

Baitek Machinery

Single distributor
for the whole Russia



Operating rate of Baitek Machinery



14

years
in Russia



65

headquarters
staff (Yaroslavl)



4

sales divisions:
agricultural machinery,
road and municipal
vehicles, state
purchases and own
leasing company



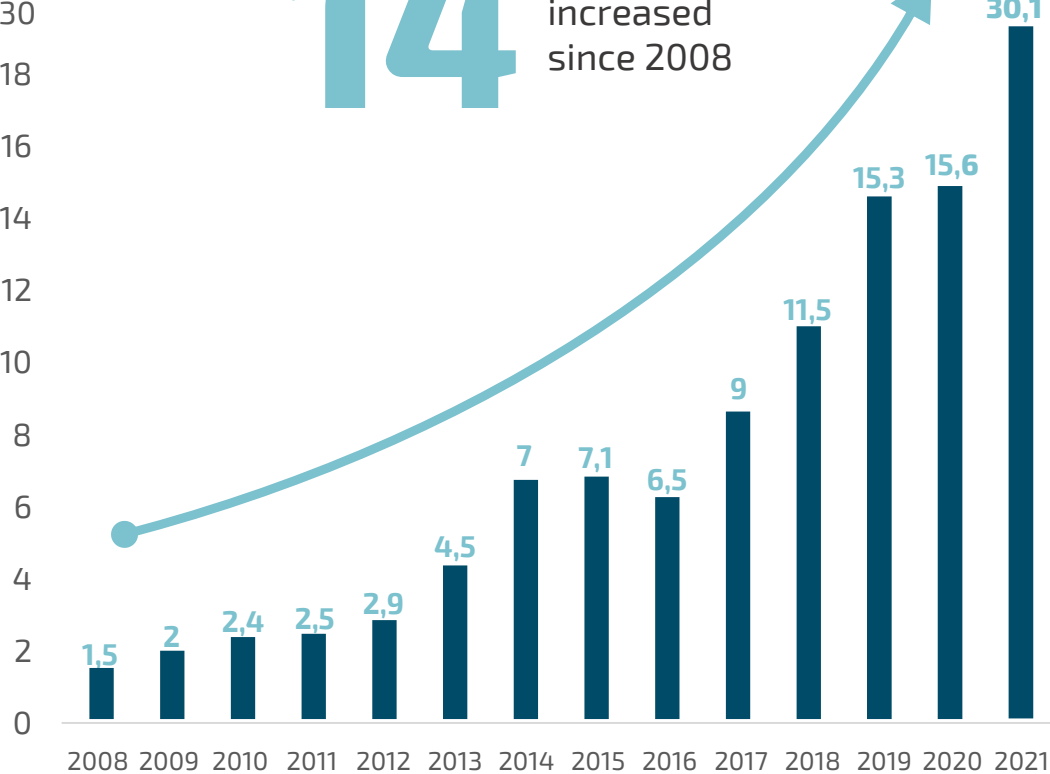
100+

dealers network
all over Russia
and countries of
the Customs
Union

mln
euros

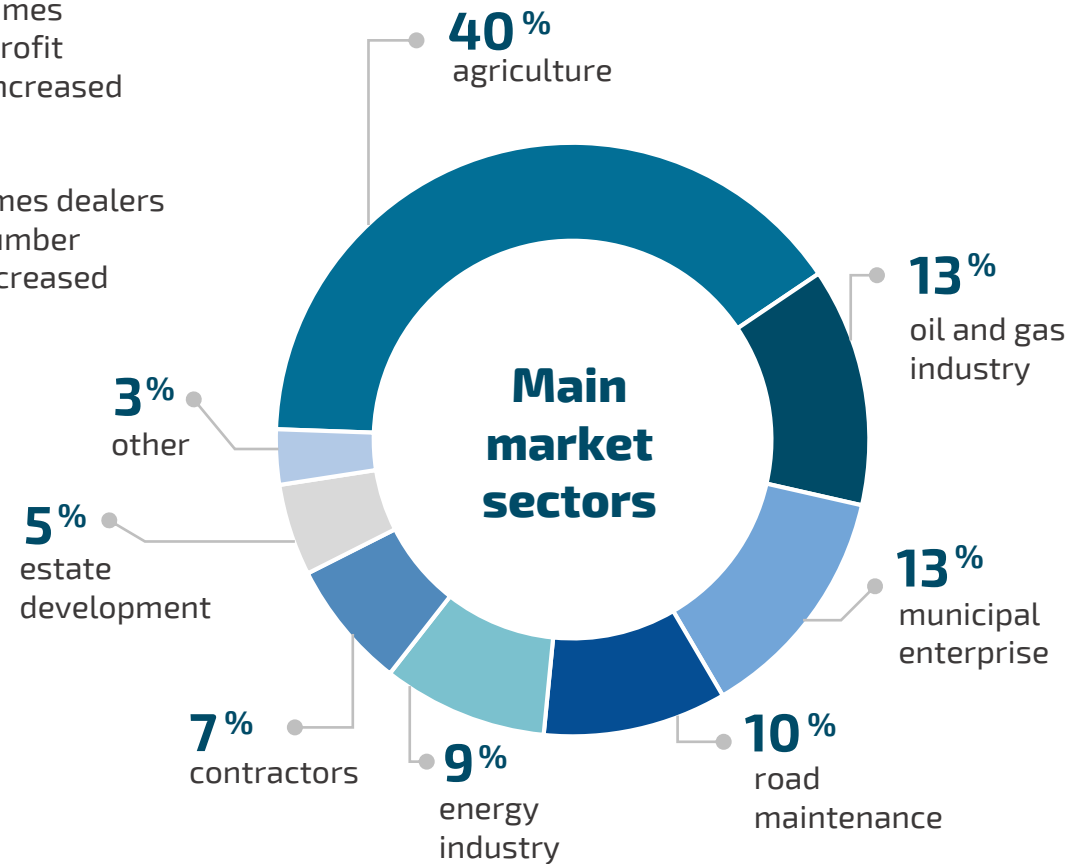
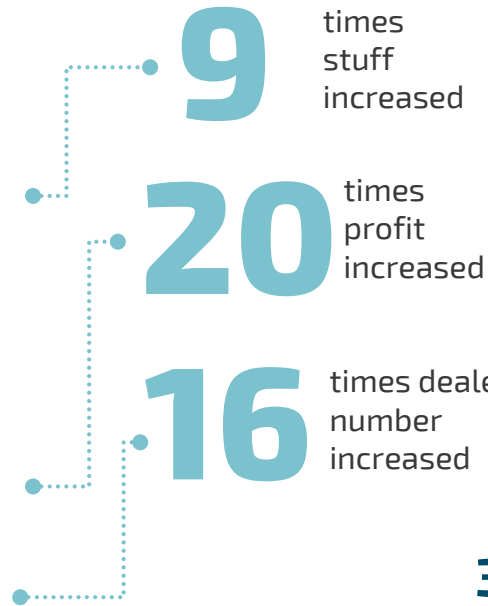
14

times profit
increased
since 2008



Baitek Machinery growth

Growth Area	2008	2011	2014	2017	2021
Number of stuff	7	26	38	55	65
Number of service engineers	2	5	13	18	21
Profit (mln Euro)	1,5	2,5	7	9	30,1
Number of dealers	7	13	44	96	115
Number of exclusive brands	3	4	7	15	19



Stages of changes in the product range



2008
-
2011

The main business activity of the Company is the supply of special machinery of Russian and foreign origin to Yaroslavl and neighboring regions as a local dealer. The best dealer in Russia in 2009-2010 of the CISC «Yaroslavitch» (winter maintenance): sub-distributor of Hyundai, New Holland, Vogel&Noot soil preparation.



2012
-
2016

