



COOPERATION OFFER



**PROFESSIONAL
EQUIPMENT
DISTRIBUTION**

www.proland.ru

A stylized, handwritten signature in white ink, located in the bottom right corner of the image.

ABOUT US



Proland Group LTD is the only EXCLUSIVE distributor operating in the market of professional equipment for video and audio production, special lighting, film and photography.



Working years



Dealers



Equipments



End customers

OUR BRANDS

We work with more than 30 major international brands, the equipment of which can be legally purchased in Russian Federation only from us.

We develop and manufacture equipment under the trademarks Logocam, Logovision, Opticast, Oris.



COMPANY TURNOVER

\$ 11 262 947

Turnover 2022

We plan increase turnover in 2023 due to the expansion of dealerships in the segments of the live production and postproduction market.

In addition, NDI technology is gaining popularity in Russia. 80% of NDI products are concentrated in our company.



Goal 2019

Become **Blackmagic Design** partner



Goal 2020

Become **Ozen** partner



Goal 2021

Become **Kiloview** partner



Goal 2022

Become **multicam Systems** partner

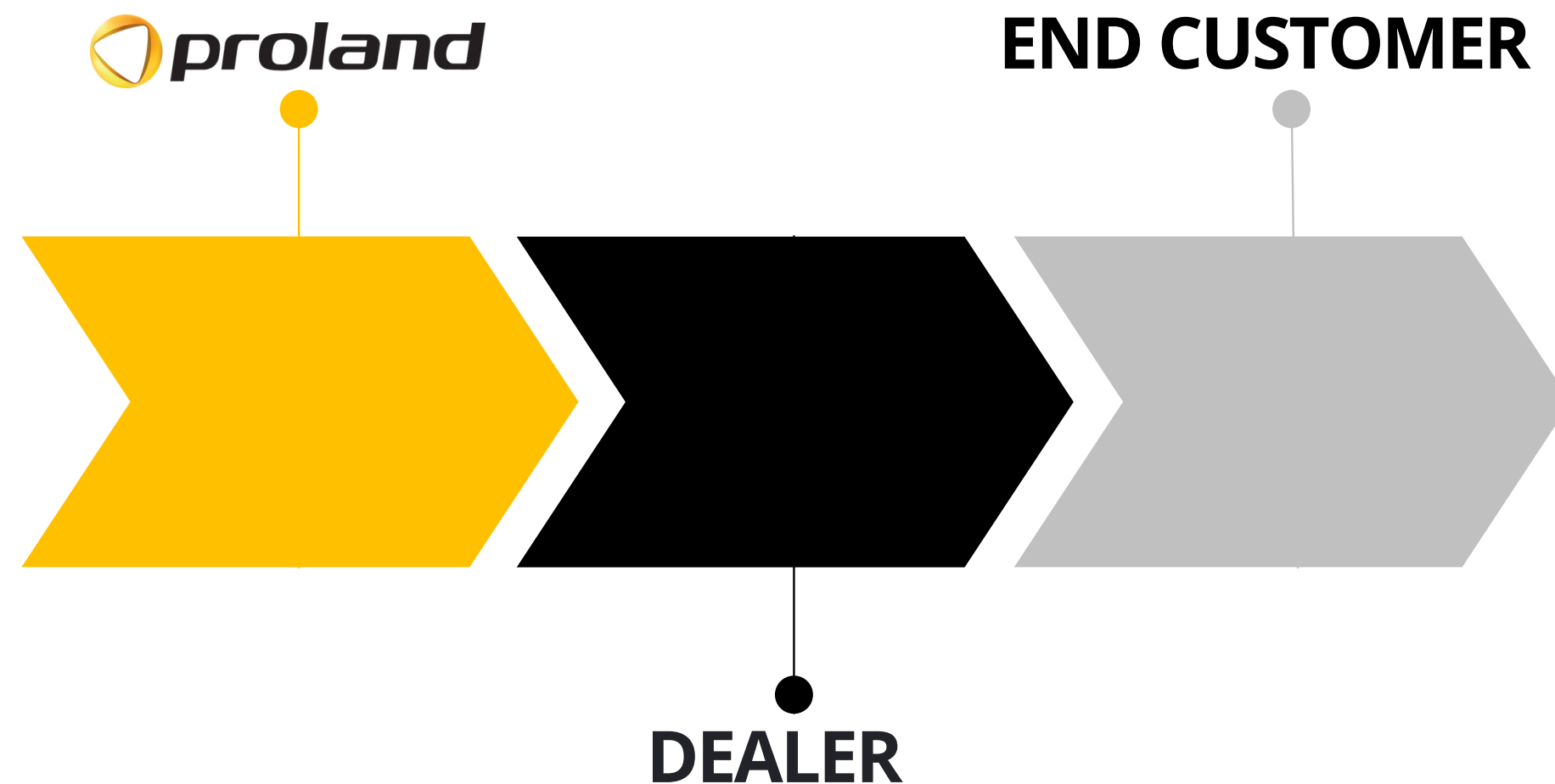
Goal 2023

Expand our portfolio with new brands



OUR B2B BUSINESS MODEL

We do not sell directly to end customers, we work only through our dealers.



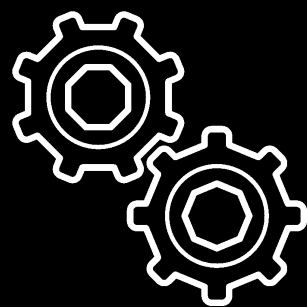
We are the only company in the professional and pro-professional Russian market that does not sell directly to end customers. Only through dealers.



ADVANTAGES OF WORKING WITH US

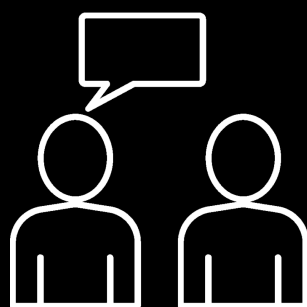
