



Application for status as an official Jetour dealer

Romashka(LLC Romashka Auto)
Krasnodar

01.01.2025



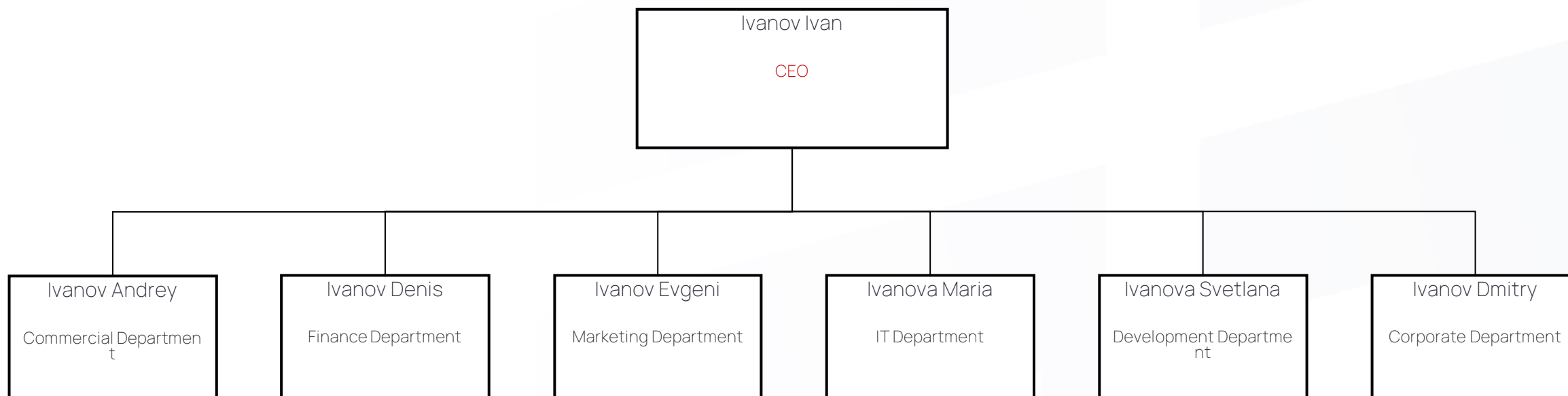
REQUIREMENTS FOR CONSIDERATION OF THE APPLICATION



For the purpose of standardization, the candidate is required to submit an application of a official dealer to Jetour Motor Rus LLC, which includes following information:

1. Information about the holding.
2. Information about the company.
3. Information on the company's financial performance.
4. Information about the company structure.
5. Information about the proposed location.
6. Photo materials.
7. Sales plan.
8. Marketing Investments plan.
9. Dealer's center launch plan.
10. The presentation must be completed in English.






Contact information

Name	LLC Romashka Auto		
Address of the proposed dealership building	000001, Krasnodar, Lenina st., 1	INN	0000000001
Cadastral number of the plot	01:01:0000001:001		
Contacts	+7(900) 000-00-00, info@romashka.ru		




Founders			
Full name	Ivanov Ivan		
Date of birth	1985-01-01		
Place of residence	Krasnodar		
E-mail	IvanovIvan@romashka.ru		
Mobile phone number	+7(900) 000-00-00		
Amount of authorized capital	1 000 000		
Share of authorized capital	100%		
Field of activity	Car business		
Photo			





EXAMPLE

GENERAL INFORMATION ABOUT THE COMPANY



Legal name	IIC Romashka Auto				
Marketing name	Romashka				
Contact information	Full name Romashka Auto Limited Liability Company Mobile phone: +7 (900) 000-00-00 E-mail: info@romashka.ru				
PROJECT LEADERS					
Job title	The leading specialist of new Projects		Job title		
Full name	Ivanova Svetlana		Full name		
Contacts	Mobile phone: +7(900) 000-00-00 E-mail: IvanovaSvetlana@romashka.ru		Contacts	Mobile phone: E-mail:	
Experience	Experience in the Automotive business since 2015.		Experience		



