

C O R P O R A T E P R E S E N T A T I O N



2 0 2 3

C O R P O R A T E P R E S E N T A T I O N

OUR COMPANY

 **KAFKAS**

KAFKAS, founded in 1975, is the leading company in the electrical equipment, lighting, home & buildings' automation and energy management solutions' market in Greece.

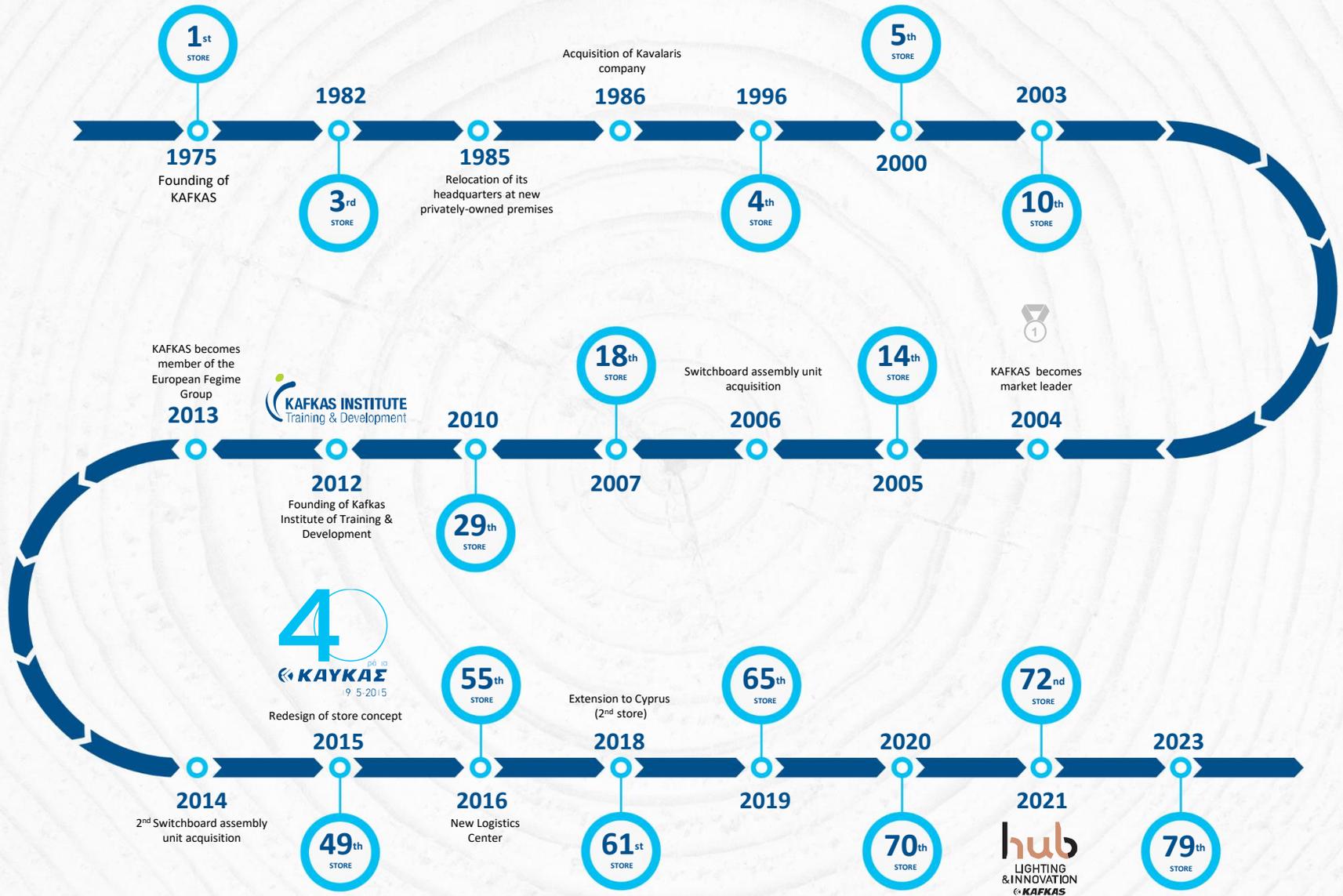
The company's vast experience in the field, its participation in various projects concerning new installations, renovation/upgrading of individual and collective housing, commercial buildings and infrastructure, positions **KAFKAS** as a reference point for the market and enables the company to play a crucial role in developing the market.