- 1 Access to a huge network of successful sales channels with more than 200 dealers.
- 2 Own complete marketing department that specializes in the video equipment market in Russian Federation and Belarus - you do not need to promote your products yourself.
- 3 Instagram Facebook, YouTube, Vk, Telegram, and social media accounts where we talk about our brands. We also interact with influencers in the field of video production.
- 4 Own service center providing engineering and technical support.
- 5 Customs clearance and own logistics department.
- 6 Quarterly reporting, full document flow, price level control.
- 7 Documented minimum sales volume.
- 8 A single point of sale throughout Russia and the CIS from a warehouse in Moscow.
- 9 Increase sales at the expense of products of other brands. For example: A Blackmagic camera with an Ozen tripod.
- 10 The motivation of dealers to sell your brand because of the project protection conditions (for integrators), they don't need to store a large stock and also quick access to the leftovers (via an online system).

ADVANTAGES



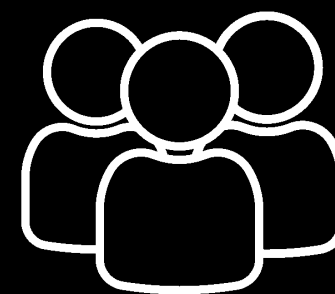
Service Center

Provides operational technical support, warranty repair and post-warranty maintenance of equipment.



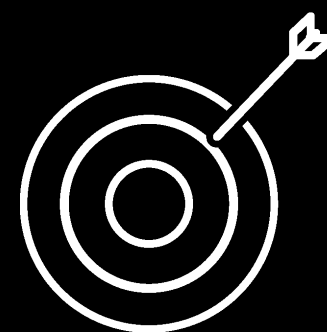
Cooperation

Partnership with us expands your network of professional contacts throughout Russia and the CIS: instead of 20-30 existing dealers, you will work with 200. In addition, only our dealers can take advantage of the exceptional opportunity to monitor the availability of goods online.