Current auto-brands in portfolio	HAVAL Krasnodar	Chery Kransodar	Geely Kransodar	Omoda Krasnodar
Start of activity	01/01/2023	01/01/2023	01/01/2024	01/01/2024
Showroom area / service	550m²/750m²	450m²/550m²	600m²/1200m²	600m²/1200m²
Dealership type (mono-brand/multi-brand)	Multi-brang	Mono-brand	Multi-brand	Mono-brand
Sales 2023 pcs..	450	350	300	250
Sales 2024 pcs..	1500	900	800	600
Sales 2025 pcs..	700	600	500	400
Number of employees in 2025	15	14	14	12
Availability of unfinished investments	yes	yes	no	no
Photo				

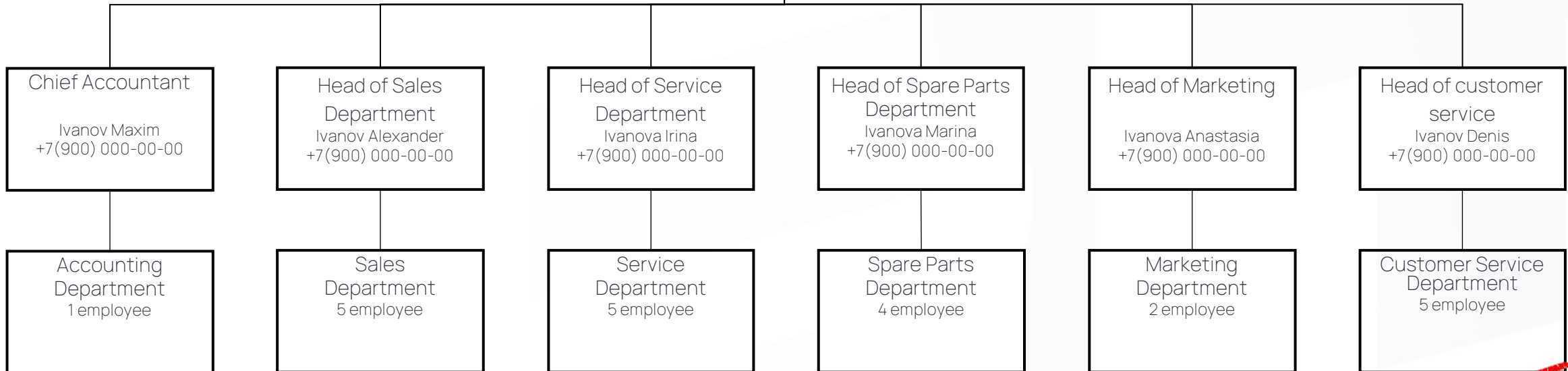
*If there are used cars in the brand's portfolio, please add them to the table.



Financial performance for the three preceding years				
		Total 2023	Total 2024	Total 2025
1. Key performance indicators for car sales	1.1 Total sales volume (units), including:	30000	40000	45000
	1.1.1 Sales volume (units), new	5000	10000	10000
	1.1.2 Sales volume (units), used/trade-in	25000	30000	30000
	1.2 Total sales revenue (million rubles), including:	80000	100000	100000
	1.2.1 Sales revenue (million rubles) new	29000	39000	29000
	1.2.2 Revenue from sales (million rubles) used/trade-in	45000	70000	70000
	1.3 Total sales profit (million rubles):	6000	8000	8000
	1.3.1 Profit from sales (million rubles) new	3000	1500	1500
	1.3.2 Profit from sales (million rubles) used/trade-in	3000	6000	6000
2. Key performance indicators for repairs	2.1 Number of car entries (times)	120000	170000	200000
	2.3 Revenue from repair services (RUB million)	1500	2000	3000
	2.4 Profit from repair services (million rubles)	700	1000	1500
3. Key performance indicators for spare parts	3.1 Revenue from sales of spare parts and accessories (million rubles)	2000	2500	2500
	3.2 Profit from sales of spare parts and accessories (million rubles)	2000	2500	2500
4. Profitability indicators	4.1 Profit from core activities (million rubles)	2000	2500	2500
	4.2 Profit after tax (million rubles)	1000	1000	1000
	4.3 Return on sales (%)	1,2%	2,5%	2,8%



