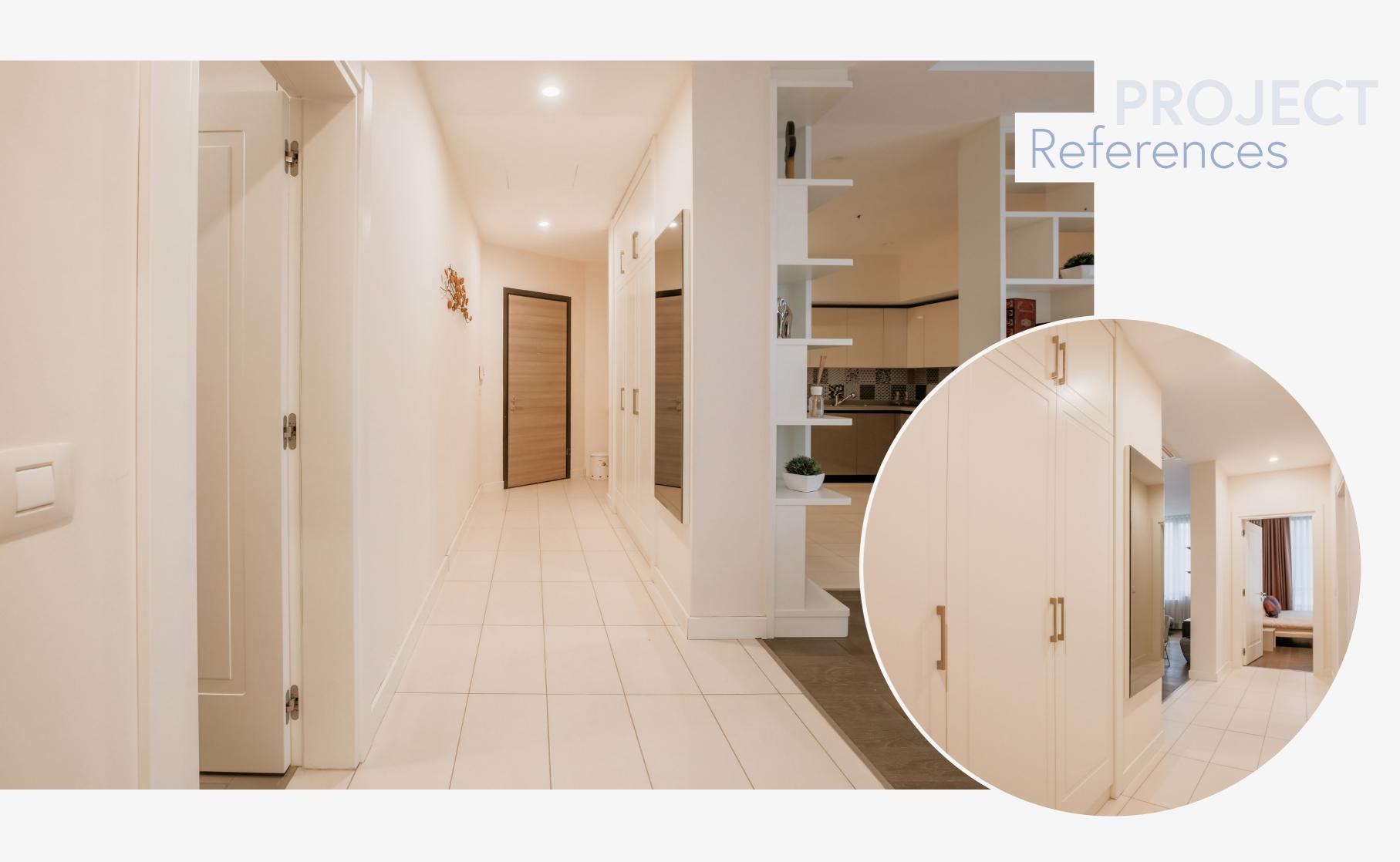






















# References











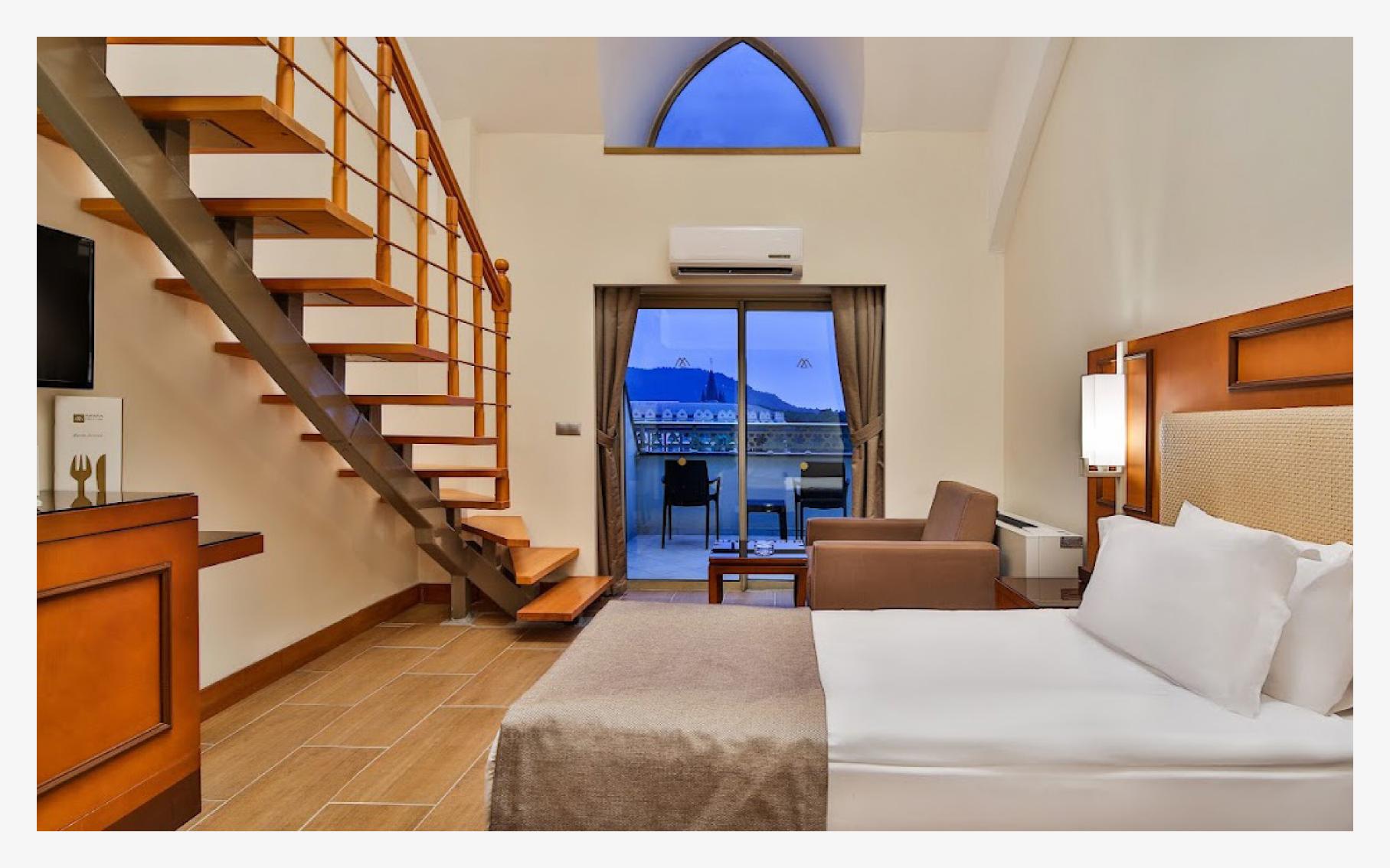






# PROJECT References



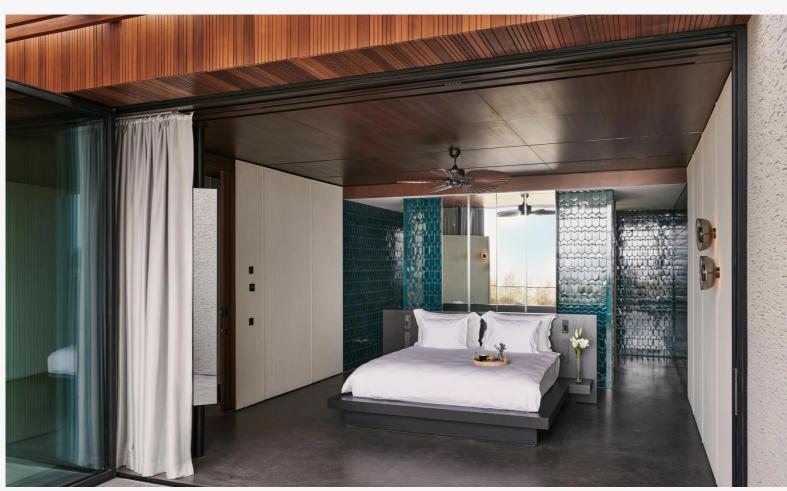


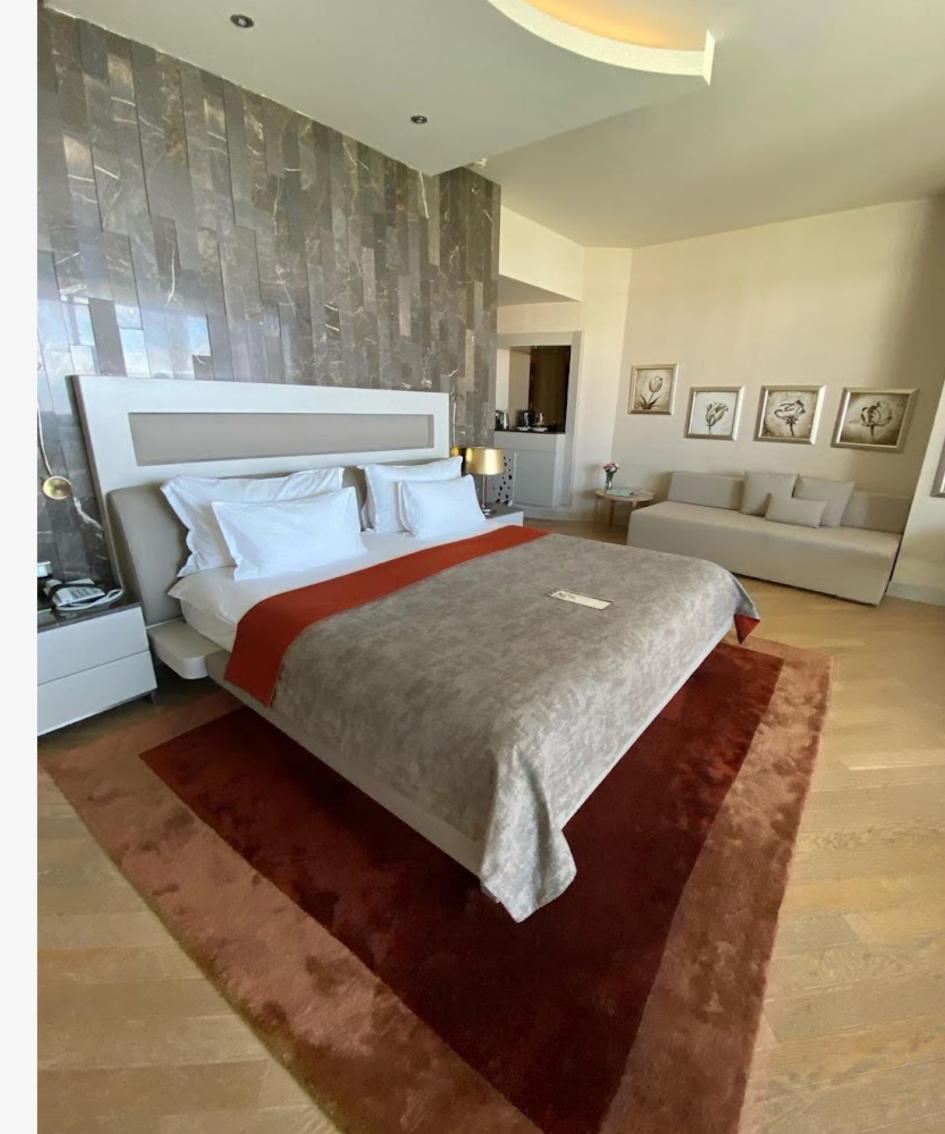




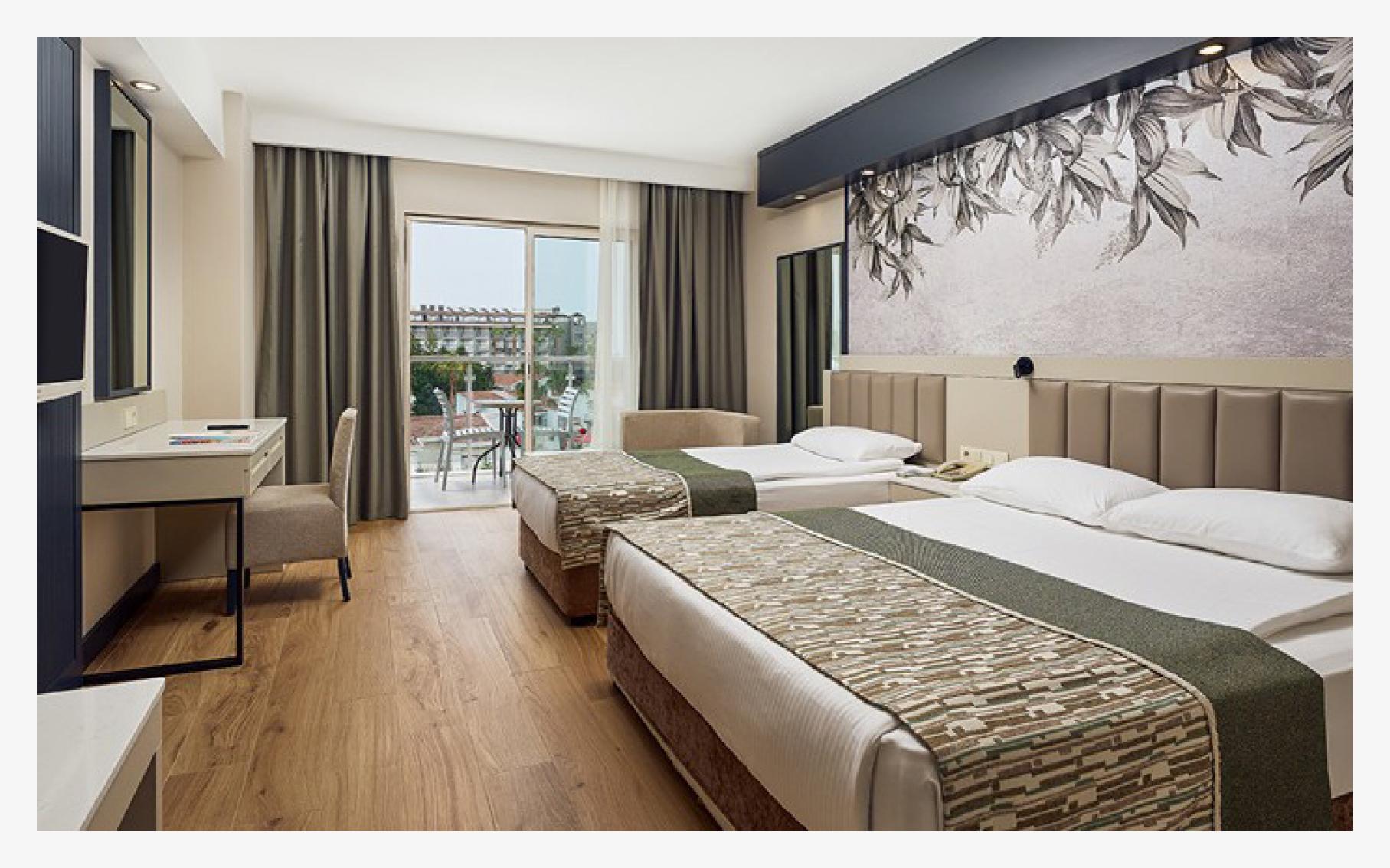
















#### REFERENCE **LISTS**

Country	Brands
AZERBAIJAN	SOS CHILDREN VILLAGE VILLAS
AZERBAIJAN	DREAMLAND
BAHREYN	RESIDENTIAL PROJECT
