

TechnoGroup Company Profile







About TechnoGroup

TechnoGroup was founded in 2013 with the launch of its e-commerce platform, TechnoLife. Over the years, the group expanded by introducing a diverse range of services, including payment solutions, logistics, digital gold trading, and corporate bulk sales. These additions have shaped TechnoGroup into a multifaceted organization serving various sectors with innovation and excellence.

History of Techno Group

2013: Foundation and Certification of c Launch of the Technolife brand. Obtained eNAMAD certification, establishing credibility and trust in the online retail sector. 2017: Strategic Investment and Growth • Acquisition and investment by Pars Hamrah Caspian Company. Focused on expanding the mobile product category to cater to a growing market. 2019: Physical Store Expansion 6 Opening of Technolife's first physical store

in Tehran, located in the Mobile Center.

2020: Product and Physical Store Development

- Strategic focus on selling all types of digital products.
- Expanded the product portfolio to include laptops and accessories.
- Expanded the number of physical stores to five locations across Tehran, enhancing accessibility and brand visibility.

2022: Marketplace Launch and Industry Leadership

- Achieved the title of the largest online digital goods store in Iran.
- Launched a new marketplace store for broader product availability.
- Expanded the home appliances category to meet customer demand.
- Initiated a corporate bulk purchasing platform for organizational clients.

2023: Infrastructure development and the rise of TechnoGroup

- Entered the gold trading market by expanding the gold category.
- Launched **Technogold**, a platform for secure online gold trading.
- Introduced Technopey, a platform for online loan services.
- Expanded operational and logistical infrastructure to enhance service delivery and customer satisfaction.

Our Vision and Mission





Diverse Product Portfolio



Mobile ,Laptops & Homeappliances

Top brand models and essential accessories



Technoexpress

Leveraging Technology for Enhanced Delivery Services



Technopay

Online lending platform



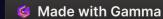
Technogold

Secure online gold transactions



Technobusiness

Wholesale and corporate purchasing





TechnoGroup Ecosystem: Gold, Credit, Express and Business Solutions

Discover Technogroup's innovative platforms: Technogold for secure gold trading, Technopay for seamless credit purchases,

Technoexpress for Logistics Challenges Solutions and Technobusiness for efficient wholesale buying.





Technogold: Secure Gold Trading Platform

Licensed Platform

Officially licensed by
Gold and Jewelry Union,
Virtual Business
Association, and more.

24/7 Availability

Trade gold anytime with a quick, seamless process.

Physical Gold Option

Choose to receive your purchased gold physically.





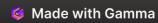
Technopay: Flexible Purchasing Options

Online Purchases

Buy products from Technolife's website using Technopay credit.

In-Store Credit

Apply online and use credit for purchases in Technolife's physical stores.





Technopay: Innovative Credit Solutions

Established in 2024

Launched as a credit facilitator backed by Technolife's experience.

Seamless Credit Purchases

Apply for loans to buy products at cash prices from Technolife.

3 _____ Simplified Loan Process

No guarantor required, qualify with a Sayadi check.







Technobusiness: Wholesale Solutions



Mobile Phones

Purchase mobile phones in bulk for your business.



Digital Products

Buy laptops, tablets, and accessories in large quantities.



Accessories

Acquire smartwatches, bands, headphones, and earphones wholesale.





Technobusiness: Easy Purchase Service

Create Account

Set up a personalized account on the Technobusiness website.

Verify

Complete the verification process for your business.

Shop

Add desired products to your cart for bulk purchasing.



