ouno

We Invite You to Discover...



www.ouno.com.tr

Işıklar Cd. No:15 Ataşehir/İstanbul

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Who We Are?



OUNO is an integrated business ecosystem with end-to-end capabilities across technology and supply chain operations. With nearly 30 years of experience in telecommunications and consumer electronics, it operates across a broad spectrum—from importation and distribution to aftersales services and recycling.

Its operational strength is built on scalable infrastructure, a robust logistics network, and a centralized management approach. Located in Tuzla, the Green Campus serves as the backbone of this structure, unifying manufacturing, technical services, bonded (freezone) warehousing, logistics, and licensed recycling processes within a single hub.

For OUNO, technology is not an end in itself, but a tool that enables efficiency, transparency, and sustainability. Digitalization and measurable operations are embedded at the core of all decisions and processes.

Viewing human resources as its most valuable asset, OUNO operates with a strong commitment to ethics, compliance, reliability, and quality. Sustainability is treated as an operational responsibility, not a slogan.

Today, **OUNO** offers its partners a strong and reliable business model as a single point of contact.
Its objective is clear: to execute today flawlessly while being fully prepared for the needs of tomorrow.

Group Companies

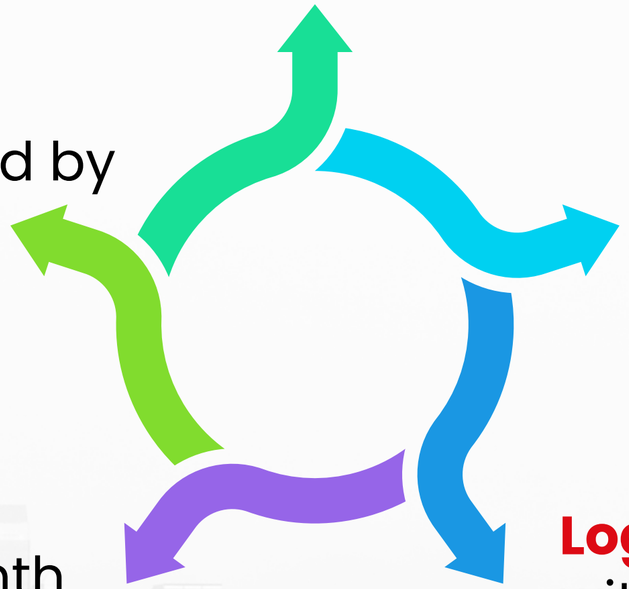
OUNO BILISIM | OUNO DIGITAL | OUNO GROSS | OUNO SERVICE | OUNO YAPI | OUNO TURIZM

YEŞİL GEZEGEN TEKNOLOJİ | DORA MOBILE | EKŞİ HUKUK BÜROSU | ÇEVRE KOLEJİ 1998

Why OUNO? / The Strategic Edge

Market Access: Deep integration with all channels.

Asset Ownership: Facility 100% owned by **OUNO**.



360° Holistic Approach: Fully integrated management, bonded warehousing, local warehousing, production, aftersales, refurbishment and recycling.

Scale: 130k/month capacity with CKD/SKD flexibility.

Logistics: The only entity with in-house C-Type Bonded (Freezone) Warehouse.