CEO
Ivanov Ivan
+7(900) 000-00-00



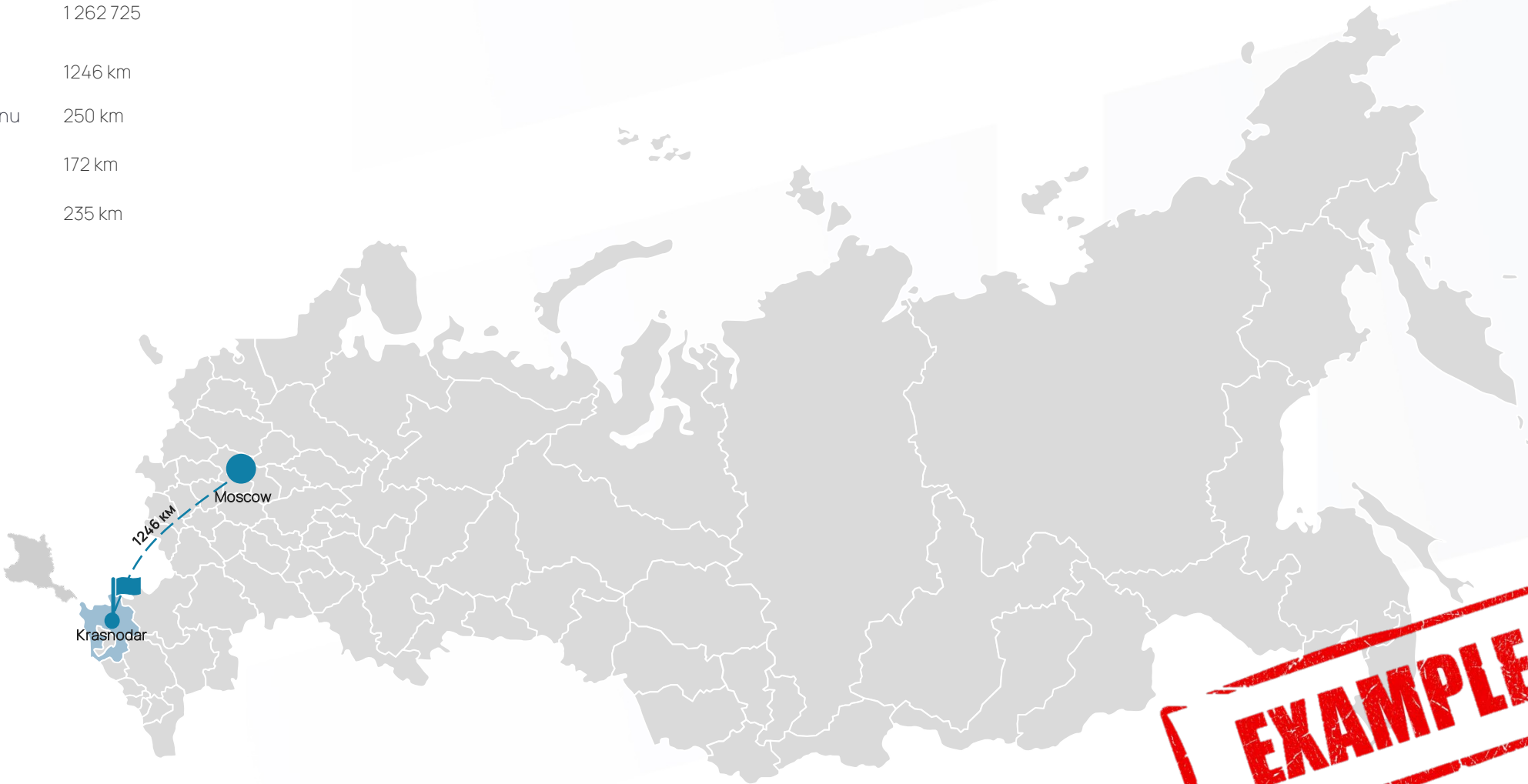
Please make sure to indicate the number of employees in each department allocated to the Jetour brand.