The main business activity changed to exclusive distributorship. Baitek Machinery signed an Exclusive Distribution Agreement with the YuUZT Company (Russia), according to which the Company received the right to distribute their dozers all over Russia. Fratelli Pedrotti (Italy) for mobile grain dryers, Strahl grain dryer (Italy), Ferri (Italy) for mulchers and mowers. Ferri Rotor (Italy) for the unique machinery for stump cutters, Gandini Meccanica (Italy) and Green Mech (UK) for wood chippers, Turbo Turf (USA) for hydroseeders and SnowEx (USA) for sandspreaders.. Baitek Machinery cancelled 60% of contracts with those Russian and foreign suppliers, which were not ready to work with the single distributor.



2017
-
2022

The leading market shares in the fields of grain drying machinery, road maintenance. The brands, represented by the Company gained the leading positions in Russia. At the moment the Company increases the product range and searches for the new fields of business activity. The product line has been expanded with such equipment as: Forage equipment R0mill (Czech Republic), Soil levelers Rosetto (Italy), Stone crushing machine AgriWorld (Italy), Track system Sabatino (Italy), Feed mixers & livestock equipment Celikel (Turkey), road cold planer CM Crusher (Italy), loaders MultiOne, (Italy), steer loaders Bawoo (South Korea), excavators Yuchai (China), mulchers and mowers Niubo (Spain).

