



TRADE | DISTRIBUTION | CONSULTING

# COMPANY PROFILE



**YOUR PARTNER IN GLOBAL TRADE**

# ABOUT US

## WHAT WE DO

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

We have offices in Izmir (Turkey) and Kaufbeuren (Germany).

Our main businesses is the distribution of advanced construction chemicals. Since we have undertaken so many building projects in our region, 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.

Since our beginning, we have focused on integrating data and technology in our operations. We take advantage of the latest cloud technologies in order to grow and maintain our business.

Networking and collaboration are the two main pillars of our company. 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 specific products which may be requested by our customers. These products may not fall under our traditional product categories but can still be sourced within our network.

For this, our local teams in Europe, Turkey and South East Asia have all the required skills and connections to quickly find and supply the required items.



*“Mirava is a “data & technology” driven company.*

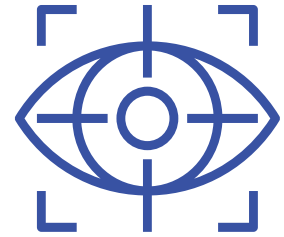
## OUR VISION

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

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

Our goal was to create a system by which customers can quickly get their questions answered and find the best possible materials for their projects.

We have created a material sourcing system for our clients with a dedicated support staff for training and educating their employees. We also made sure that this net method of purchasing materials included other critical components of product supply cycle as well, logistics and finance.



## OUR MISSION



We wanted to create a network of reliable partners, customers, and stakeholders where everyone gets their business done by using our services.

We aim to make the “product sourcing” process for companies as seamless as possible.

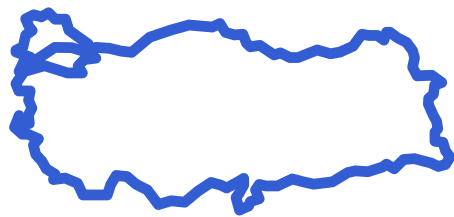
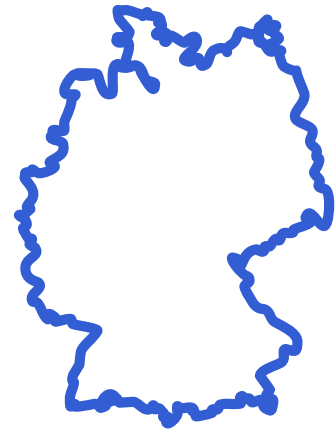
By using latest technology and advanced data tools, we believe getting all stakeholders on the same page and providing full transparency is what separates us from the competition.

## 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. This branch is also responsible for the following activities:

- ▶ 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

“Mirava is an integrated trade & distribution company.”

## **CORE COMPETENCIES:**

### **WORLD-WIDE NETWORK:**

Our network has expanded into 7 countries with more than 200 corporate and 1,000 individual clients over the past 10 years.

In addition to end-users, our global 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 when conducting our business.



### **FULLY CONTROLLED OPERATIONS:**

Mirava is not only a distributor. Our operations are fully controlled by our staff, starting with production, ending with after sales service. We provide a comprehensive solution to our customers.

We also offer product training and project consultation services. While most companies only deliver materials, we also provide a material & technical training for our clients worldwide, which is something very important for eliminating the mistakes early on and preventing the overspend.

Because we do not outsource any part of our business except shipping, we are able to optimize our operations constantly and minimize the expenses for our customers.



### **ADVANCED MATERIAL OFFERINGS:**

Our portfolio includes over 200 products. These include some widely used materials and some unique and very advanced products which do not have any direct competition.

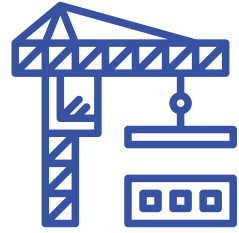
Offering a wide range of products enables us to solve problems both efficiently and economically for our clients.



## **CONSTRUCTION EXPERTISE**

Our Turkish company undertakes multiple construction projects per year. This allows us to have a first-hand knowledge of the practical side of the business. Including all “common” problems a typical contractor may encounter on a daily basis.

This gives us a great advantage while helping our clients because we understand their problems thoroughly.



## **FINANCE**

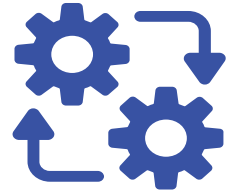
We work with multiple banks and financial institutions in Turkey and Germany. If customers require, we are able to offer trade financing support for their purchases.

This option is only available for orders over a certain volume and subject to clients' approval by our banks. For additional information, please contact us.



## HOW WE WORK

Below are the steps we follow while working with our local and regional partners:



### ▶ **SELECTING PRODUCTS:**

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

### ▶ **AUTOMATED PROCESS:**

From receiving your purchase request to delivering your goods at port, our entire business process is automated and verifiable.

We follow a case-system where each order is assigned to a specific team and the same people follow through your shipment until the delivery took place.

### ▶ **INTEGRATED LOGISTICS:**

We ship products either from Germany or Turkey. Depending on the desired destination, materials will be dispatched from the most convenient location.

### ▶ **CUSTOMS CLEARANCE:**

Through our logistics partners, we offer customs clearance services in destination country. If you are not familiar with customs process, our team of experts will guide you through the process.

### ▶ **AFTER SALES SUPPORT:**

Our job does not end with the sale. Upon receiving the products, you will be contacted by one of our staff and asked if you would require any assistance. You can also get expert help on any topic prior to your application.

#### Logistics Partners



#### Financial Partners



## PARTNERSHIPS

Our business model is based on effective networking and utilizing our contacts to its best purpose. We are working with local and regional partners, re-sellers, distributors, and other stakeholders worldwide.

There are certain countries we occasionally ship products to but not have a permanent partner in. We believe these markets possess great opportunities for our products if we were to partner with right people / companies.

We are currently seeking local distributors for the following countries:

### North America

- ▶ USA
- ▶ Canada

### GCC

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

### Asia

- ▶ India
- ▶ Singapore

### South America

- ▶ Brazil

### North Africa

- ▶ Egypt

- For other countries, please send your inquiry to [mcm@mirava.co](mailto:mcm@mirava.co)

***We provide our partners with complete supply chain services, including but not limited to:***

- ▶ Selection of Advanced Construction Chemicals
- ▶ Product Knowledge Training
- ▶ Project Consulting
- ▶ Technical Assistance
- ▶ Timely & Trackable delivery services
- ▶ Trade Financing
- ▶ Competitive pricing
- ▶ Custom Quotations

***“We are an “end-to-end” solutions provider”***





## OUR BRAND

MCM Construction Products are chosen for some of the most prestigious projects around the world. 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 materials 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 & Tunneling
- ▶ 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 “official” certificates required by our customers:

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

### SOME OF OUR CLIENTS INCLUDE

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

**REFERENCES:** Please refer to our international portfolio.

# THANK YOU..



**mirava**

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