Logistics Challenges in Iran and TechnoExpress Solutions

Sanctions Limit Technological Access

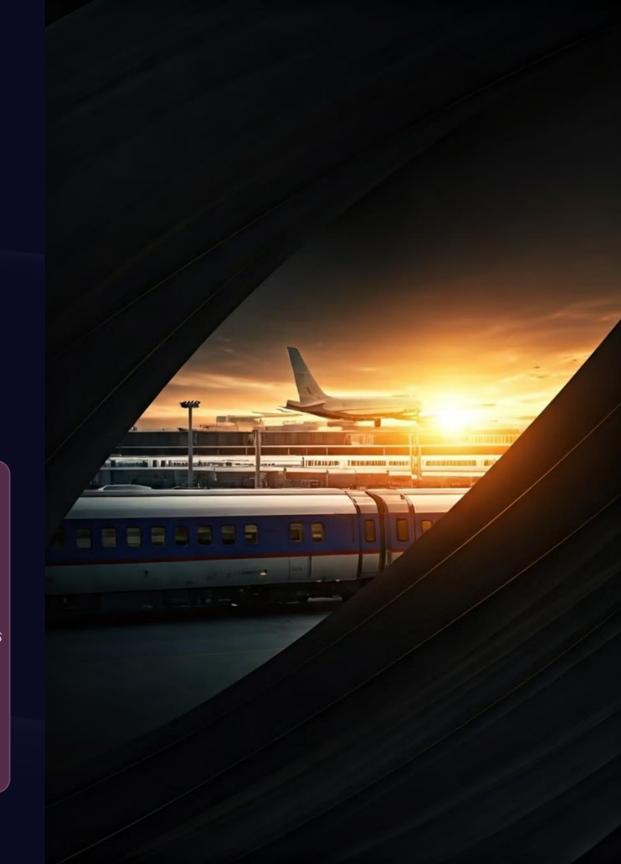
Economic sanctions restrict Iran's logistics sector from accessing advanced technologies and international markets, leading to inefficiencies in supply chain operations and hindering the adoption of modern logistics solutions that could enhance delivery efficiency.

Logistical Bottlenecks

The combination of Iran's challenging topography, including mountainous terrains and vast deserts, along with underdeveloped transportation infrastructure, creates significant logistical bottlenecks that hinder timely delivery and efficient supply chain operations.

Geographic and Infrastructural Challenges

Iran's logistics landscape is significantly influenced by its diverse geography, which includes mountainous regions and deserts, alongside aging infrastructure that requires modernization to enhance efficiency and meet contemporary logistical demands.





Leveraging Technology for Enhanced Delivery Services

Transformative Impact of Technology
The integration of advanced technologies in logistics not only streamlines operations but also addresses specific regional challenges, enhancing overall service delivery and operational efficiency in complex environments like Iran.

Real-Time Data Utilization
Implementing real-time
tracking and data analytics
allows for immediate insights
into logistics operations,
enabling proactive decisionmaking and improving
customer satisfaction
through transparency and
reliability.

Economic Empowerment through Innovation
By fostering an inclusive logistics ecosystem, technology-driven solutions create job opportunities and stimulate local economies, aligning with global trends towards gig-based employment and community engagement in logistics services.



Technolife: A Trusted E-commerce Leader

12+ Years of Excellence

Established reputation in e-commerce since 2012.

Diverse Product Range

Largest supplier of digital products in the country.

Customer Satisfaction

Committed to ensuring a positive shopping experience.





Technolife Digital Performance Overview

Unveiling key metrics driving Technolife's digital success





Traffic Insights

12M

25M

Monthly Blog Visits

Monthly Website Visits

400K

830K

Daily Blog Visits

Daily Website Visits





Performance Highlights



Peak Searches

500K concurrent searches during peak hours



Monthly Orders

110K average monthly orders processed



Steady Growth

Consistent traffic increase across platforms





Technolife's Competitive Edge

Wide Product Range

Extensive array catering to diverse customer needs

Innovative Services

"Technoloan" makes valuable products more accessible

Customer-Centric Approach

Fast delivery, easy returns, exceptional after-sales service

Digital Advertising Solutions

Innovative advertising for partner brands

4





Cutting-Edge Advertising Services

Banners and Video Ads

Showcase brands on hightraffic pages

Sampling and Packaging

Customised packaging with promotional offers

Social Media Campaigns

Engaging content for Iranian audiences

Google Ads Management

Maximise exposure through Google's ecosystem





3

Strategic Growth Initiatives

Physical Store Expansion

Target five locations in Tehran for enhanced offline visibility

Product Category Development

Focus on expanding laptops and mobile accessories

Technological Advancements

Invest in infrastructure and CRM to improve customer experience



Partnership Opportunities

Direct Access

Reach a large, tech-savvy Iranian audience

Custom Campaigns

Tailored advertising with measurable ROI

Market Expansion

Boost brand awareness and sales in Iran



Connect with Technolife

2

Head Office

Visit our main hub in Tehran and Dubai

5M+

Happy Customers

Join our growing family

24/7

Customer Support

Round-the-clock assistance

3

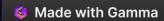
Physical Stores

Experience Technolife in person

450

Talented Team

450 dedicated professionals driving our success and growth of.



Thank you

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