C O R P O R A T E P R E S E N T A T I O N

OUR HISTORY



OUR HISTORY

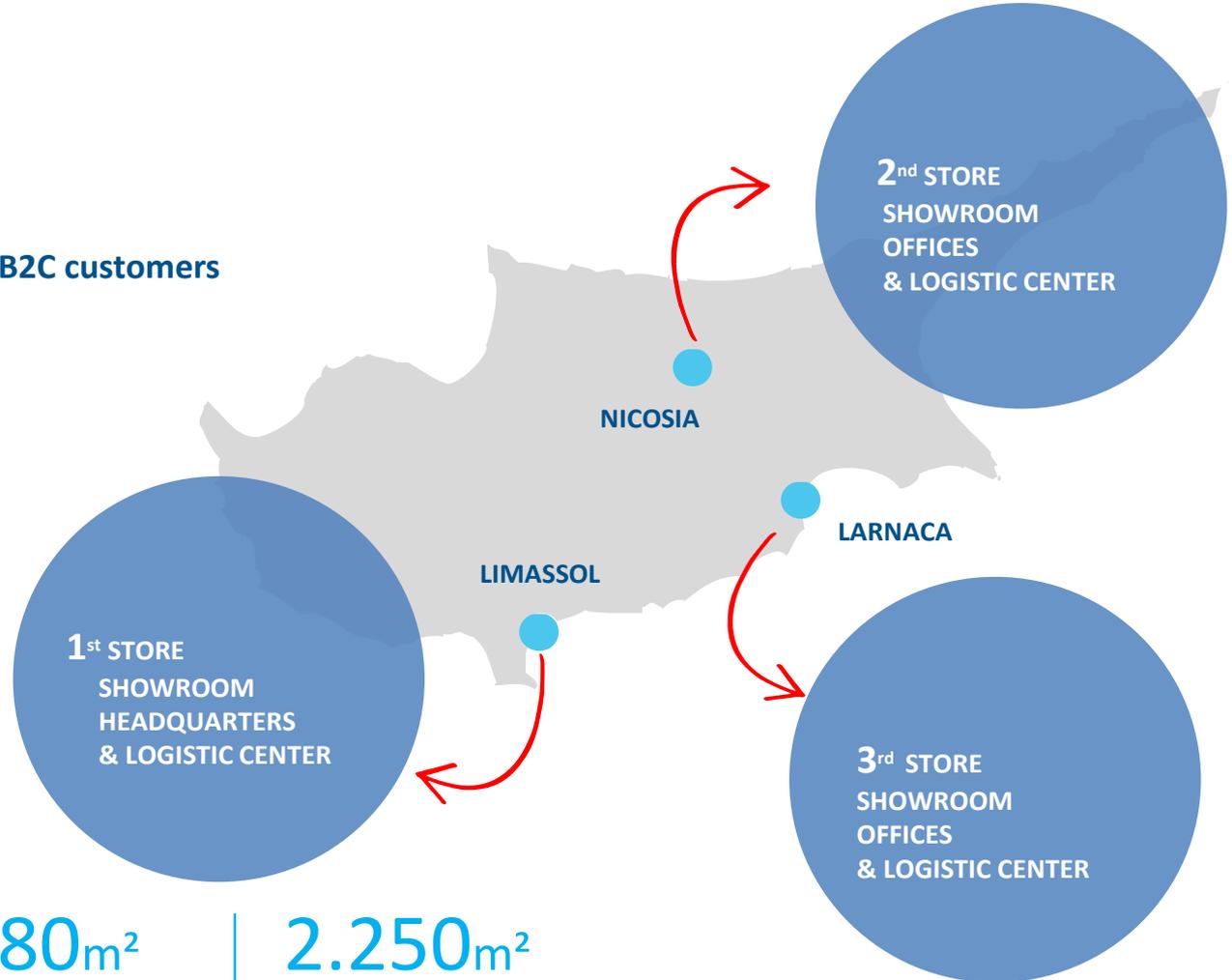


Creation of Lighting & Innovation HUB by Kafkas



CYPRUS

- One Stop Shop
- Excellent service for B2B & B2C customers
- Personnel of high expertise



3

Stores

3.380m²

Store Area

2.250m²

Logistic Center area

C O R P O R A T E P R E S E N T A T I O N



OUR MISSION

 **KAFKAS**

The role of KAFKAS is to be the connecting link that will manage in an innovative way all the mature technology products of its suppliers, transforming them into affordable solutions for the daily needs of all its customers while offering security, comfort and saving of both resources and energy.

Our mission is to be a reference point for both professionals and end users for all cutting – edge energy saving, functional and security solutions for every venue and application.

We envision a model company admired for its ethos, passion, effectiveness and teamwork.

C O R P O R A T E P R E S E N T A T I O N



OUR VALUES

 **KAFKAS**

ETHOS

We act with respect and integrity inside and outside the company

TEAMWORK

We trust our colleagues and we are committed to their success

PASSION

We serve our clients with passion

EFFECTIVENESS

We seek continuous improvement in everything we do

COMPANY PRESENTATION

A hand pointing upwards with a person icon on the index finger, surrounded by other person icons.

OUR PEOPLE

 **KAFKAS**

KAFKAS' staff of high expertise and know how is the company's main competitive advantage.

KAFKAS constantly invests in the professional and personal development of its staff through continuous training programs that assist in the enhancement of their skills, talents and know-how in order to provide customers with added value and innovative solutions.

Proof of our commitment to create an excellent work environment is our 8th distinction in the Best Workplaces awards in Greece & Europe.



4.130

Employee training hours

C O R P O R A T E P R E S E N T A T I O N

A group of people in business attire are gathered around a table, looking at a tablet. The tablet displays a bar chart with several bars of varying heights. The scene is dimly lit, with the primary light source being the screen of the tablet. The overall atmosphere is professional and collaborative.

