



mirava

TRADE | DISTRIBUTION | CONSULTING

COMPANY PROFILE



DELIVERING INNOVATIVE SOLUTIONS WORLDWIDE

ABOUT US

WHAT WE DO

Mirava is an International Trade and Distribution company with operations in Europe, Turkey, and South East Asia.

Our headquarters is located in Kaufbeuren (Germany).

Our main business is the distribution of advanced construction materials for various industries.

Since we undertake many construction projects in our region, through our sister company, we have accumulated tremendous amount of knowledge in this field. Our staff understand the needs of our clients thoroughly and provide them with most efficient and cost-effective solutions available.

As a technology oriented company, we have always focused on integrating deep data into our operations. We use the latest tools in order to grow and maintain our business.

Networking and collaboration are the two main pillars of our operations. We use the best resource management systems to improve our activities and meet the demands of our customers worldwide.

In addition to construction materials, we also supply other items which may be requested by our customers. These products may not fall under our standard product category but could still be sourced within our network.

Our local teams in Europe, Turkey and South East Asia have the required skills and connections to quickly find and supply the materials our customers request on short notice.



"Mirava is a technology-driven company."

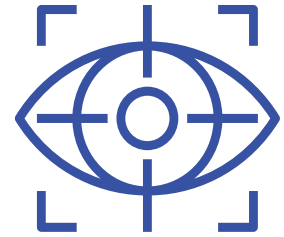
OUR VISION

When we first started our operations, we realized that finding, comparing, and purchasing the right construction chemicals was a cumbersome process. Existing methods were prone to errors and this resulted in very costly mistakes.

Most producers were focusing on the “sales part” while spending very minimal effort on educating their customers. This method always ended with faulty applications and overspending for the contractors.

Our goal was to create a system by which customers can quickly eliminate the information overload and find the best possible materials for their projects.

We have created a “product sourcing system” with a dedicated staff for training and educating our clients. We also included two other critical components into our system, integrated logistics and finance.



OUR MISSION



We wanted to create a network of reliable partners, customers, and stakeholders where everyone gets the service & product they need in a most efficient manner.

Our goal is to make the “product sourcing” process for the companies as seamless as possible.

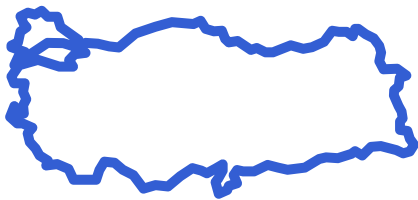
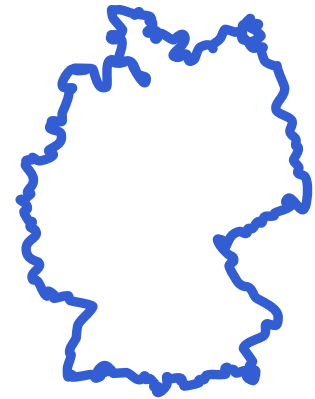
By using the latest cloud technology and advanced data tools, we believe getting all stakeholders on the same page and provide them with “full transparency” is what separates us from the competition.

OUR ACTIVITIES

Germany:

Our German branch is responsible for the following activities:

- ▶ Overseeing the production process
- ▶ Exporting products mainly to Eastern Europe, North America, GCC and South East Asia markets.
- ▶ Submitting customers' feedback to our Research and Development team
- ▶ Provide technical assistance to our clients worldwide
- ▶ Nurturing customer relations and acquiring new clients
- ▶ Providing trade financing services for qualified companies
- ▶ Importing raw materials and other requested items from third countries
- ▶ Fulfilling import request by our German customers



Turkey:

Our Turkish branch operates as the regional hub for our customers in Turkey, Middle East, and Azerbaijan. Its main activities include:

- ▶ Importing the products from Europe and North America
- ▶ Maintaining a stock of products for domestic sales and re-exports
- ▶ Undertakes construction and structural rehabilitation projects in the region
- ▶ Provide technical assistance to our local clients
- ▶ Export raw materials and other requested items by our clients worldwide.

"We combine data and technology for a streamlined supply chain."

CORE COMPETENCIES:

✓ **WORLDWIDE NETWORK:**

Our global network expands into 7 countries with over 300 corporate and 1,000 individual clients.

In addition to end-users, our network also includes financial institutions, municipalities, trade organizations, government bodies and key decision makers. Having strong connections in various fields gives us a significant advantage in terms of speed and flexibility.



✓ **FULLY CONTROLLED OPERATIONS:**

Mirava is not a traditional distributor, we have the full control over our entire operation, from “production” to “after-sales”.

We provide an end-to-end solution for our customers.

While most companies only deliver materials, we also provide a technical & theoretical training for our clients, which is crucially important for eliminating the mistakes and preventing the overspend.

Since we do not outsource any part of our operations except logistics, we are able to optimize our business process and provide a better service for our clients.