Exclusive product range



Sabatino (Italy)
Track systems



GreenMech (UK)
Wood chippers



Bawoo (South Korea)
Skid steer loaders



Celikel (Turkey)
Feed mixers & livestock equipment



Yuchai (China)
Excavators



FerriRotor (Italy)
Stump cutters



CM SRL (Italy)
Cold planers



Strahl (Italy)
Continuous flow grain dryers



Rosetto (Italy)
Soil levers



Niubo (Spain)
Forestry mulchers and road mowers



Turbo Technologies (USA)
Hydroseeders



SnowEx (USA)
Sand spreaders



AgriWorld (Italy)
Stone crushing machines



MultiOne (Italy)
Articulated mini-loaders



Ferri (Italy)
Forestry mulchers and road mowers



Fratelli Pedrotti (Italy)
Batch grain dryers



Centurion (Russia)
Universal separators



BYSTRON - INTEGRACE S.R.O.

Bystron (Czech Republic)
Tree transplaters

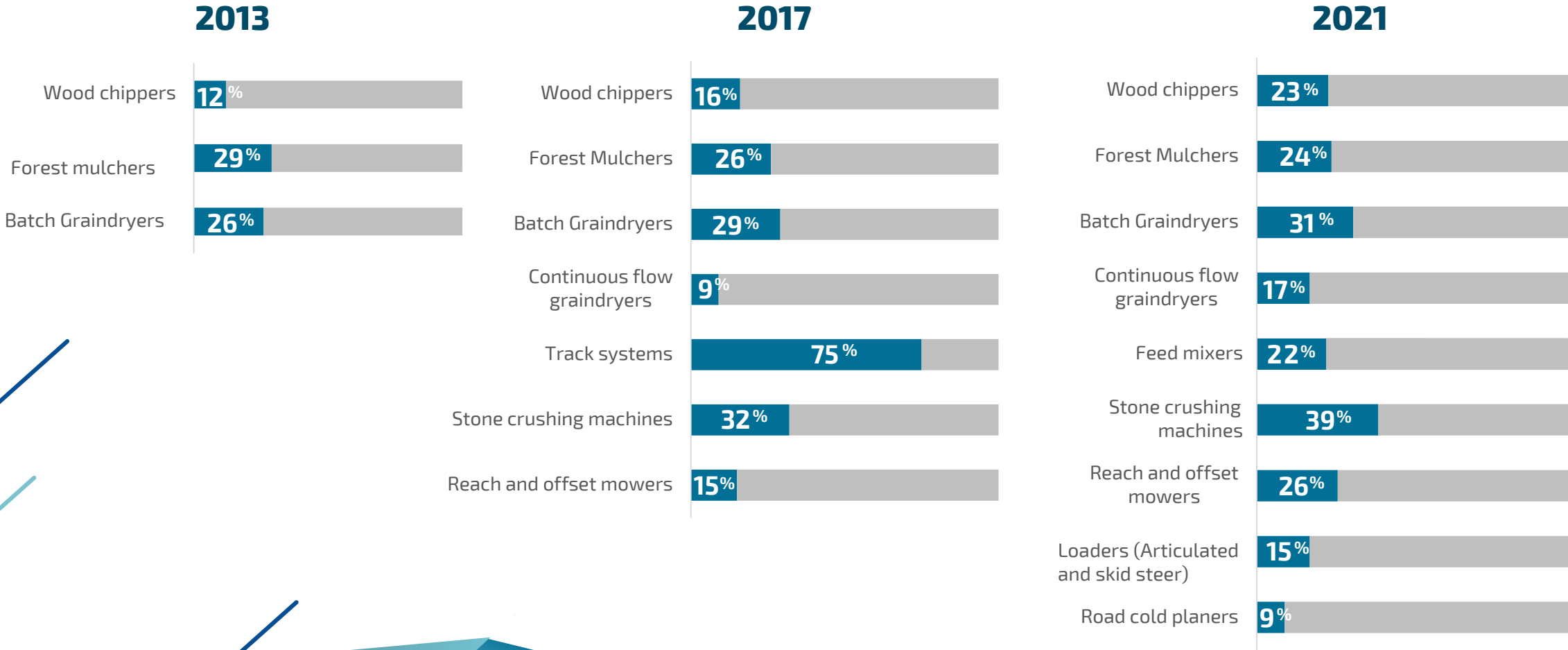


ROMILL AGRICULTURE

Romill (Czech Republic)
Forage equipment



Baitek Machinery results by segments of markets



Tools for brand promotion

Dealers network and own leasing company

All dealers promote the brand in their local areas:



Presentation of machinery to potential clients



After sales maintenance



Sales activity



Participation in local shows and exhibitions



Assembling and start-up of the machinery, operators training



Every month the company organizes webinars for dealers and teaches them to sell the machinery and compete at the market. The producer can take part in webinars and by this way communicate with all dealers in Russia.



An online-portal bm-diler.ru was created for dealers, where they can get all the necessary information on products: photos, videos, technical information, price lists, questionnaires, payback calculations, presentations, see the equipment available.



A unified CRM system of our own design allows you to control the work with requests of all dealers of the company online.

Transport logistics



Baitek Machinery owns warehouses with the floor area of 3200 square meters.



Some stock of machinery, spare parts are also placed at dealers warehouses in several regions of Russia



Goods pass the Russian state border in Smolensk region and Moscow (from the EU), Vladivostok (from Asia) and the sea port of St. Petersburg (from the US).



The Company has 15-20 deliveries every month from the factories, located in Europe, Asia and the United States.



Own leasing company

10 years of successful work in the market

mln.
euros

400

times in
turnover
from leasing
transactions
since 2012

DURING WORK WE SUPPLIED:

702 units
of road and communal,
construction, and
warehouse equipment.

364 units
of agricultural, geodetic,
sports and IT equipment.

WE RECEIVED 2 NATIONAL AWARDS:

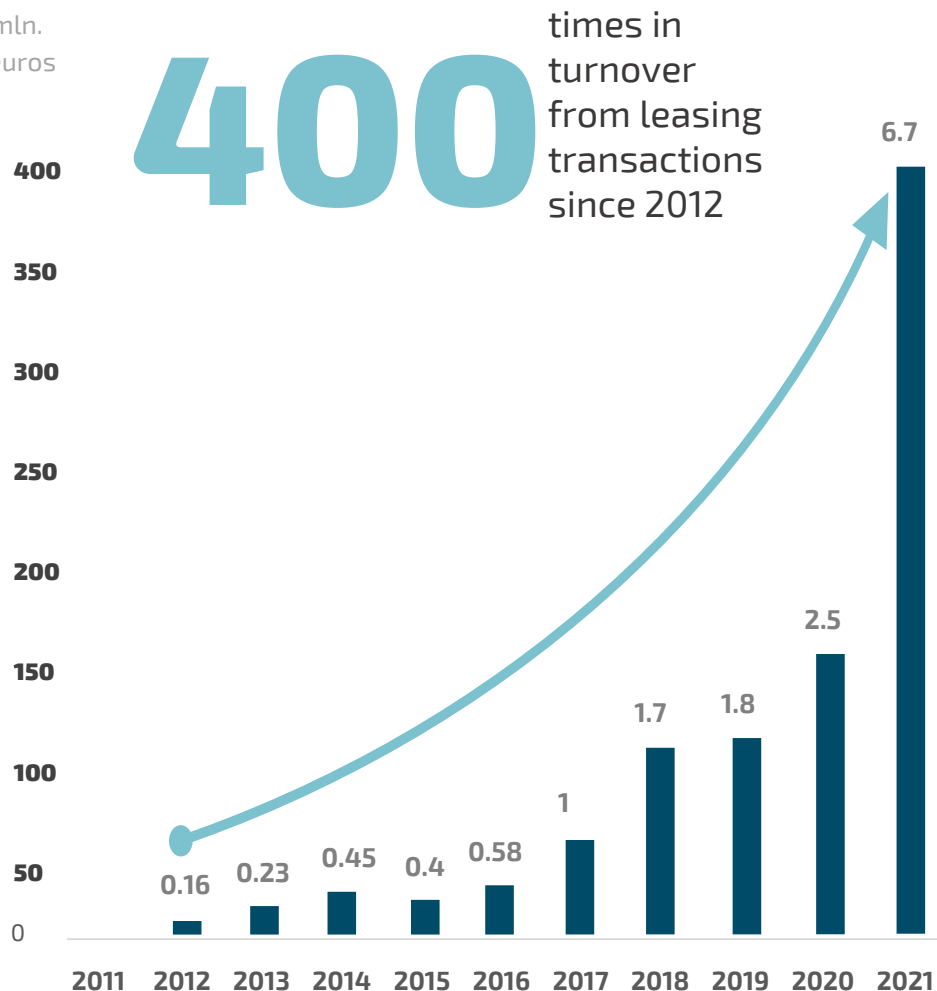
Deal of the Year
in the leasing segment of
road construction and
municipal equipment