OUR RESULTS

 **KAFKAS**

OUR RESULTS

Sales Turnover Evolution in mil. €



Network Expansion



Creation of Kafkas Institute of Training & Development



Stores Redesign Concept 2020

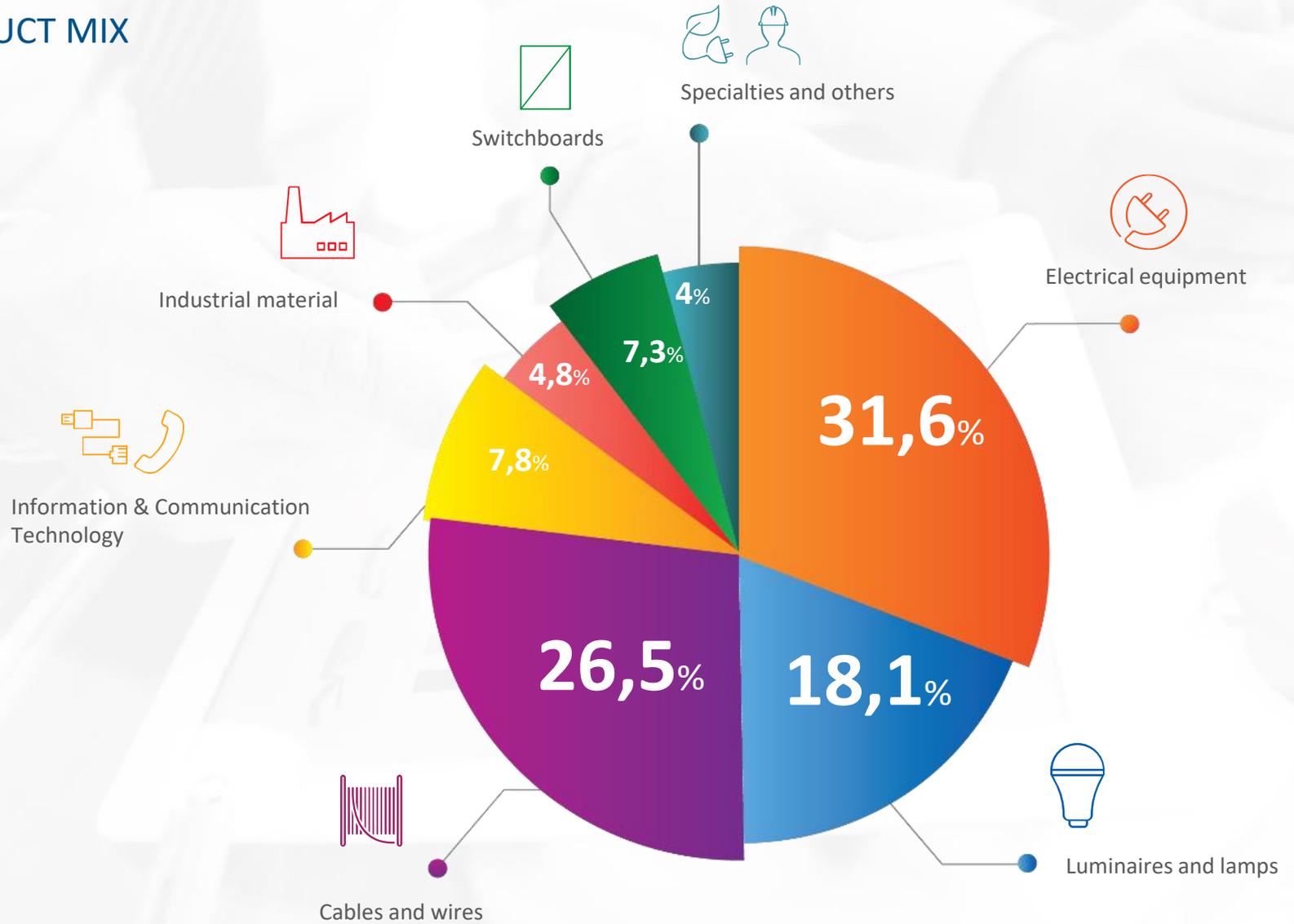
Expansion in Cyprus
2 stores



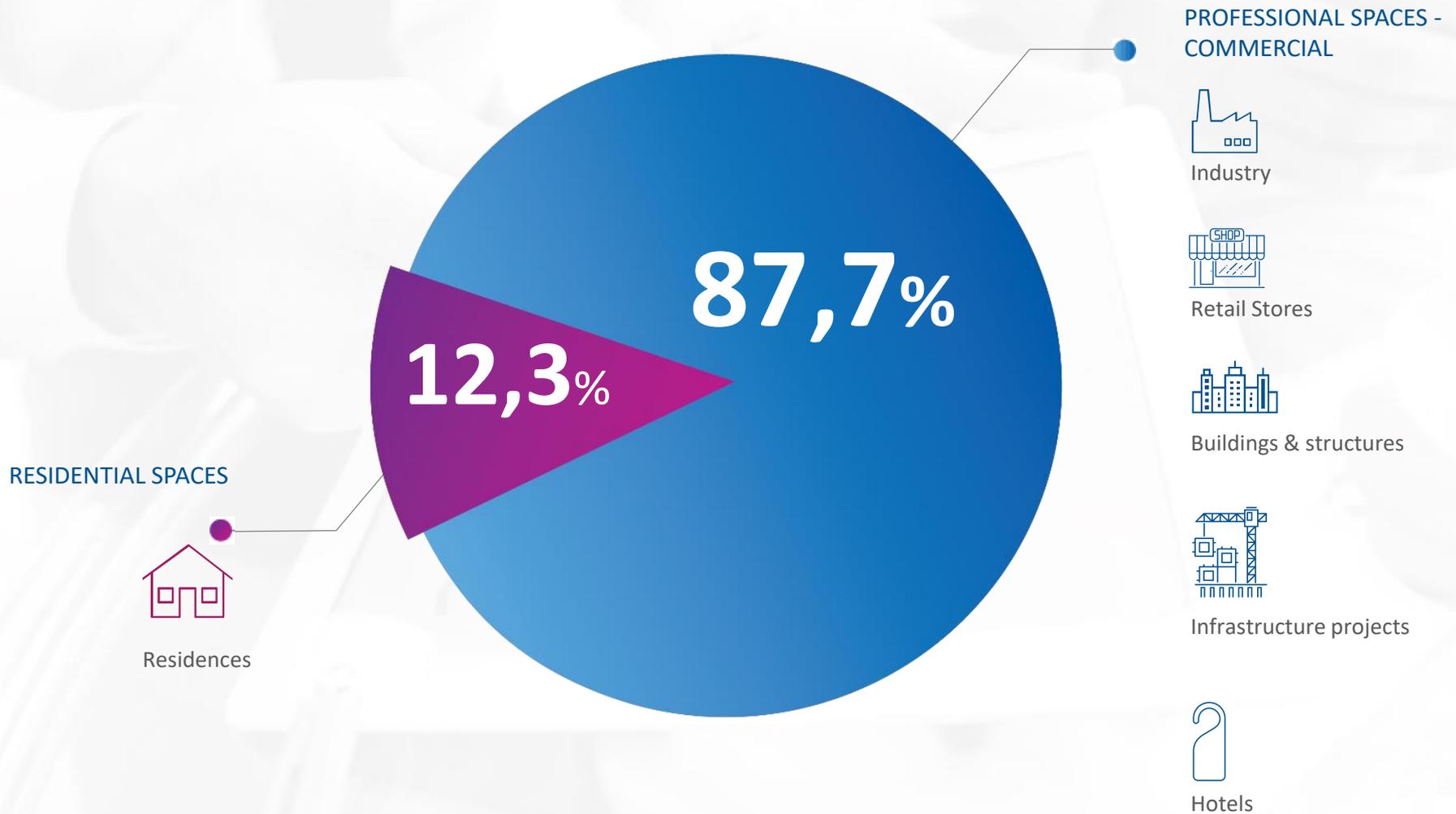
Creation of flagship Kafkas Lighting & Innovation Hub