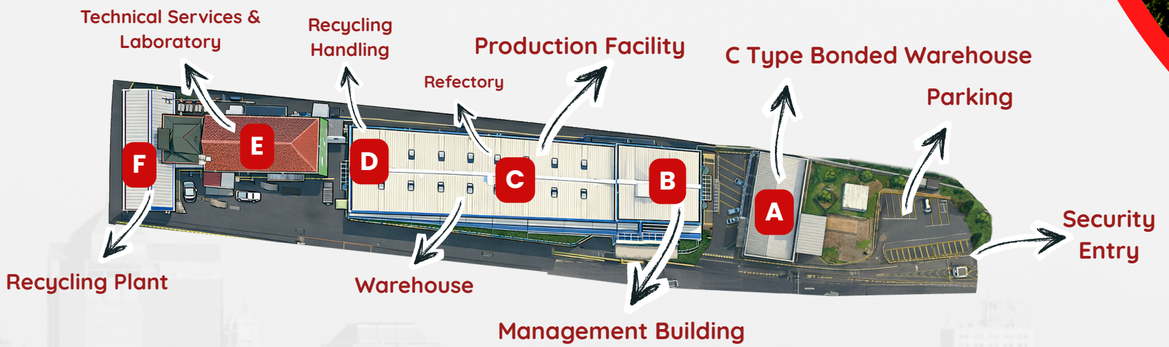
Facilities & Asset Ownership



The Industrial Heart: Tuzla Green Campus

Tuzla Green Campus is a 100% OUNO Group–owned facility located in Tuzla, Istanbul, covering a total land area of 15,000 m² with closed operational working area of 15,000 m².

Fully integrated management, bonded warehousing, local warehousing production, aftersales, refurbishment and recycling.





The Operational Core: Ataşehir Headquarters

Ataşehir Operations Center is a 100% OUNO Group–owned facility located in Ataşehir, Istanbul, covering 6,500 m² of enclosed operational space..

Facilities & Asset Ownership



The Industrial Heart: Tuzla OSB

Tuzla OSB Campus is a facility located in Tuzla, Istanbul, and is 100% owned by OUNO Group. It occupies a total land area of 14,000 m², with a covered operational area of 14,000 m².

Fully integrated management; domestic warehousing, production, and after-sales services.

360° Operational Power Across the Entire Value Chain



Importation — 60°

- Smartphone
- Tablet
- Laptop
- IOT/IoT
- Nish Products
- Modem

Distribution & Sales — 240°

- Operator Channel
- Technology Retailers and Online Channel
- National Retail Chains
- Mixed Sales Channel
- B2B Sales
- Operational Leasing

Warehousing — 120°

- Type C Bonded Warehouse
- Free Zone Storage
- Stock and Inventory Management
- Logistics Operations

After-Sales — 300°

- Repair
- Refurbishment
- BuyBack
- Spare Parts
- VMO
- MRC

Manufacturing — 180°

- Smartphone
- Smart TV
- Air Conditioner
- Ecosystem
- Modem
- LED Screen
- Camera
- Ecosystem Products

WEEE Recycling — 360°

- Electronic Circuit Board Recycling
- Plastic Recycling
- Cable Recycling
- Electronic Waste Collection

Dora Mobile Framework Overview

Dora Mobile is the operational backbone managing brands' entire importation and distribution operations in Türkiye through a single, integrated center.

Importation

End-to-end product import operations into Türkiye.

Warehousing

Secure bonded (freezone) and local warehousing operations.

Customs Clearance & Nationalization

Customs clearance and nationalization processes.

DORA MOBILE

Spare Parts & VMO Management

Spare parts supply and vendor-managed inventory control.

Distribution

Efficient nationwide product distribution.

An integrated ecosystem connecting global innovation to local market.

Integrated Logistics: The Bonded Warehouse Advantage



C-Type Bonded (freezone) Warehouse (2.000 m2)