Large database of end customers

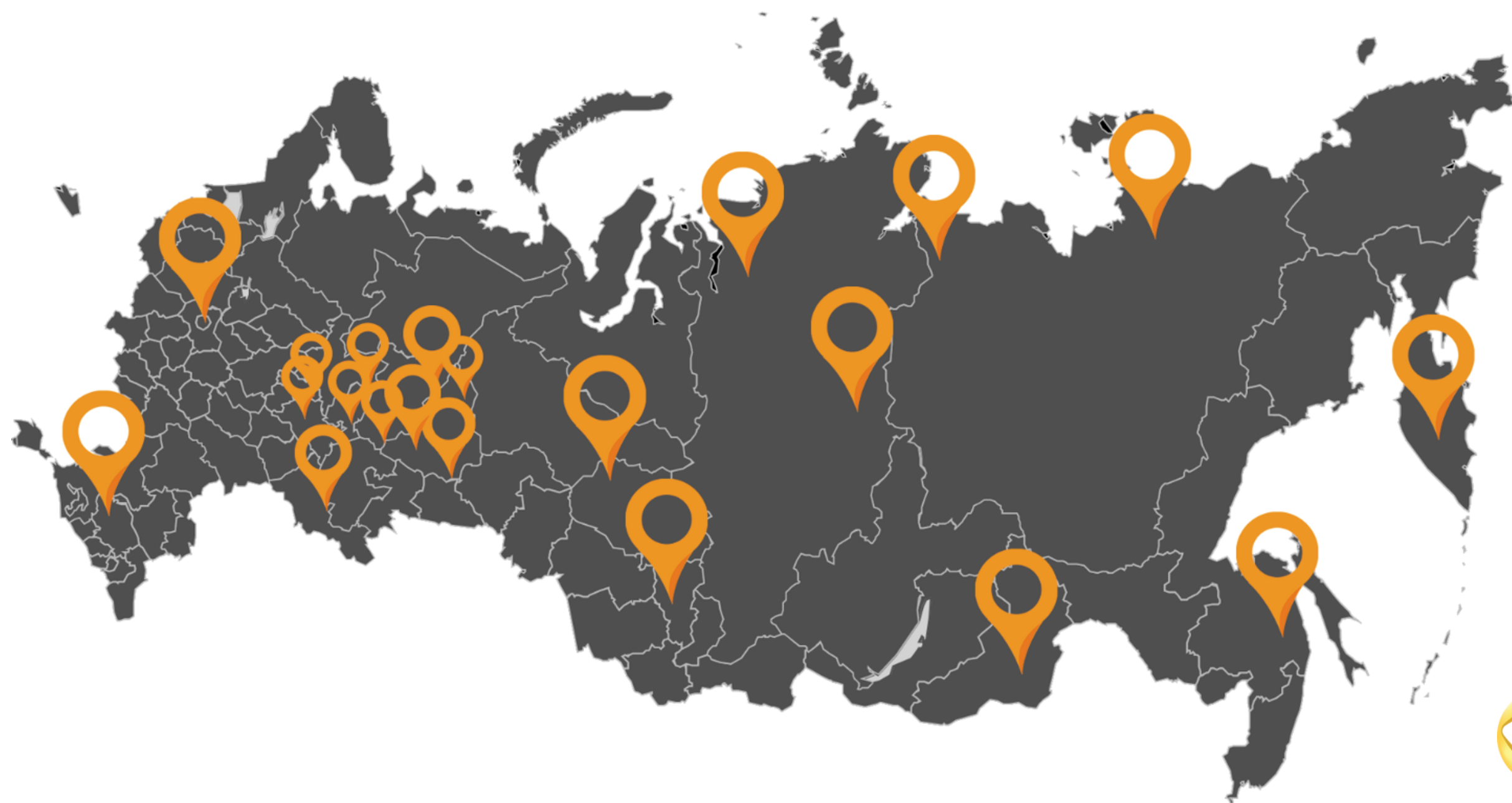
This partnership will certainly lead to the end customers of the database becoming your customers.



Digital promotion, PR campaigns and cross-marketing

Currently, we have launched the final strategy, PR and digital marketing to promote brands and increase sales. It can also be very useful for your business to be included in our working plan, participate in advertising campaigns and cross-marketing events.