«SALES» FROM 2018 & AFTER CONCERN THE TOTAL SALES IN GREECE & CYPRUS

PRODUCT MIX



SALES ALLOCATION PER CUSTOMER CATEGORY



MAIN KEY FIGURES



650.000+

Customers



409+

Suppliers



100.000

Cases answered by
Customer Care
annually



150.000+

Product references



97.8%

Service
level



120.000+

Deliveries annually



86

Trucks for product
deliveries



28.000+

Presales quotes
annually



34.000+

E-shop product
references



5.000

Switchboards
produced annually



13.000+

Customer visits daily



1.400+

Employees

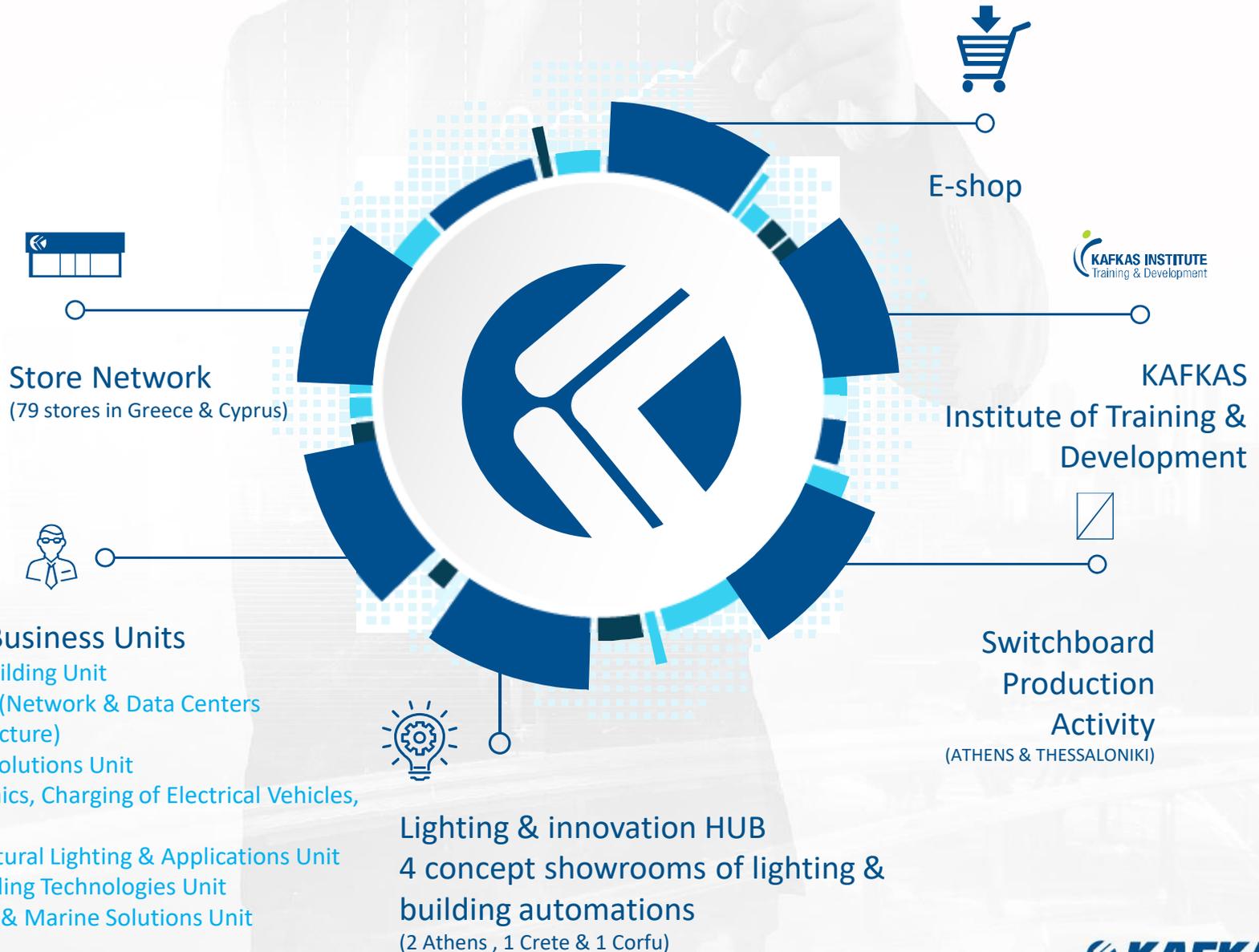
C O R P O R A T E P R E S E N T A T I O N

A person in a dark suit and tie is shown from the chest up, pointing their right hand towards a glowing white line graph on a screen. The background is a blurred city skyline at night. The entire image has a blue color overlay.

OUR COMMERCIAL ACTIVITY

 **KAFKAS**

OUR COMMERCIAL ACTIVITY



Special Business Units capabilities From Products to Services...

Our mission, as trusted advisor and technology carrier with a human-to-human approach, is to empower clients to succeed, leading the market to a new era .

06. IOT Building Technologies / 8FTEs 8 engineers

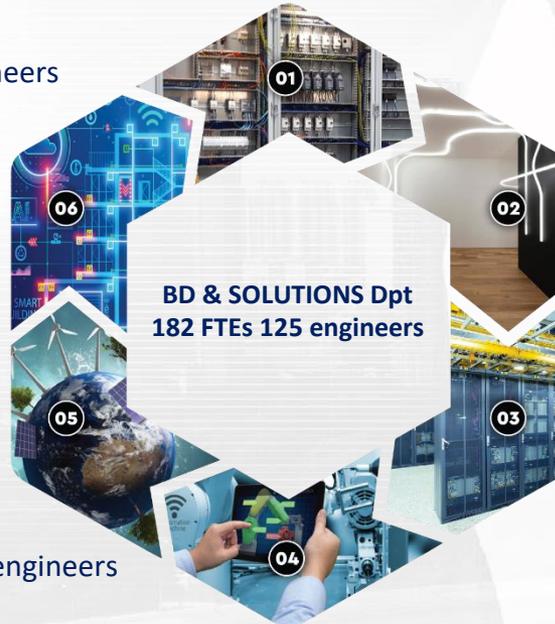
- Building automation & Management System
- KNX Technology
- Smart metering Networks
- Monitoring of different subsystems

05. Energy Solutions / 6FTEs 5 engineers

- Customized Energy & Storage Solutions from a single module stand-alone system to a multi-MW commercial project
- Pre-Study
- Equipment Selection & Supply
- Energy Audit

04. Industry & Marine Solutions / 17FTEs 17 engineers

- Maintenance and repairs (MRO) of production lines
- Secure uninterrupted operation
- Increase energy efficiency



01. Panel Building / 109FTEs 75engineers

- 2 Factories (Athens & Thessaloniki) covering Greece & Cyprus Market
- “In-house” Engineering – Production – FAT – After Sales support – Customer Training
- Type Tested Medium & Low Voltage switchboards (>5.000/per year)
- Power Transformers – Busducts – Generators – Capacitors Bank
- Smart & “future ready” products