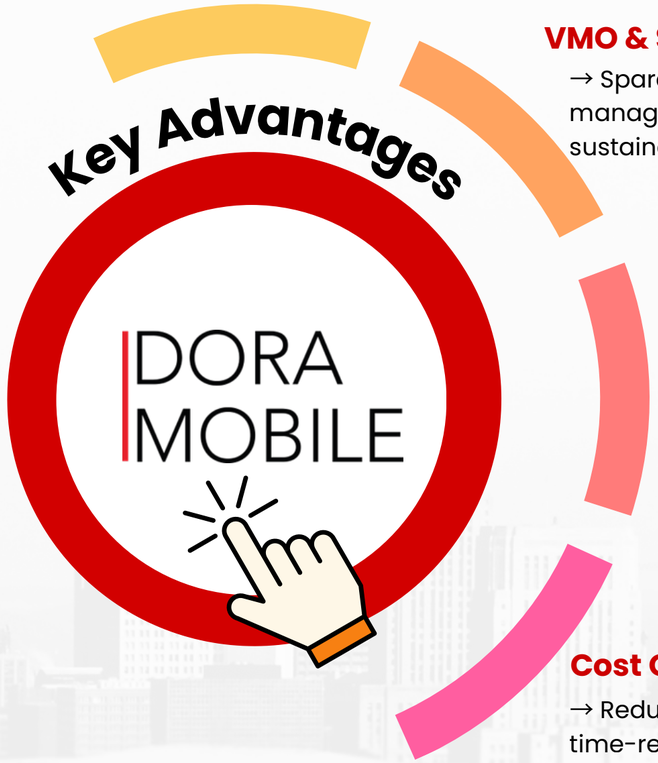


12,000 m² Total Warehousing Area

DORA MOBILE

Customized customs clearance strategy

→ Products are cleared with most appropriate timing without a third-party dependency within 1 day ready to be delivered to sales channels.



VMO & Spare Parts Management

→ Spare parts and inventory are centrally managed for operational efficiency and sustainability.

Zero Transport Delays

→ No extra transfers between customs, warehouse and production.

Cost Optimization for Partners

→ Reduced logistics, handling and time-related costs.

Channel Accessibility

Operator Channel

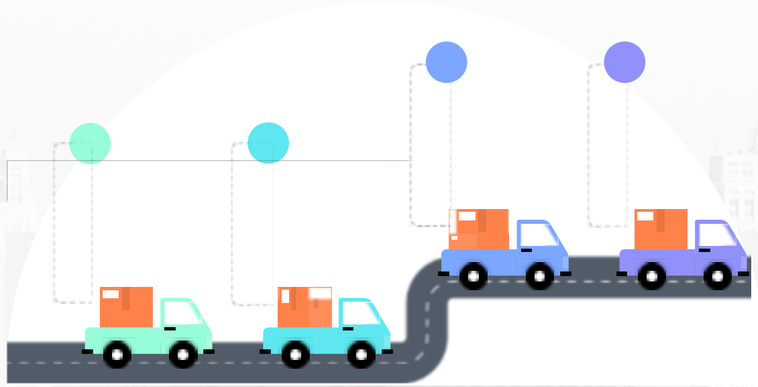
Operator Channel enables centralized, contract-based, high-volume sales through nationwide telecom operator retail networks.

Consumer Electronics Channel

Delivers products to end consumers through specialized technology retail chains.

Online Channel

Delivers products directly to millions of consumers through leading online marketplaces.



Mass & Discount Market Channel

Enables high-volume sales and broad market reach through nationwide discount and mass retail chains.

Mix Channel

Provides flexible, multi-channel sales through independent dealers and regional sales points.

Operator & Mix Channel

Operator Channel enables centralized, contract-based, high-volume sales through nationwide telecom operator retail networks.

850

Retail Stores

Direct access to nationwide operator retail network.

1185

Retail Stores

Direct access to nationwide operator retail network.

750

Retail Stores

Direct access to nationwide operator retail network.

Mix Channel



Dealer Network

3,000+

Active Dealers

Consumer Electronics Channel

Delivers products to end consumers through specialized technology retail chains.

410
Retail Stores

CONSUMER ELECTRONIC CHANNEL

MediaMarkt

105
Retail Stores

CONSUMER ELECTRONIC CHANNEL

Vatan COMPUTER

155
Retail Stores

CONSUMER ELECTRONIC CHANNEL

TEKNOSA

150
Retail Stores

Mass & Discount Market Channel

Enables high-volume sales and broad market reach through nationwide discount and mass retail chains.

30.423
Retail Stores

MASS & DISCOUNT MARKET CHANNEL

MİGROS

3,700
Retail Stores

MASS & DISCOUNT MARKET CHANNEL

METRO

38
Retail Stores

MASS & DISCOUNT MARKET CHANNEL

A·101

13,000
Retail Stores

MASS & DISCOUNT MARKET CHANNEL

Carrefour HSA

1,425
Retail Stores

MASS & DISCOUNT MARKET CHANNEL

BİM

12,260
Retail Stores

Online Market Channel

Enables high-volume sales and broad market reach through nationwide mass and discount retail chains.

