

SINGER[®]

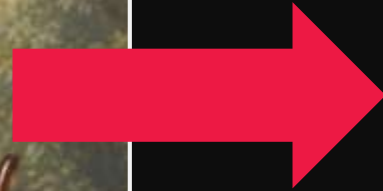
Singer Purpose : "Elevating and Enriching Lives of People"

Snapshot

435 Retail Stores 17 Regional Service Centers 4 Logistics Hubs 7 Sales Channels	1300 Dealers and Distributors 400+ Service Franchise Agents 4 Manufacturing Plants	7000+ Direct and Indirect Employees 3.4 Million Loyalty Customer Base
70+ International and local Brands 10 Business Sectors 4000+ Active SKUs	Annual Turnover 25/26 Group - 128 B Retail Company 114 B Fitch Rating .. AA- (stable)	People Brand for 20 Consecutive Years. – 2026 One of the Most Valuable Brands 2026 AAA- Valued at 13888 Million No 1 Retail Brand 2026 (General) Fastest Growing Brand – 2026

Singer Crucial Turning Points

SINGER
Sewing Machine Company



SINGER[®]
Home Appliances / Consumer
Durables Retail Company

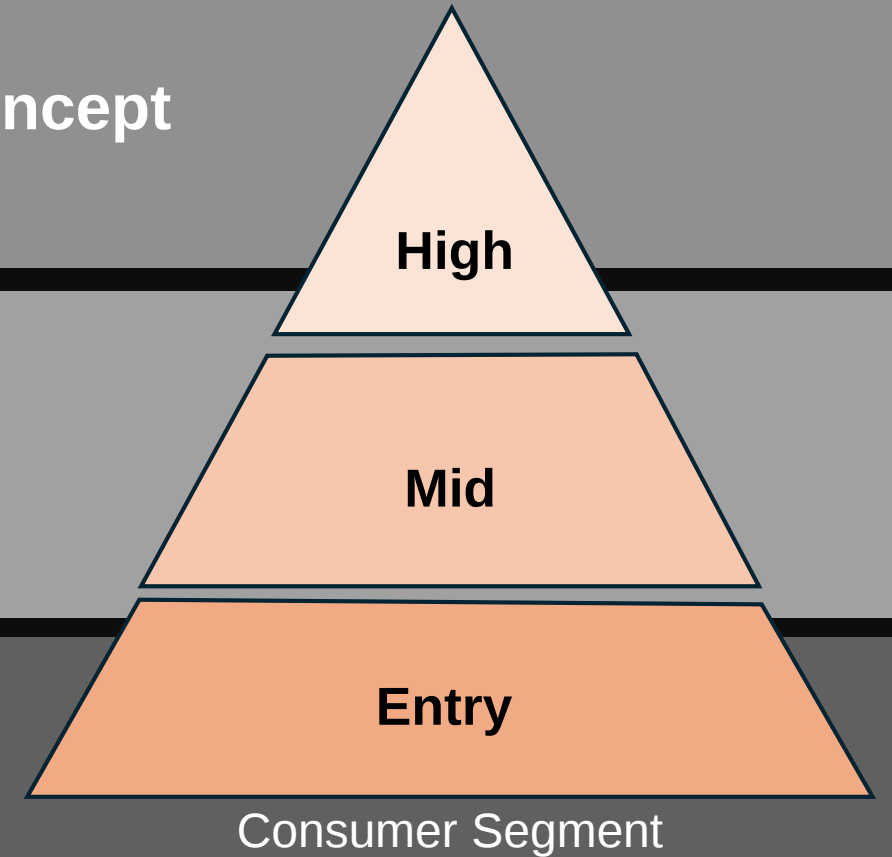
Singer – Staying Relevant



Multi – Product Category Concept

Multi – Brand Concept

Multi – Channel Concept



Singer – Being Resilient



Singer – Sustaining Growth



Look Out for Markets
Expand Footprint - Upgrade Retail
Standards



Grow the Market Using Scale



Explore and Enter New / Relevant
Business Sectors / Product
Categories



Prioritize the Front-End Employee
Talent/ Skills and Standards



Build Up / Grow Your Customer
Base



Be Visible Always / Everywhere

Singer – Future Readiness



Study Consumer Behavior / Market Change



Always Plan - Short – Medium – Long



Technology and Data to Drive Business



Follow Customer Life Cycle - Lifetime Customer...