300 BUSINESS PARTNERS IN RUSSIA AND CIS COUNTRIES



OUR DEALER NETWORK



Okno TV
ru.okno-tv.ru



DNK Corporation
dnk.ru



Global systems
gs-corp.ru



Pixel24
pixel24.ru



TVA
tva.ru



Pervoe kino
pervoe.ru/shop/



Hi-Tech Media
hi-tech-media.ru



NPO Perspektiva
hi-tech-media.ru



Polumedia
polymedia.ru



Digiton systems
digiton.ru



Express-pro
express-pro.ru



Vudau systems
vidau-tv.ru



OUR DEALERS ADVANTAGES



NO COMPETITION

Dealers are glad to buy from us and add our equipment to projects, as there is no competition with them.



PROJECT PROTECTION

Dealers are confident that if they have added equipment to the project, they will sell it. This stimulates dealers' motivation to add more equipment to the projects we supply.



SINGLE WINDOW

It's easier for dealers to buy everything in one place.



FULL TECHNICAL SUPPORT

Quick access to a technically competent specialist in our office.



CONVENIENT PORTAL FOR ORDERING

Portal for ordering with stock. Any retail or online store easily gets access to the leftovers. Which allows them to sell much more than they can store in their warehouse.



ADDITIONAL SERVICES

The big team of repairmen and quick repairs, an established scheme for the exchange of goods.