✓ **ADVANCED MATERIAL OFFERINGS:**

Our portfolio includes over 100 products. Some of the items are widely used and sold in large quantities, while others are highly advanced and unique, without any direct competition from other manufacturers.

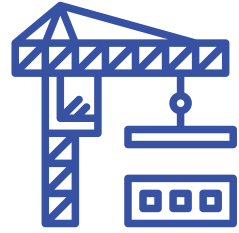
Offering a wide range of products enables us to solve problems both efficiently and economically.



✓ CONSTRUCTION

Our Turkish company undertakes multiple construction projects per year. This allows us to have “first-hand” knowledge of the practical side of the business. Including all “common” issues which any typical contractor may face on a job site.

This gives us a great advantage because we can provide a real-world, practical advice when they our customers need it.



✓ FINANCE

We work with various banks and financial institutions both in Turkey and Germany. If our customers require, we are able to offer trade financing services from select banks and institutions.

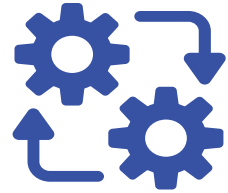
This option is only available for orders over a certain volume and is subject to bank’s approval.



For additional information, please contact us.

HOW WE WORK

Below are the steps we follow for each transaction:



▶ **PRODUCT SELECTION:**

If our customers are not sure about which product would best fit their needs, we provide a complimentary consulting session and determine the best product for their project.

▶ **AUTOMATED DISPATCH:**

We follow our “Mirava Case System” where each order is assigned to a specific team and the same individuals follow the shipment until the delivery is finalized.

From receiving the “purchase request” to “final delivery” at port, our entire business process is automated and verifiable by our clients.

▶ **INTEGRATED LOGISTICS:**

Depending on the desired destination, the products can be shipped either from Germany or Turkey. We always chose the most convenient and cost-effective location.

▶ **CUSTOMS & COMPLIANCE:**

In tandem with our logistics partners, we offer customs clearance services at the destination port. If clients are not familiar with the process, our team of experts will guide them through each step and ensure that smooth customs clearance will take place before the final delivery.

▶ **AFTER SALES SUPPORT:**

Our job does not end with the final delivery. Upon receiving the shipment, our client gets contacted by one of our staff members and asked if they would require any assistance. They can also get an expert-advice on any topic prior to placing their orders.

Logistics Partners



Financial Partners



PARTNERSHIPS

We work with local and regional partners, re-sellers, distributors, and other stakeholders worldwide.

There are some countries we ship products to but not have permanent partnerships established at the moment.

We believe these markets possess great opportunities for our products if we are to partner up with the right people / companies.

We are currently seeking local distributors for the following markets:

North America

- ▶ USA
- ▶ Canada

GCC

- ▶ UAE
- ▶ Saudi Arabia
- ▶ Qatar
- ▶ Oman

Asia

- ▶ India
- ▶ Singapore
- ▶ Japan

South America

- ▶ Brazil

North Africa

- ▶ Egypt

- For other countries, please send your inquiry to info@mirava.co

We provide complete supply chain services, including:

- ▶ Wide range of advanced Construction Chemicals
- ▶ Product Knowledge Training
- ▶ Project Consulting
- ▶ Technical Assistance
- ▶ Timely & Trackable Delivery Services
- ▶ Trade Financing
- ▶ Competitive Pricing
- ▶ Custom Quotations



"We help our partners grow and prosper."

OUR BRAND

MCM Construction Products are chosen for some of the most prestigious projects worldwide. Our portfolio includes over 200 innovative materials under 9 different categories.

In addition to widely used items such as mortars and floor coatings, we also offer highly advanced products that solve a very specific problem with ease and convenience.

Our main product categories are below:

- ▶ Waterproofing Products
- ▶ Thermal Insulation
- ▶ Damp Proofing
- ▶ Coatings
- ▶ Surface Protection
- ▶ Mining Products
- ▶ Restoration Products
- ▶ Industrial Products
- ▶ Repairing Materials

* Please refer to our complete “product portfolio” for more details

Quality and Warranty: All of our products are made in Germany and they adhere to most strict “quality control” standards.

Our engineers are constantly improving the formulas in order produce better and more cost-effective solutions.



Certifications: We have all “globally accepted” quality and inspection certificates available:

- ▶ ISO
- ▶ CE
- ▶ KIWA
- ▶ KTW
- ▶ HY
- ▶ MPA

SOME OF OUR CLIENTS INCLUDE

- ▶ Governments and Municipalities
- ▶ Waterproofing companies
- ▶ Wholesalers of building materials
- ▶ Industrial repair companies, for factories and production facilities
- ▶ Large contractors
- ▶ Tunnel and dam builders
- ▶ Construction chemicals distributors
- ▶ Construction companies

REFERENCES: Please refer to our “MCM Projects” portfolio.

THANK YOU..



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