EXAMPLE

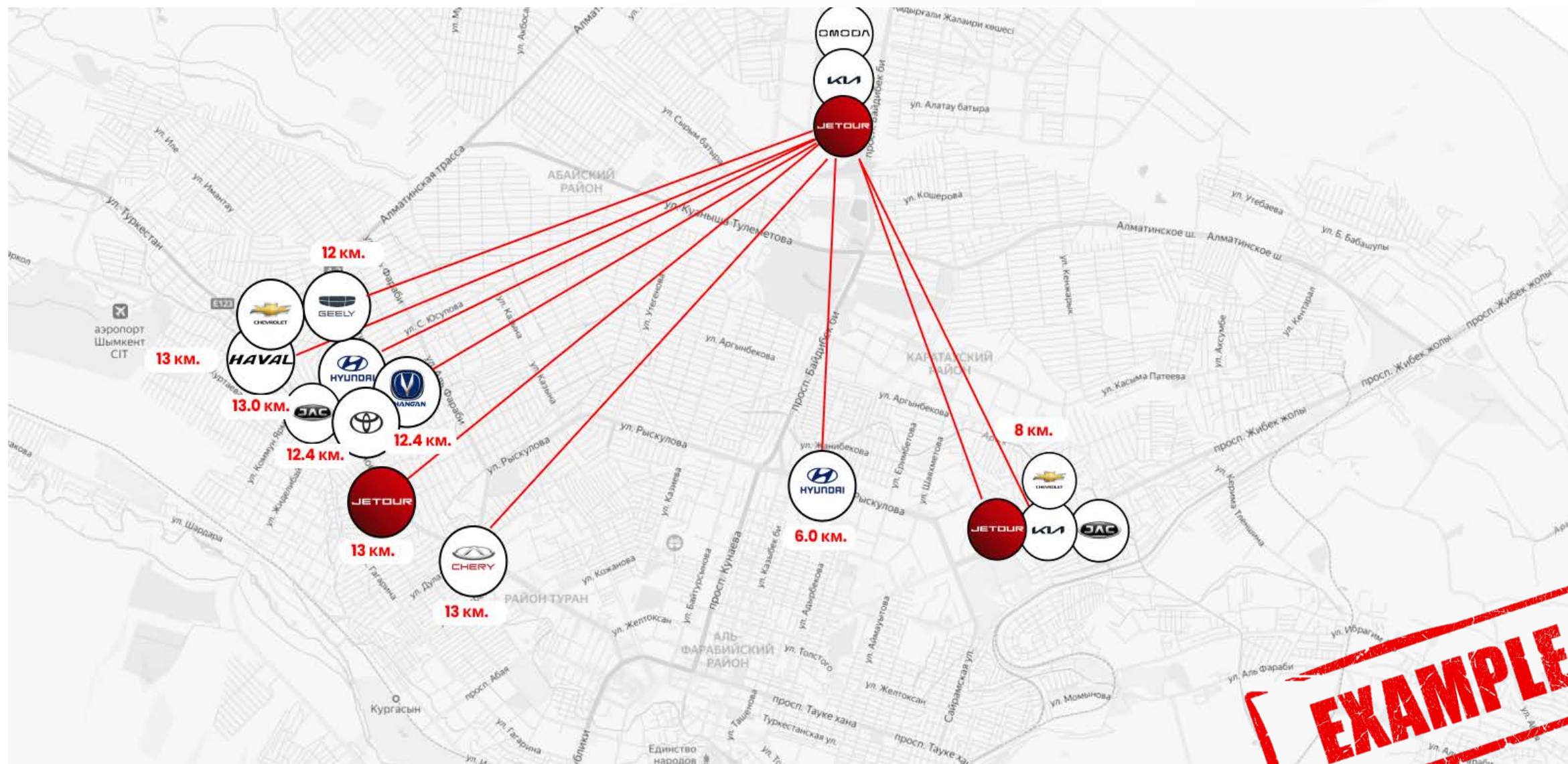
MAP OF RUSSIA



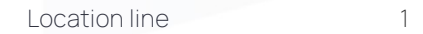
Federal District	Southern
City name	Krasnodar
City population	1 262 725
Distance from Moscow	1246 km
Distance from Rostov-na-Donu	250 km
Distance from Sochi	172 km
Distance from Stavropol	235 km