Deal of the Year
in the sports equipment
leasing segment

BY THE RESULTS OF 2021:

5.97
mln. euro
residual value under
leasing contracts at the
end of 2021

by 163%
Annual leasing turnover
increased in 2021.



Service maintenance

For the successful work of dealers
we provide all the necessary conditions:



technical documentation: spare parts catalogs, electrical and hydraulic diagrams, instructions for operating and setting up equipment components, manuals for troubleshooting, training videos on maintenance and replacement of complex components



support 24/7



training of service specialists on the basis of Baitek Machinery and equipment manufacturers

6

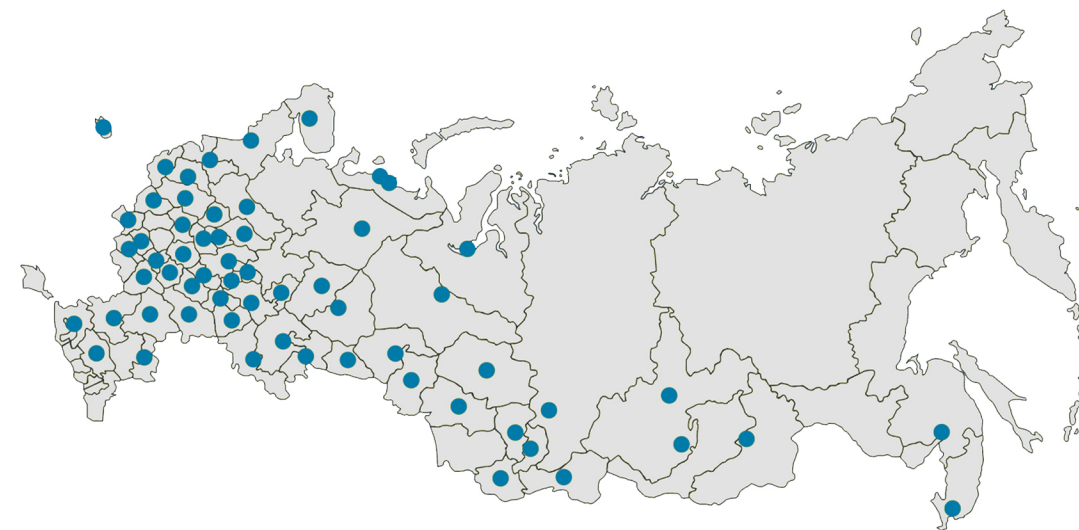
own mobile teams of service engineers regularly trained at equipment manufacturers

7

warehouses of spare parts for machinery in Russia

63

dealer service centers covering the entire territory of Russia, Belarus and Kazakhstan



Tools for brand promotion

Exhibitions and internet activity

Exhibitions



Baitek Machinery usually takes part in all-Russian international exhibitions and trade shows, such as: Bauma CTT Expo, Road Expo, Yug Agro, Agrosalon.



Every dealer participates in local exhibitions and trade shows in his area. Our dealers take part in 50-70 exhibitions per year.



Baitek Machinery also organized test-drives of the machinery in different parts of the country.

Internet activity



One of the main tools for increasing the popularity and recognition of the brands represented by the company is active promotion on the Internet. We use all the most important tools for promotion, such as:



Contextual advertising in the Yandex search engine and on hundreds of advertising sites in this contextual network.



Video promotion on YouTube and RuTube



Posting information on social networks: Vkontakte, Facebook, Instagram



Mass placement of ads on the Avito site



Baitek Machinery is constantly working on the optimization of the following websites:

Baitekmachinery.ru

Ferrirus.ru

Gandini.ru

Snowex.ru

Strahl.ru

Graindryer.ru

Greenmech.ru

Rusromill.ru

Multionerus.ru

Bawoorus.ru

Celikel.ru

Yuchairus.ru



The Company has also created a multibrand web site for local dealers

www.baitekmachinery.com



The Company also places videos with the machinery on YouTube with Russian-language comments and hashtags for better browsing.

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