ONLINE CHANNEL

amazon

Monthly Active Users (Turkey):

~45M+ visits/month

ONLINE CHANNEL

hepsiburada

Monthly Visitor Traffic (Turkey):

~155M+ visits/month

ONLINE CHANNEL

trendyol

Monthly Visitor Traffic (Turkey):

~139M+ visits/month

ONLINE CHANNEL

n11

Monthly Visitor Traffic (Turkey):

~35M+ visits/month

~374M+
visit/month

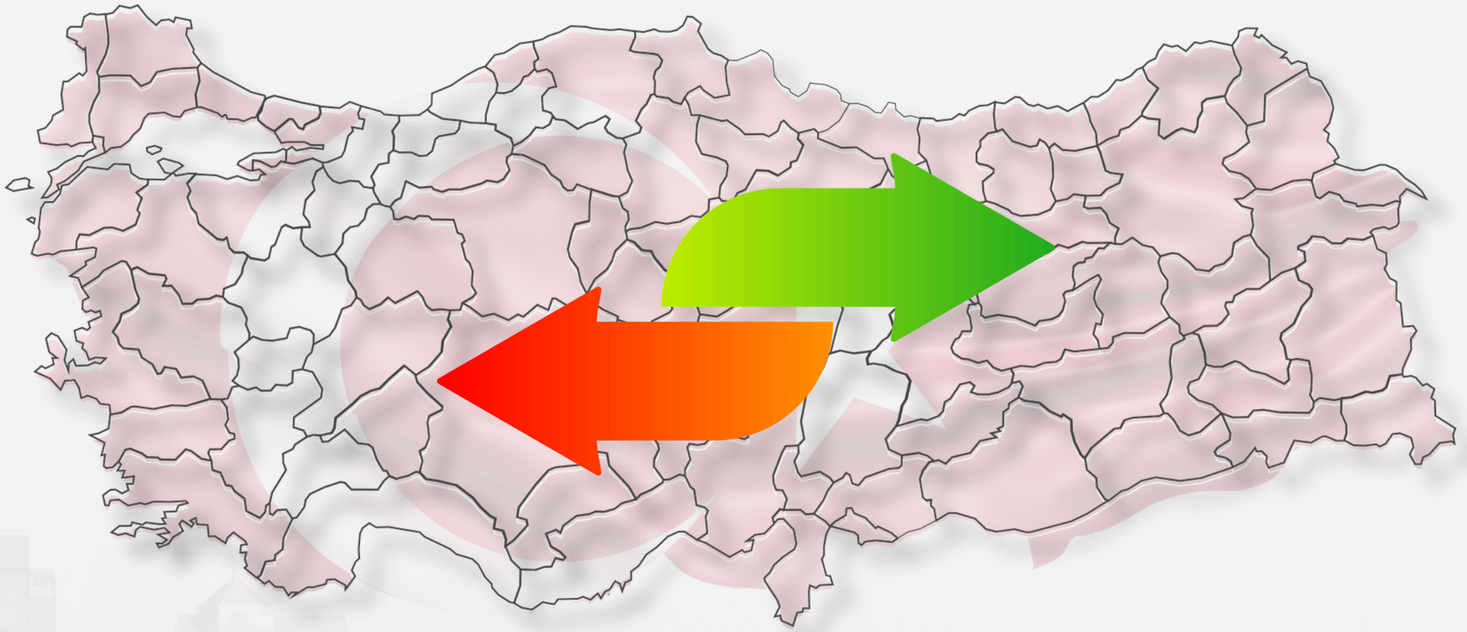
The Central Hub Of After-Sales Excellence in Turkiye

Trusted by Global Giants. Delivering Nationwide Coverage.