BAHREYN	NASSER TOWER
BAHREYN	VITA TOWER
BAHREYN	VITA SUITS
BAHREYN	AFAQ TOWER
ETHIOPIA	MESSABO CONCRETE FACTORY CAMP
FRANCE	COURCHEVEL 1850 VILLA
GERMANY	BELLINO HOTEL / BERLIN NORTH LIBYARAS
GREECE	ATLANTIC HOTELS
GREECE	MIRABELLO HOTEL
GUINEA	USA CONSULATES
INDIA	JEWELS ROYALE
IRAQ	UNICEF (OFFICE FURNITURE)
KENYA	KILUWA RESIDENCE
KENYA	PUZZLE HAYS RESIDENCE
KIZILTEPELER / MOSCOW RUSSIA	BORISOV PROJECT
LANUF	II. PHASE VILLAS
LIBYA	HARAWA HOUSING PROJECT VILLA
LIBYA	RAS LANUF VILLAS
MALTA	MELLIEHA HOLIDAY CENTER
QATAR	TALEB GROUP / 91 VILLA PROJECT
QATAR	AL THUMAMA STADIUM
QATAR	RAS ABU ABOUD STADIUM
QATAR	AL RAYYAM STADIUM
QATAR	EDUCATION CITY STADIUM
QATAR	QATAR FOUNDATION HOUSES
QATAR	PULLMAN DOHA HOTEL
QATAR	AL FAZAA MOI HQ

Country	Brands
QATAR	LUSAIL STADIUM
QATAR	PRIVATE VILLA
QATAR	QAFCO ACCOMODATION
RUSSIA	KRASNODAR PROJECT
RUSSIA	PARLIAMENT BUILDING (DUMA) / MOSCOW