02. Architectural Lighting & Applications / 36FTEs 14engineers

- Lighting Design (Hospitality Residential Retail Offices Industry, Culture)
- Relighting Proposal, calculations
- Technical Support
- Installation Supervision
- After Sales support

03. ICT (Network & Data Centers Infrastructure) / 6FTEs 6engineers

- Design & specifications
- Unified physical Infrastructure solution
- Building Facilities & Data Centers

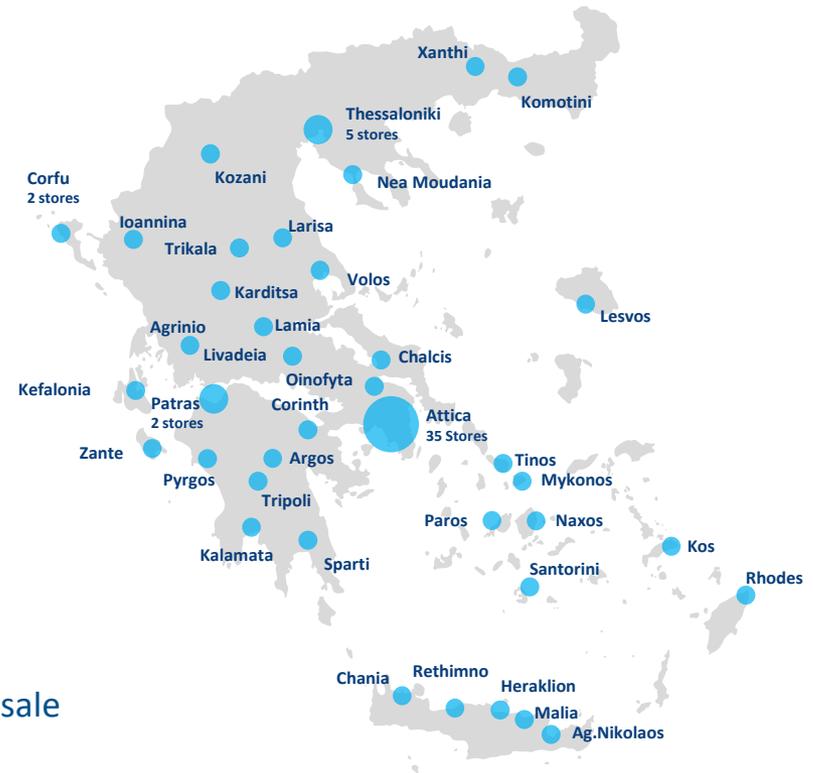
C O R P O R A T E P R E S E N T A T I O N

OUR STORE NETWORK



OUR GREEK STORE NETWORK

- Nationwide coverage
- One Stop Shop
- Excellent service for B2B & B2C customers
- Personnel of high expertise
- Technical support specialists at selected points of sale
(Tech Experts)



76

Stores all over
Greece

61.292m²

Store surface
area

10.500

Invoices/receipts daily

589

Sales
representatives



STORE CONCEPT

The innovative, open-space store concept combines the self-service customer experience with the physical presence of sales representatives providing advice and assistance.

KAFKAS' new store concept upgrades the customer experience as it facilitates the purchasing decision process through the reduction of waiting time during peak hours and the aesthetic and technological approach which transforms a routine purchasing process into a unique experience.

KAFKAS' e-shop serves both professionals and end users via a user-friendly platform.

It saves time for the B2B customers and meets the needs of customers located in geographical areas where **KAFKAS** has no physical presence.

Informs for the latest products and offers while offering useful advices.

34.000+

Product references

C O R P O R A T E P R E S E N T A T I O N

A conceptual illustration for business development. It features several large, interlocking gears of various sizes. Silhouettes of business professionals in suits are positioned around the gears, some appearing to be in motion or interacting with the machinery. One person is running in the upper center, while others are standing or leaning against the gears. The entire scene is set against a dark blue background with a subtle gradient.

BUSINESS DEVELOPMENT

 **KAFKAS**

BUSINESS DEVELOPMENT



Account Managers
Team of sales representatives managing large scale customers



Vertical markets
Teams for Monitoring and supporting vertical markets - Hospitality, Industry & Public Sector



Project Team
Supports large scale projects through 3 stages: specification, implementation and after sales service



ICT department
Specialized team of ICT engineers supports projects of physical infrastructure both at building level and in data centers.



Lighting department



HUB Lighting and Innovation by Kafkas, is a new conceptual framework of **KAFKAS company**, which is dedicated in the interaction between lighting and automation. It is hosted in a space of high standards, the most entrepreneurial in Europe, while the visitor has the chance to interact with the specialized experience rooms.

- **More than 1.100m2 dedicated in lighting.**
- **Emphasis on the architecture & lighting dialogue.**
- **Different lighting solutions.**
- **Practical applications of lighting & automation in real time.**

The goal of lighting specialists, architects, engineers, automators and KNX experts that staff the **HUB Lighting and Innovation by Kafkas** team, is to provide from the beginning of a project to its end, architectural, technical and decorative lighting applications as well as automation solutions for buildings.