OUNO SERVICE



SMARTPHONES





IOT PRODUCTS



ACCESSORIES



HOME ELECTRONICS

alcatel · BeBeBus · BlackBerry · cellularline · DREAME · Hometech · HUAWEI · HUTT · Infinix · mi · mipo · MOVA · NOKIA

nubia · OMIX · ONEPLUS · oppo · POCO · realme · SAMSUNG · TCL · TECNO · trackimo · UBTECH · vivo · wiky watch · ZTE

VAS Management by OUNO Service

Value-added service solutions designed to extend product lifecycle and customer satisfaction.

OUNO SERVICE

VAS PACKAGES by OUNO SERVICE

01 FULL PROTECTION

Comprehensive protection covering multiple risk scenarios throughout the product lifecycle.

02 EXTENDED WARRANTY

Extended coverage beyond standard manufacturer warranty periods.

03 SCREEN PROTECTION

Dedicated protection against screen damage, the most common user-related issue.

04 DIGITAL SUPPORT

Digital-first support services enhancing customer experience and operational efficiency.

05 FULL PROTECTION + EXTENDED WARRANTY

Full Protection and Extended Warranty solutions provide comprehensive coverage against multiple risk scenarios while extending protection beyond standard manufacturer warranty periods.

VAS solutions are an integral part of the after-sales service ecosystem.



Vodafone Dealer Channel Distribution and E2E Supply Chain Management



Stong Brand Cooperations

Comprehensive Product Portfolio





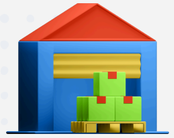
134 Investors

Strategic partners forming the core investor and master dealer structure.



30 Cities

E2E supply chain operations at designated geographical region.



13 WholeSalers

Key regional hubs managing wholesale distribution.