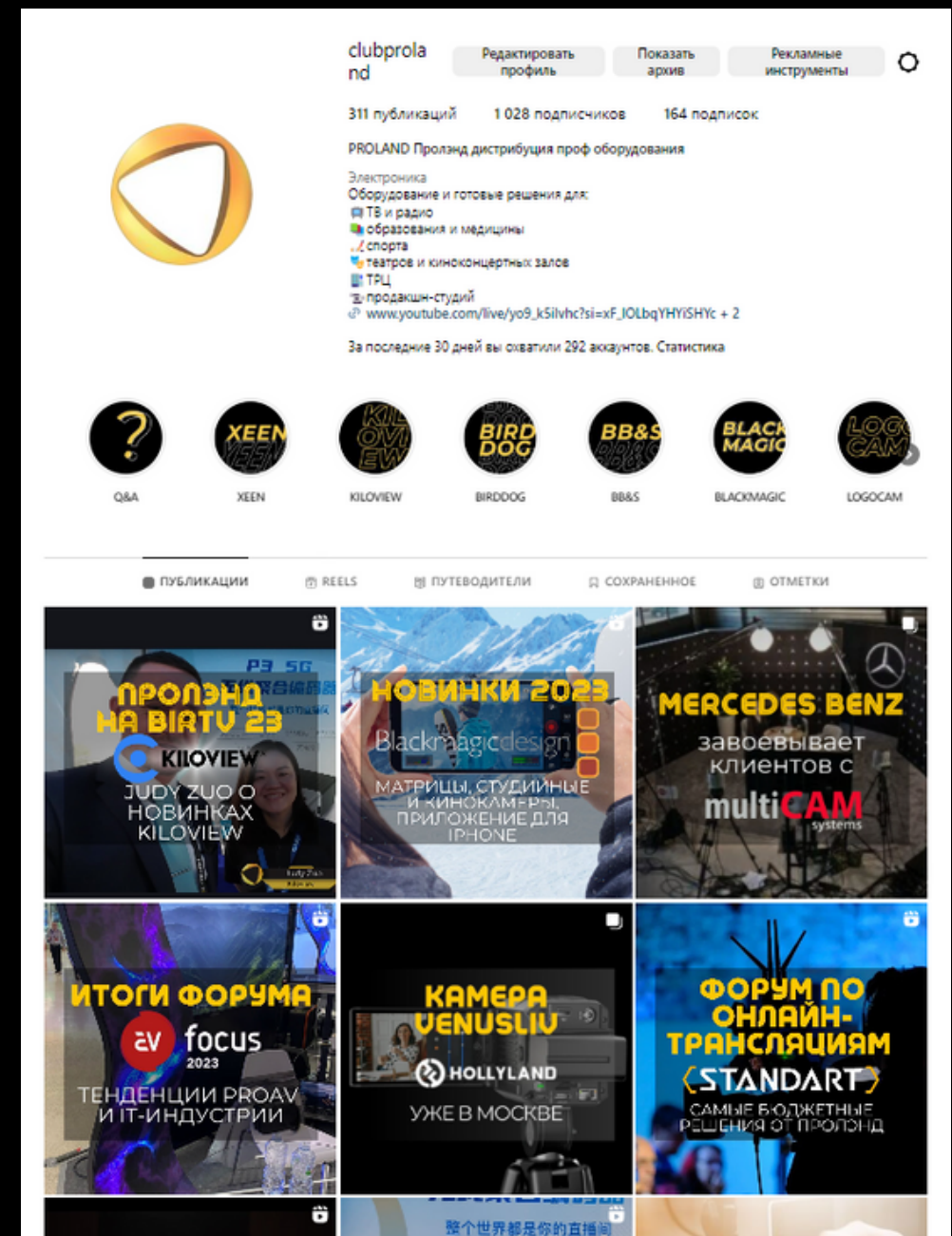
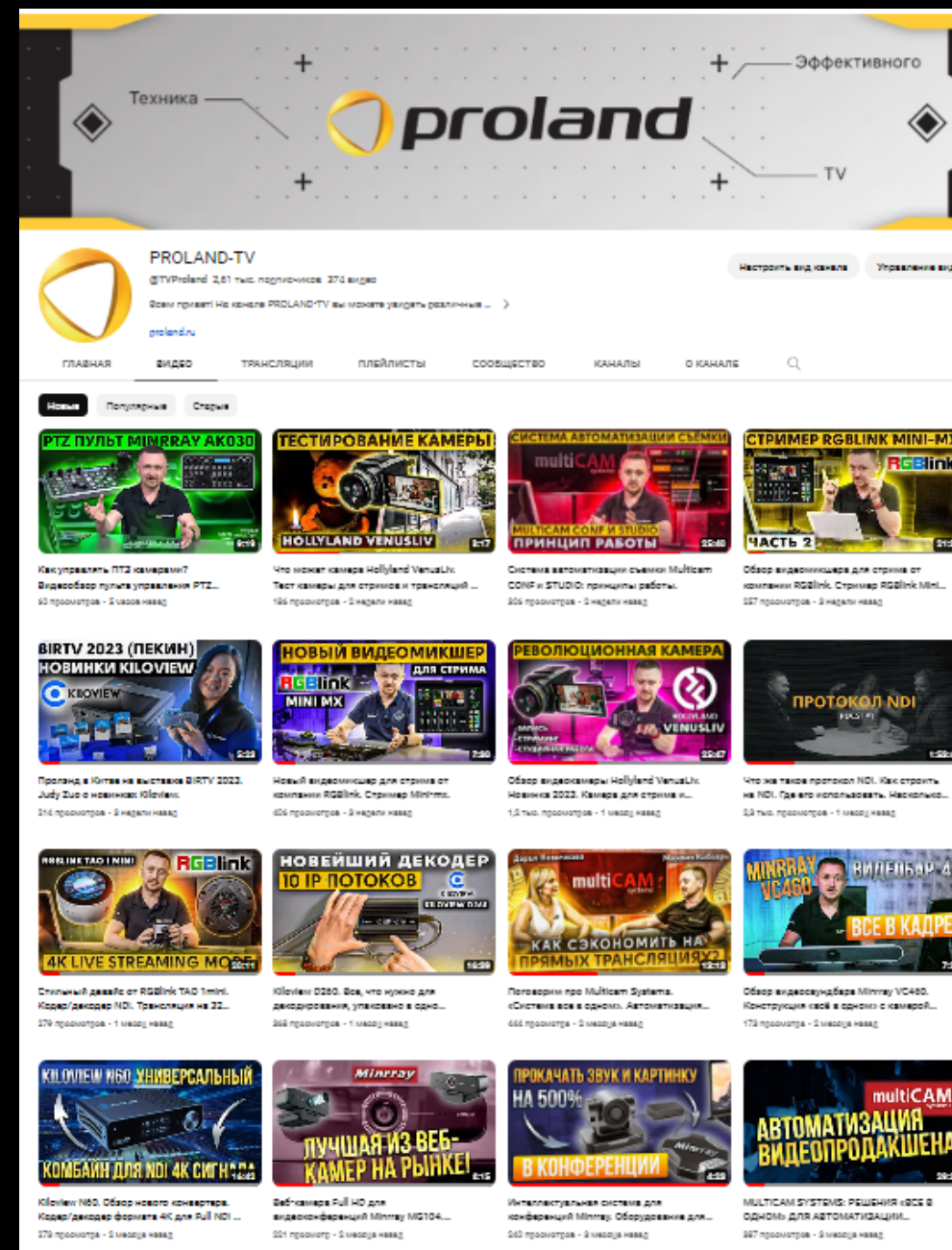