RUSSIA	KOMETA HOTEL / MOSCOW
RUSSIA	RIVERSIDE HOTEL / MOSCOW
RUSSIA	BORISOV PROJECT
RUSSIA	SLONIM PROJECT
RUSSIA	ALARKO TVERSKAYA PROJECT RUSSIAENKA
RUSSIA	SYETUN PROJECT
RUSSIA	MOSENKA BUILDINGS TURKISH CONSULATE BUILDING
RUSSIA BORISOV PROJECT RUSSIA	SLONIM PROJECT
SAUDI ARABIA	RAWDA HOTEL
TURKIYE	MAX ROYAL / BODRUM
TURKIYE	MAX ROYAL / GÖLKÖY
TURKIYE	İNVEST VADİ
TURKIYE	AKZİRVE TOPKAPI 29
TURKIYE	YENİ LEVENT
TURKIYE	BEST VADİ
TURKIYE	QADRAJ GÖZDAĞI
TURKIYE	FİNANS ŞEHİR
TURKIYE	İSTMARİNE İSTANBUL
TURKIYE	BİZİM MAHALLE
TURKIYE	ESTON ŞEHİR MAHALLEM
TURKIYE	KARTAL HASTANESİ
TURKIYE	AVRUPA KONUTLARI
TURKIYE	ÖZYEĞİN ÜNİVERSİTESİ
TURKIYE	NİDAPARK KÜÇÜKYALI
TURKIYE	ŞEHRİSTAN ERZURUM
TURKIYE	PARK AVENUE ANKARA
TURKIYE	KÖRFEZ GYO DEVREMÜLK
TURKIYE	MAHAL ANKARA
TURKIYE	KAYABAŞI PROJESİ İSTANBUL
TURKIYE	inistanbul

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