LOCATION OF CORRENT DEALERS



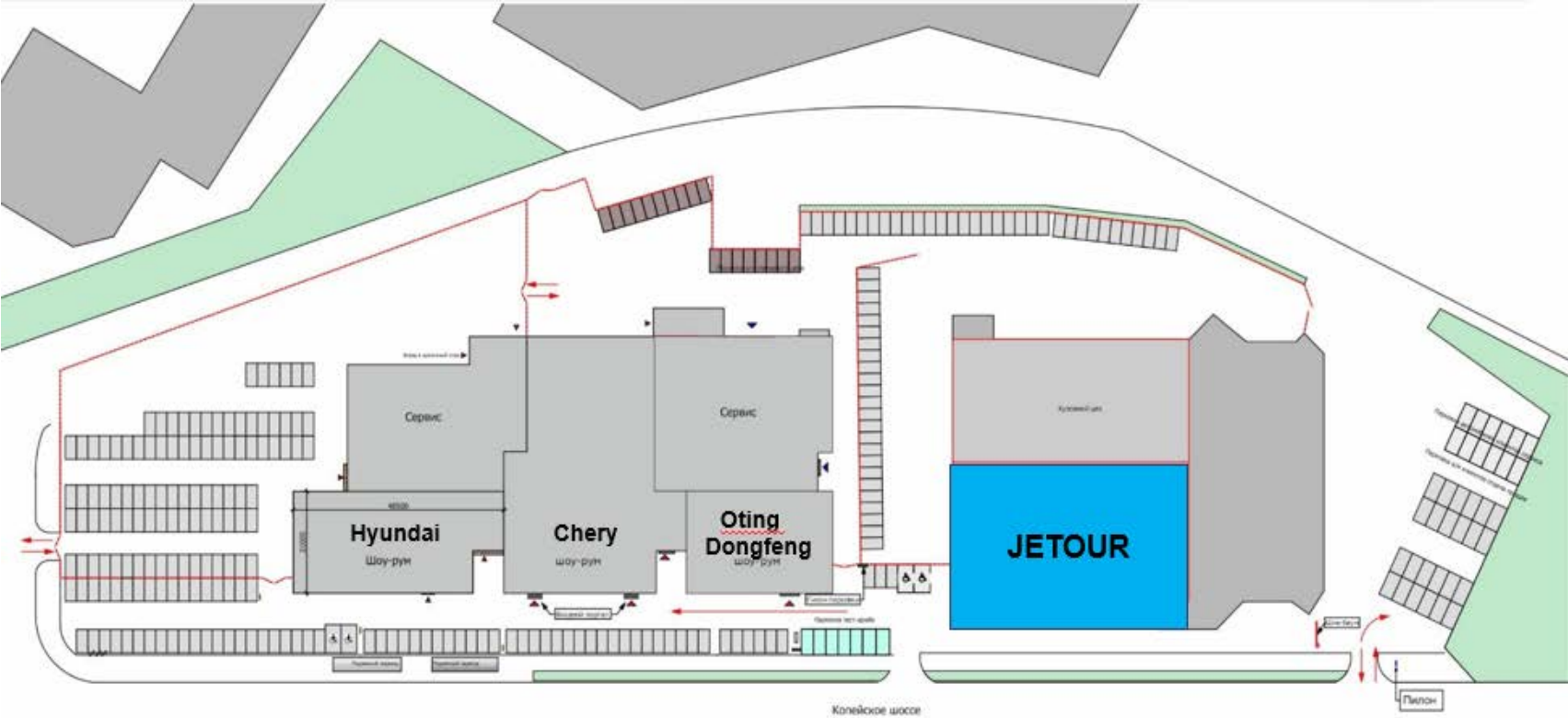
EXAMPLE



Main zones of traffic attraction

1. A large shopping mall
2. The road to the city center
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

EXAMPLE



Number of entries into the territory	2
Customers parking	30
Customers repair zone parking	50
New car parking	100