30 INTERNATIONAL BRANDS IN OUR PORTFOLIO



MARKETING AND PROMOTION

- ✓ We have our own marketing department, which is involved complete brand promotion in Russia and Belarus.
- ✓ We have a YouTube channel with over 2,600 subscribers and over 370 videos. It unites the target audience - AV, installers, integrators, videographers interested in buying the brands that we represent.
- ✓ We have an Instagram account with over 1,020 followers and over 310 posts. We showcase our brands and regularly hold prize draws.



EXHIBITIONS

Every year we participate in many exhibitions dedicated to video production.

PLAN 2023:

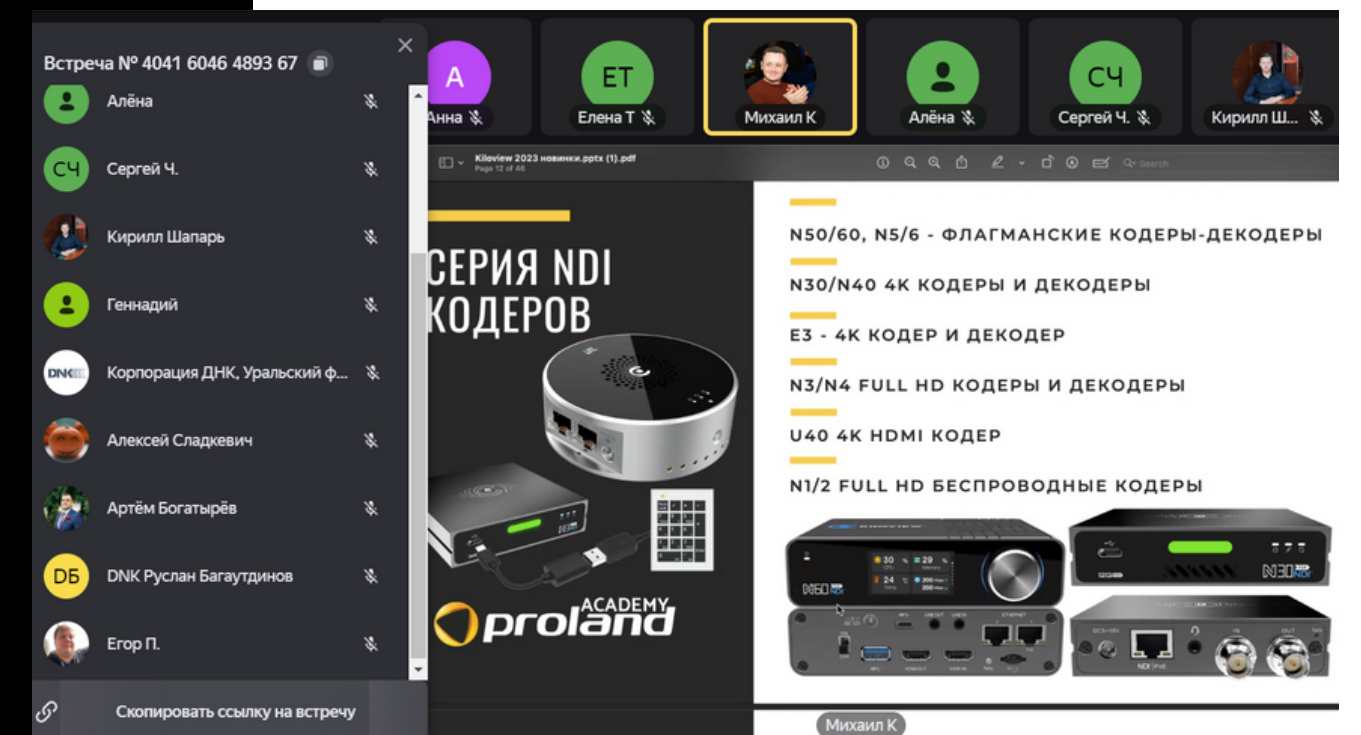
- AV Focus (Kazan)
- CSTB Pro.Media (Moscow)
- AV Focus (Novosibirsk)
- MCO. Education Salon (Moscow)
- AV Focus (Yekaterinburg)
- Information technologies for New School (St. Petersburg)
- CPS 2023 (Moscow)
- AV Focus (St. Petersburg)
- AV Focus (Krasnodar)
- PROINTEGRATION TECH (Moscow)
- AV Focus (Minsk)
- VidMK (Moscow)
- Current technologies: AV and TV (Saint Petersburg)
- AV Focus (Moscow)