The specialized Lighting department designs and implements **holistic lighting solutions**. The main axes of which are aesthetic excellence, functionality, ease of installation, use and maintenance.

With **in-depth knowledge of technology and trends** the Lighting department proposes the **optimum solution** for the specific needs of each project.



300+

Large scale projects during the last 3 years

The high expertise and passion of this team is validated through the **Gold Award in Lighting Awards 2022** in the categories of **Office & Enhancing Experience Through Lighting**. Also, we earned 5 more awards in the same year's Lighting Awards.



In the Lighting Awards of 2022, **KAFKAS**, earned the **Gold Award** in the category of the **Supplier of the Year**. This award is the recognition of trustworthiness, expertise and high level of service in demanding projects.



The specialized ICT department supports the design and implementation of unified solutions of physical infrastructure for building facilities and data centers.

It provides added value in the market by keeping informed all interested parties about new standards, trends and requirements of new and future network technology.

Strategic partnership with Panduit providing support at all levels of engagement

55

Large scale projects during the last 3 years

INDUSTRY & MARINE

The company's objectives in the Industry sector are to cover the needs for maintenance and repairs (MRO) of production lines in order to secure their uninterrupted operation, as well as the construction of new production units.

The main focus is to increase energy efficiency of industrial installations and energy savings.

KAFKAS develops the optimum techno-economic solution, adding value to the installation.

HOSPITALITY

The company's objectives in the Hospitality sector are to maximize investment efficiency, reduce operational costs and to provide environmental friendly solutions.

Whether it is a new or existing business, KAFKAS provides solutions for the proper construction / maintenance of facilities, with maximum safety and comfort, while saving resources.

300+

Large scale projects during the last 3 years

C O R P O R A T E P R E S E N T A T I O N



OUR PRODUCTION
ACTIVITY

 **KAFKAS**

OUR PRODUCTION ACTIVITY

The 2 Switchboard production units in Athens and Thessaloniki design and produce low and medium voltage switchboards according to each project's particular specifications.

The supply of cabinets and materials placed on the switchboard is made by the world's largest electrical equipment manufacturers.

Licensed Partner for the production of medium voltage switchboards by **Schneider Electric & ABB**

5.000
switchboards
produced
annually

200+
Large scale
projects

Series and type IEC61439
tests-declaration of
conformity CE

OUR PRODUCTION ACTIVITY

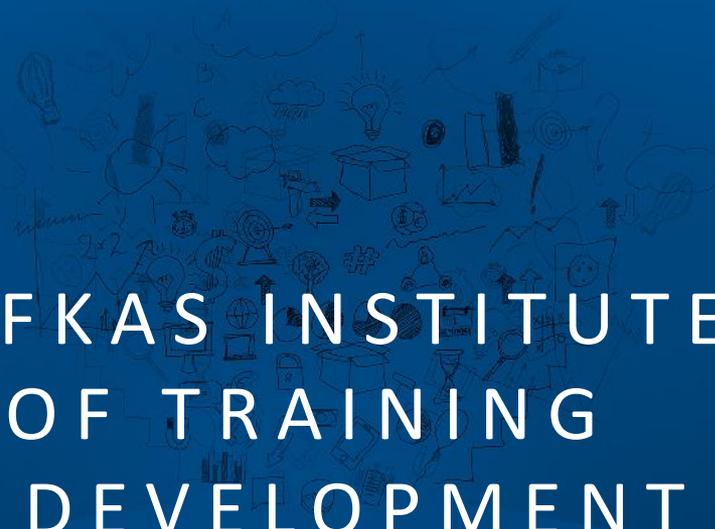
The relocation of the Electrical Panels Unit of Northern Greece from the facilities of Monastiriou Street to the new factory in Nea Magnesia, gives increased possibilities in the production of low and medium voltage panels.

Combined with state-of-the-art equipment it can now support the needs of any project with speed and reliability.

- **2.500m²** covered areas
- **24** work stations και **15** covered places for huts assembly
- **Crane bridge** lifting capacity 10tn
- **Complete copper** processing machine
- **2** structures for impellers
- **75** engineers
- **60** technicians



C O R P O R A T E P R E S E N T A T I O N



KAFKAS INSTITUTE
OF TRAINING
& DEVELOPMENT



 **KAFKAS**

Kafkas Institute of Training & Development, as a **certified Level 2 Lifelong Learning Center**, it is a meeting point for professionals in the industry, offering knowledge and skills to everyone interested in a wide range of specialized training programs.

It is addressed to: Professional Electricians, Engineers, Architects, Manufacturers, Conservators, Students, Executives, etc.