EXAMPLE

DEALER CENTER LAYOUT



экспликация помещений		
№ по плану	наименование	площадь, м2
зона продаж		
1.1	демонстрационный зал	527,60
1.2	место выдачи нового автомобиля	32,0
1.3	лестница на антресольный этаж	30,0
1.4	рабочие места продавцов-консультантов	5x12,0=60,0
1.10	касса	3,0
1.11	место передачи денег	3,0
1.12	клиентская	33,70
1.13	руководитель отдела продаж	24,0
1.14	санузлы	13,0
общая площадь зоны продаж		708,60
зона сервиса		
1.19	сервис-бюро	42,0
1.20	сервис (9 постов)	491,0
1.21-1.22	мойка	71,6
1.23	прямая приемка	43,3
1.24	быстрый сервис	41,0
1.25	сход-развал	45,20
1.26	аварийный участок	38,0
1.27	монтаж дополнительного	27,0
1.28	участок диагностики	41,0
1.29	склад запчастей и аксессуаров	82,0
1.30	сервис-менеджер	14,0
1.31	техническое помещение	14,5
1.32	санузел	2,80
общая площадь зоны сервиса		980,0
общая площадь этажа		1690,0

Address 000001, Krasnodar, Lenina st., 1

Type of dealership Mono-brand

Ownership status Own

Showroom 500 м² (21 m x 24m)

Net display area 150 м² (21 m x 7 m)

Ceiling height 7 m

Workshop 1500 м² (50 m x 30 m)

Warehouse 400 м² (40 m x 10 m)

Other technical rooms 100 м² (10 m x 10 m)

Ceiling height 5 m

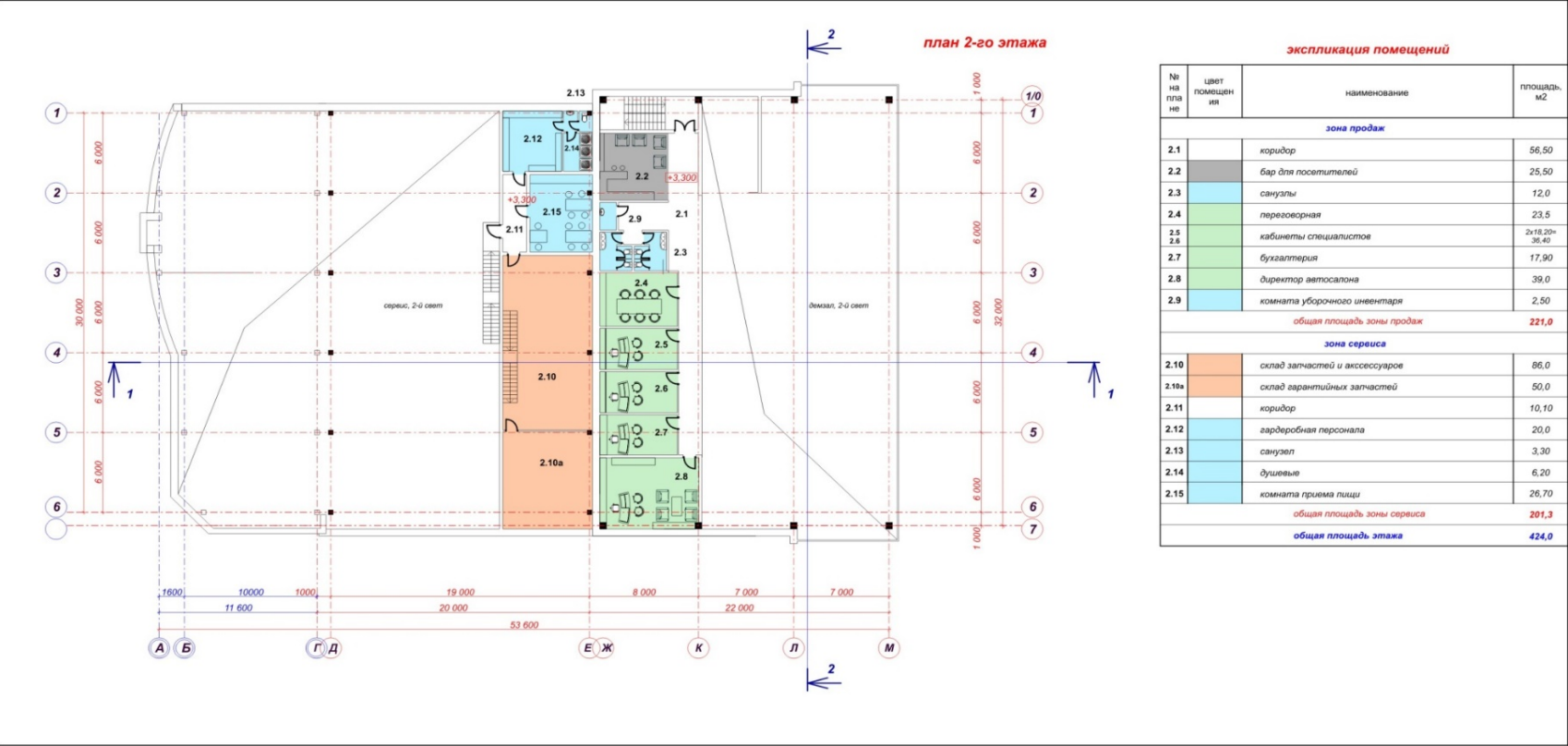
Body shop 1200 м² (40 m x 30 m)