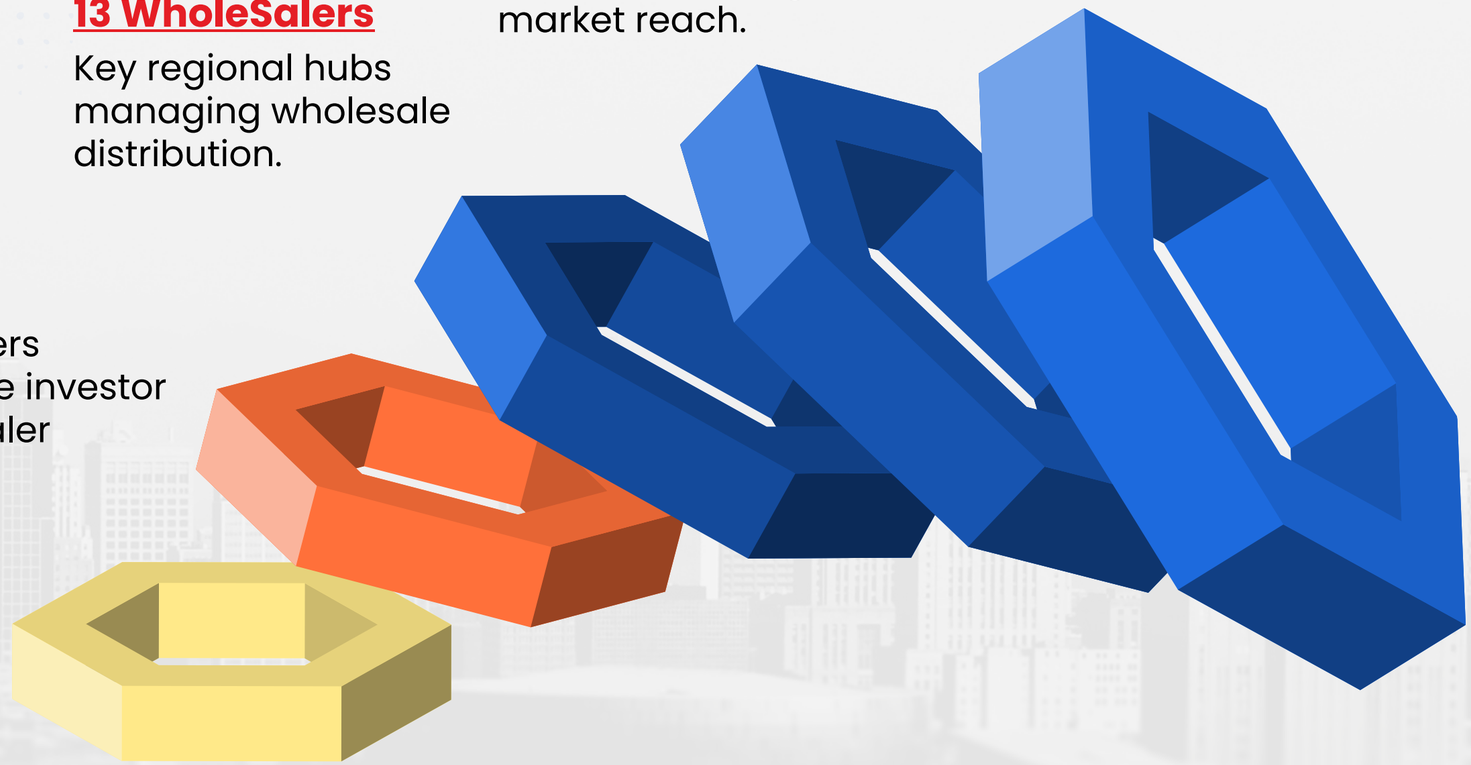
691 Sub-Dealers

Extensive sub-dealer network enabling local market reach.



301 Shops

Direct retail points for sales and customer interaction.



Vodafone Online Operations E2E

Comprehensive Operational Flow Executed Accross Turkiye



www.vodafone.com.tr

Supply

Product supply and stock readiness are managed by OUNO.

D2C Order Management

Orders placed via Vodafone's website are centrally managed.

Logistics

Orders are distributed nationwide with speed and control.

Call Center

Customer communication and operational support are centrally handled.

After Sales

After-sales services are executed by OUNO Service.

Advanced Manufacturing Infrastructure

YEŞİL GEZEGEN TEKNOLOJİ

This page showcases Yeşil Gezegen Teknoloji’s advanced manufacturing infrastructure, highlighting a 4,000 m² high-tech production area supported by multi-line assembly, packaging capabilities, and experienced technical staff.







- 4,000 m² dedicated production area
- 2 Fuji SMT Lines, 4 Assembly Lines, 2 Packaging Lines
- High-efficiency, quality-driven operations
- Experienced and specialized technical personnel

Capacity, Flexibility & Compliance

YEŞİL GEZEGEN TEKNOLOJİ

High Production Capacity
With a monthly capacity of 130,000+ electronic devices, our facility is built to support high-volume manufacturing while ensuring operational continuity and scalability.

130.000+
Capacity



Full Regulatory Compliance

All manufacturing processes fully comply with local production regulations and quality standards, ensuring transparency, traceability, and audit-ready operations at every stage.

Local Production Strategy with Global Brands

Global brands localized through CKD & SKD manufacturing at
OUNO Green Campus.

YEŞİL GEZEGEN TEKNOLOJİ



At OUNO Green Campus, we enable global brands to localize production through CKD and SKD manufacturing models.
From **smartphones** to **smart TVs** and network devices, multiple product categories are produced under one integrated manufacturing infrastructure.