11

Years of operation

6

Certified Seminars from International Organizations

11.300

Trainees

390

Training Programs in-person

60

Webinars

95%

Satisfaction Rate of Participants

C O R P O R A T E P R E S E N T A T I O N



OUR PARTNERS

 **KAFKAS**

OUR PARTNERS



OUR PARTNERS



OUR PARTNERS

PHILIPS

 **LEDVANCE**

SYLVANIA

LOMBARDO



ARKOS LIGHT



Concord

 **intra lighting**
all visible

 **Vistosi**


Aldo Bernardi


Catellani & Smith

LED LINEARTM
lighting solutions

TOSCOT
MADE BY PEOPLE

9010
novantadeci

 **BELFIORE**
naturalmente luce

IDEAL LUX

RZB

LEDVANCE is the licensee of product
trademark OSRAM in general lighting

LEDVANCE  **OSRAM** 

 **LEDVANCE**


Zambelis
LIGHTS

kalfex
LIGHTING


VIOKEF
LIGHTING


BEL LIGHTING

NOVA LUCE

 **ELECTRON**

 **KAFKAS**

C O R P O R A T E P R E S E N T A T I O N

A young man and woman are smiling and looking at a smartphone together. The man is on the right, leaning in towards the woman on the left. They are both looking at the phone with interest and joy. The background is slightly blurred, suggesting an indoor setting.

O U R C U S T O M E R S

 **KAFKAS**

OUR CUSTOMERS



C O R P O R A T E P R E S E N T A T I O N



O U R P A R T N E R S H I P S
A L L I A N C E S

 **KAFKAS**

OUR PARTNERSHIPS ALLIANCES

Since 2013, **KAFKAS** is a member of FEGIME the pan-European group of electrical equipment trading companies.

The FEGIME Group aims to establish strong relationships among its members with leading suppliers and encourages the exchange of best practices among its member companies.

As a member of FEGIME, **KAFKAS** actively participates in the European industry activities and is the first to bring international developments and trends to Greece, offering added value to its customers.

19

countries

250+

members / companies

1.300+

Points of sale concerning electrical equipment / members



FEGIME

HELLAS & CYPRUS

 **KAFKAS**

C O R P O R A T E P R E S E N T A T I O N

OUR DISTINCTIONS



OUR DISTINCTIONS



ISO 9001:2008 | ISO 14001:2004 | OHSAS 18001:2007 / ΕΛΟΤ 1801:2008



2011 **True Leaders**
by ICAP Group



2012 **True Leaders**
by ICAP Group



2013 **True Leaders**
by ICAP Group



2014 **True Leaders**
by ICAP Group



2015 **True Leaders**
by ICAP Group



2016 **True Leaders**
by ICAP Group



2017 **True Leaders**
by ICAP Group



2018 **True Leaders**
by ICAP Group



2019 **True Leaders**
by ICAP

EFQM 
Committed to excellence


Recognised for excellence
4 star - 2014


ΛΕΣΧΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ
ΒΡΑΒΕΙΑ
ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ
ΚΟΥΡΟΣ


LOYALTY AWARDS '18
GOLD

Education Business Awards 2016


Sales Excellence Awards
GOLD

ΑΙΕΝ ΑΡΙΣΤΕΥΕΙΝ
ΥΠΟΘΕΣΗ ΑΡΧΩΝ ΕΠΙΧΕΙΡΗΜΑΤΙΚΗΣ ΑΡΙΣΤΕΙΑΣ




GROWTH AWARDS 2019 WINNER
Ανθρώπινο δυναμικό & εταιρική κουλτούρα



Transport & Logistics AWARDS 2014




e-volution AWARDS 2021



OUR DISTINCTIONS



HUB Lighting & Innovation by Kafkas
In the category of Office & Enhancing Experience through lighting



Experience Room
@ HUB Lighting & Innovation by Kafkas in the category of Enhancing experience through Lighting



St. Catherine's British School in the category of Public



Uni-pharma in the category Industrial

OUR DISTINCTIONS



MET Cosmetic in the category of Public

Lighting
AWARDS
2022
SILVER



Olive Sun Villa in the category of Hospitality

Lighting
AWARDS
2022
BRONZE

For the **9th** time, **KAFKAS** was awarded as one of the top ten companies with the best work environment in Greece, taking the **3rd** place for the first time, in the context of the research Best Workplaces 2023 conducted by the Great Place to Work[®] Institute Hellas.

Furthermore, for the **3rd** time in a row it was distinguished among the **50** companies in Europe with **the best working environment for 2023**. This distinction comes as a recognition of the practices that it applies based primarily on the employee and his further development.

This distinction confirms the development of mutual trust between the company's management and its employees, based on respect, open communication, understanding, consistency and honesty.



C O R P O R A T E P R E S E N T A T I O N

A hand holding a heart-shaped globe, symbolizing global impact and social responsibility.

OUR CORPORATE
SOCIAL RESPONSIBILITY

 **KAFKAS**

OUR CORPORATE SOCIAL RESPONSIBILITY

CSR is one of the pillars of our strategy and focuses on 3 axes
“Society - Employees – Environment”.

The company implements throughout Greece a major CSR program renovating schools. The aim of the program is to provide schools located in remote areas or lacking in equipment with high-end educational & operational means. In addition to this, the company’s cooperation with a non-profit organization helping children, the foundation of KAFKAS blood bank for company employees and the recycling of batteries and lamps taking place in all of our stores and premises are only a few initiatives that our company has adopted in the context of its responsibility and respect to the society, our staff and the environment.

Member
of CSR
Hellas



Supporter of
UN Global
Compact



 **KAFKAS**