



## **Press release**

### **Euronics – Sulpak: Cooperation in Kazakhstan**

**Amsterdam, 17 June 2014**

In May 2014 Arena S LLP, the principal Consumer Electronics organisation in Kazakhstan which retails under the commercial name 'Sulpak', signed an agreement to join Euronics International, the leading European electrical retail group.

The Managing Director of Sulpak, Mr Dimitry Provkin was warmly welcomed by Mr Hans Carpels, President of Euronics International, and presented to Euronics Group Members at their Annual General Meeting held in Geneva on 12 June 2014.

“Kazakhstan represents an important market for Euronics”, confirms Mr John Olsen, Managing Director of Euronics International. “It is the 9<sup>th</sup> largest territory worldwide and strategically located connecting Europe, the Middle East, and Indo-China. This partnership consolidates Euronics’ position in the CIS, which, together with Turkey, has been an important area of focus and expansion in recent years”.

With 71 stores in 28 cities nationwide, as well as an expanding cross-channel operation, Sulpak is the market leader for electronics in Kazakhstan and is one of the most widely recognised brands in the country. Mr Provkin expressed his enthusiasm for the cooperation with Euronics agreeing that it will be mutually rewarding and heralds a new era in electronic retailing in Eurasia.

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