OUNO SERVICE

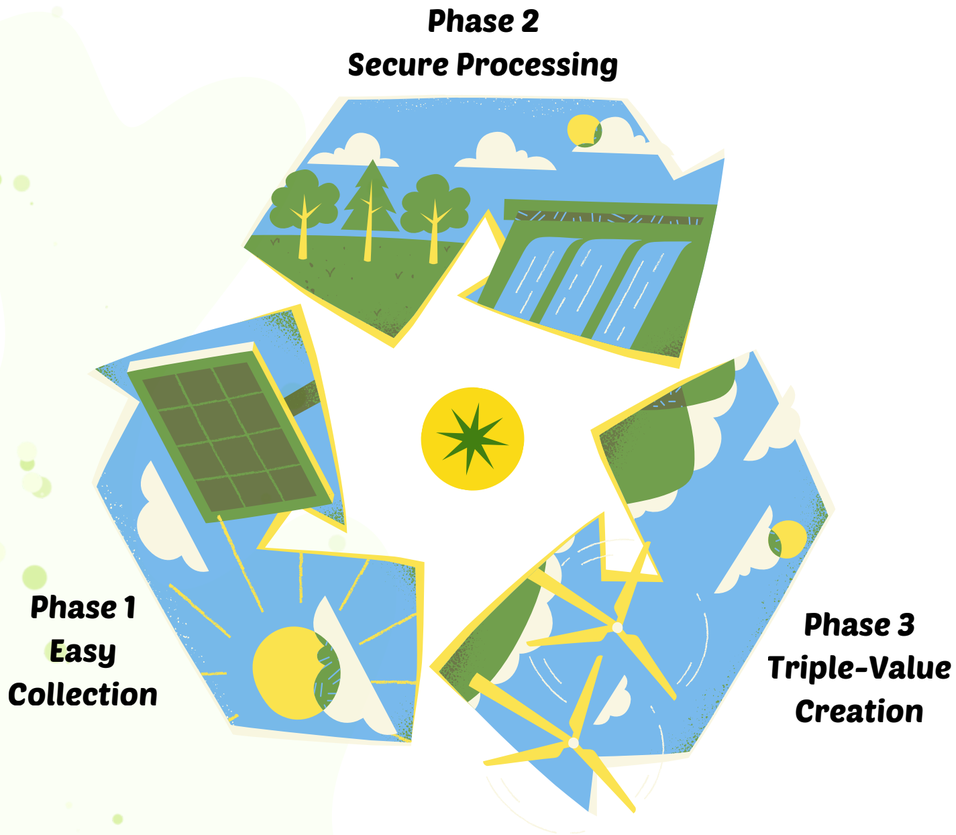
E-Waste Recycling Facility

End-to-End Recycling Ecosystem powered by OUNO Group

OUNO Group operates as licensed recycling center enabling secure, traceable, end-to-end recycling ecosystem that creates measurable added value as well as social impact.



OUNO SERVICE



Reducing carbon footprints, protecting natural resources, and preventing raw material waste. A sustainable future is in our hands.

Phase 1

Zero-Cost Logistics: Free shipping via Yurtici Kargo or drop off at Dealers.

Digital Access: Apply via Vodafone Website or "Vodafone Yanımda" App.

Phase 2

Validation: Devices undergo precision weighing and control at the Ouno E-Waste Unit.

Data Security Guarantee: *Ouno Service* performs secure data destruction (100% personal info erasure).

Real-Time Integration: Auto-confirmation sent to Vodafone to release rewards.

Phase 3

Consumer Reward: Instant Gift Internet packages defined for the participant.

Social Impact: Financial support for Children's Education.

Economic Recovery: Recovery of Gold, Silver, Palladium, Copper, Resin, & Plastic.

People-Powered Operations

59%
Female Workforce

Operational Scale Driven by Expertise

YEŞİL GEZEGEN TEKNOLOJİ

188 Employees
Local Production

OUNO MOBILE

57 Employees
25 Logistics Staff

OUNO DIGITAL

63 Employees

OUNO SERVICE

250 Employees
50.000 Pcs./Month
Repair & Refurbishment
Capacity

Field Force & Call Center

153 Employees
Field Force

22 Employees
Call Center

Various Departments

88 Employees

Female workforce ratio of OUNO Group is a reflection of our strong commitment to the principle of equal opportunity.

Contact Us

OUNO Group is an integrated business ecosystem delivering end-to-end solutions across technology and supply chain operations throughout Türkiye.
With full control over importation, manufacturing, distribution, after-sales services, and recycling, we provide our partners with a reliable, scalable, and sustainable operational model.

For partnerships, strategic collaborations, and detailed information about our operational capabilities, please feel free to contact us.



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