Term of support for architectural brand standards 06/2026

Dealership launch completion date 07/2026

Service owned

EXAMPLE



Other rooms

20m





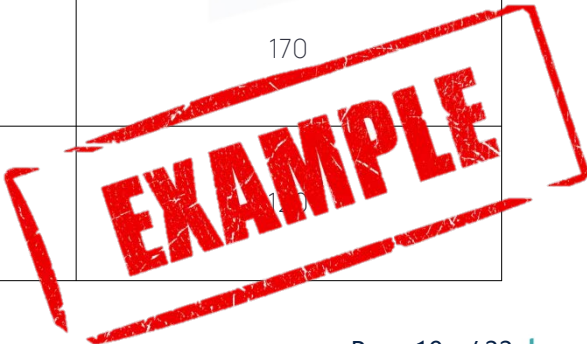
EXAMPLE





EXAMPLE

PERIOD	2025	2026	2027	2028
TOTAL	165	720	830	890
X90PLUS	20	30	30	30
DASHING	70	350	400	450
X70PLUS	20	100	120	120
T2	45	140	160	170
T1	10	100	120	120



MARKETING INVESTMENT PLAN				
PERIOD	2025	2026	2027	2028
AMOUNT, RUB.	6 900 000	23 000 000	30 000 000	34 000 000



DETAILED MARKETING INVESTMENT PLAN FOR THE YEAR	
ATL (TV, Press, Radio, Outdoor Advertising)	2 000 000 RUB.
Internet	3 500 000 RUB.
BTL (Shows, Events, POS, etc.)	700 000 RUB.
Brochures, booklets	200 000 RUB.
Other	500 000 RUB.



CITY	LAUNCH PLAN	DATE
Address	Placement of temporary banner	01/2026
	Formation of the staffing schedule	01/2026
	Project development	01/2026
	Buying cars from the test fleet	01/2026
	Purchase of a minimum package of spare parts and accessories.	01/2026
	Coordination of the project with Distribution	01/2026
	Payment for Jetour corporate identification elements	01/2026
	Installation of external and internal elements of corporate identification	04/2026
	Passing the audit	04/2026
	Beginning of active work	02/2026