PROLAND ACADEMY

Every year we create a comprehensive brand promotion for our dealers, which includes:

- 2 trainings per month to improve professional skills and introduce our dealers to the latest achievements in the market. This is 24 training materials for more than 200 dealers per year.
- 2 business meetings per month to keep and develop a profitable partnership.
- Every two weeks, a presentation of the latest equipment takes place in our showroom.
- Conducting seminars once a month in different regions.
- As well as holding weekly webinars and other online events on electronic platforms.



OUR PREMISES



Meeting room 50 m2



Show room 50 m2



Warehouse 450 m2



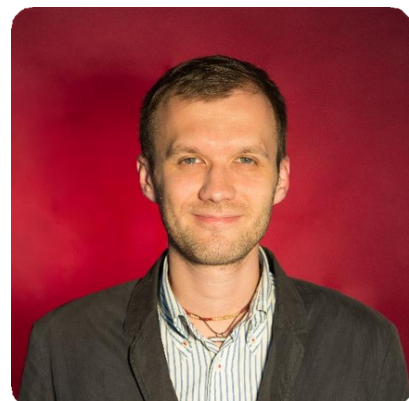
Sales office 150 m2



Production department 150 m2



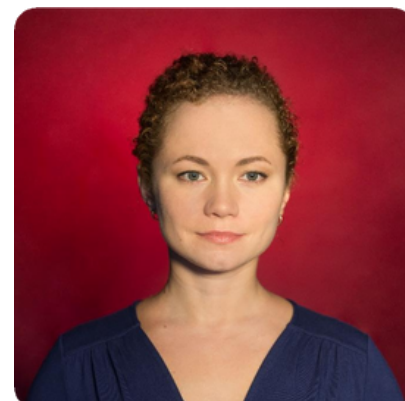
OUR TEAM



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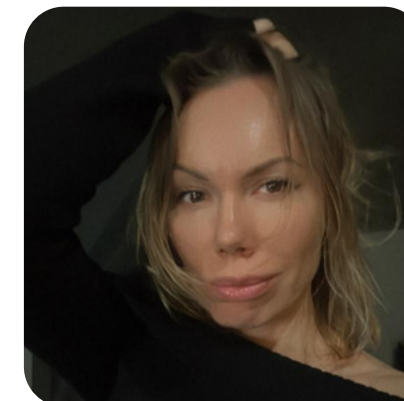
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