

AKIRA

makes life better

AKIRA's parent company, TT International Limited, was founded in 1984 as a consumer electronics distributor and trading company. TT International is an Asia-based multinational company with strong expertise in penetrating emerging markets worldwide. Industry-wide consolidation of consumer electronics brands in recent past had created a strategic opportunity for AKIRA to enter the market.

THE MARKET

AKIRA is a global consumer electronics brand with extensive market coverage in over 60 countries in regions such as ASEAN, Africa, the Middle East, the Commonwealth of Independent States, Russia, Eastern Europe and East Asia. The company's sales and distribution network has steadily expanded over the years and AKIRA now sells a comprehensive range of consumer electronic products ranging from audio-visual equipment to home and kitchen appliance.

AKIRA has experienced rapid growth since its launch by leveraging on the distribution network established by its parent company and by positioning itself as a value-for-money brand. In the financial year 2008, sales revenue of AKIRA products and private label business reached S\$438 million, an outstanding increase of 32% over the S\$332 million recorded in 2007.

ACHIEVEMENTS

AKIRA has received many awards, a clear indication of consumer confidence and brand acceptance not only in Singapore but throughout the region.

The brand was singled out as the "Brand to Watch" and named one of the 15 Strongest Singapore Brands at the Singapore Brand Awards in 2003. In 2004, it was selected as one of the 15 Most Valuable Singapore Brands. The awards were organised by International Enterprise Singapore to honour local brands with strong local and international appeal.

Increasing consumer acceptance for the AKIRA brand in its home market of Singapore is further attested by the No. 1 DVD Player title awarded by GfK in recognition of Akira's achievements in sales during the financial years 2007 and 2008.

HISTORY

AKIRA's parent company, TT International Limited, was founded in 1984 as a consumer electronics distributor and trading company. TT International is an Asia-based multinational company with strong expertise in penetrating emerging markets worldwide. Industry-wide consolidation of consumer electronics brands in recent past had created a strategic opportunity for AKIRA to enter the market. The company was quick to recognise the emergence of a consumer segment that has a need for products with basic features at affordable prices. With an established

distribution network already in place, the company focused on creating a brand that offered maximum value for money. The strategy was a success. Having started in the mid-1990s with just 12 products, the AKIRA brand now features more than 2,000 models across various products lines.

TT International was listed in Singapore in June 2000. Today, its core businesses include:

- Sourcing, trading and distributing branded electrical and electronic products.
- Marketing, sales and brand management of the AKIRA brand of consumer electronic products.
- Third-party warehousing and logistic services.

Headquartered in Singapore with regional offices around the world, TT International is now one of Singapore's leading international traders of electrical and electronic products. For two consecutive years in 2005 and 2006, the Singapore International 100 ranking of top Singapore companies by International Enterprise Singapore placed TT International in the top 30 in terms of overseas revenue.

Over the past 21 years, the group established strong business relationships with more than 100 suppliers and has consistently provided customers with value-added services.



THE PRODUCT

AKIRA has a comprehensive range of audio-visual products and home appliances aimed at fulfilling the requirements of modern households and businesses worldwide.

The AKIRA product range includes:

Audio-Visual – LCD/Plasma TVs, Colour TVs, DVD Players/Recorders, VCD Players, LCD Portable DVD Players, Home Theatre Systems, Radio Cassette Recorders, Multi-media Speakers, DVD/VCD Hi-fis.

Home & Kitchen Appliances – Air Conditioners, Chest Freezers, Display Showcases, Wine Coolers, Refrigerators, Washing Machines, Gas Cookers and Stoves, Cooker Hobs and Hoods, Water Dispensers, Kettles, Thermo Pots, Steamboats, Deep Fryers, Sandwich Makers, Toasters, Microwave/Electric Ovens, Induction Cookers, Rice Cookers, Blenders, Vacuum Cleaners, Fans, Irons.

Commercial Products – Power generators and lighting for commercial purposes.

Miscellaneous – Telephones (corded/cordless), private brand label bicycles and more.



RECENT DEVELOPMENTS

As part of its commitment to provide consumers with higher performance options at affordable prices, AKIRA has commissioned the development of a series of Premium range products. They include Audio-visual products such as the Full HD LCD TVs with motion enhancement features, LCD TVs with DVD Players combo/Multi-media functions, HDMI DVD Players and HD Setup boxes.

To satisfy the demands of the ever-discerning consumers, AKIRA will also be introducing its Premium range of Home and Kitchen Appliances including such innovations as the energy efficient Air Conditioners with Inverter technology, Juicers with greater juicing efficiency, Rice Cookers with 3D heating element and Anodized Pots for healthier cooking.

These products are strategically positioned to meet the growing demand from consumers who are interested in the latest trends in technology and who realise the importance of obtaining value for their money.



PROMOTION

AKIRA has aggressively marketed its products since 2000 and expanded its range of audio-visual and home appliance products to include LCD/Plasma TVs, DVD Players/Recorders, Home Theatre Systems and higher-end products.

Both below-the-line initiatives (such as promotions, direct marketing and sponsorship) and above-the-line initiatives (such as television, radio, billboards and bus displays) are adopted in the marketing of AKIRA products. Billboards and signage in the major highways, and bus displays in key cities have proved to be effective in reaching a wide audience at reasonable cost.

One of AKIRA's marketing principles involves fusing local culture into its advertising and promotional efforts. The company has sponsored important local events such as water festivals, dragon boat competitions and national sporting events. For five consecutive years, AKIRA has been one of the main sponsors for Singapore's National Day Parade. As a result of these initiatives, AKIRA is regarded as the people's brand in the various countries it operates in.



AKIRA warehouse sales have been a major success in South-east Asia. Started in Singapore in 2003 and held bi-annually, they have grown tremendously popular. The June 2008 sale in Singapore attracted a crowd of over 100,000

people. The phenomenal success of these events has extended to countries including Malaysia, Brunei, Cambodia and as far as Mongolia and Nigeria.

The company strongly believes in giving back to society and contributes generously to the community at large. In Singapore, AKIRA collaborated with the South-West Community Development Centre (SWCDC) under the EcoHome programme to donate SGD\$120,000 worth of electrical/electronic appliances to needy families.

The company's website is www.myakira.com.

BRAND VALUES

AKIRA is committed to improving its customers' quality of life. Key to the company's success are its comprehensive range of well-designed, practical and reasonably priced consumer electronics and home appliances and its unwavering commitment to customer satisfaction.

With its value-for-money market positioning, AKIRA will continue to pursue growth in the mass-market segment in entrenched and new markets while continuing to focus on further investment in the areas of quality assurance and control, product enhancement, sales and marketing, and after-sales services and customer care.

THINGS YOU DIDN'T KNOW ABOUT AKIRA

AKIRA is committed to achieving higher quality standards while maintaining its value-for-money positioning.

AKIRA Premium range takes into consideration total design and functionality to offer its consumers high quality products at affordable prices.

AKIRA takes pride in being renowned as the people's brand.

The name "AKIRA" signifies brightness and the morning sunshine in Japanese. Sunshine in the morning symbolises a good start to the day and a new beginning in life.

The logo of AKIRA's parent company, TT International, is graphical representation of the sun. The sun and its rays, which brightens up one's day, inspired AKIRA's slogan - "Makes Life Better".

The construction of the name is in itself the company's celebration of the family unit. The letters "AK" and "RA" are united by the letter "I" (which represents oneself) to symbolise the integrated family unit of parents and siblings standing side-by-side with joined hands.