Singer - ESG Road Map



PROGRESS THROUGH PURPOSE

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குறிக்கோளினூடாக முன்னேற்றம்



Key Lessons in Retail

Love Your Brand & Keep Evolving



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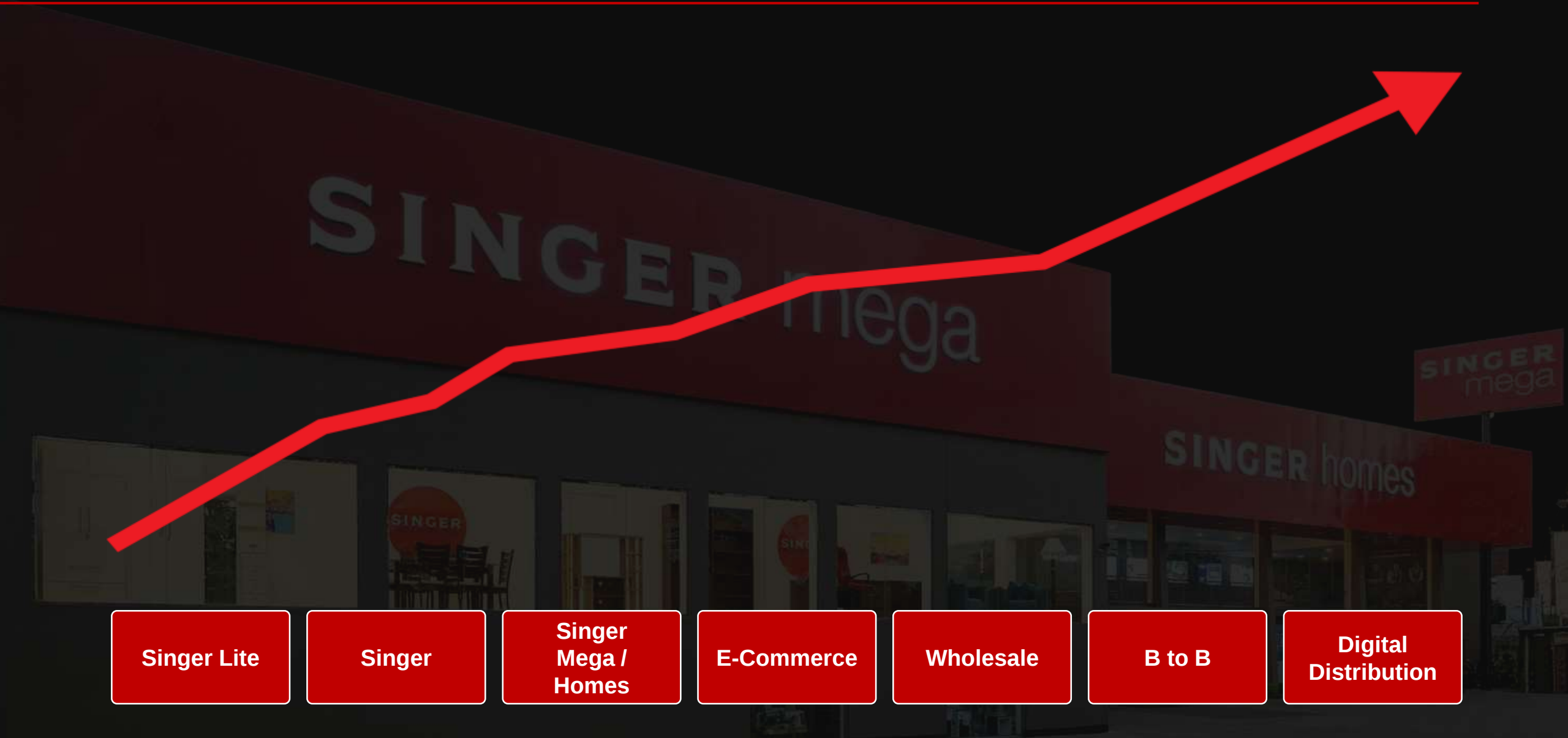
 **Midea**

THE
BRANDS
FOR
YOUR HOME
FROM
THE HOME
FOR
YOUR BRANDS

from

SINGER[®]

Top Line Growth is Key in Retail Business



Always be **Customer-Obsessed**, Not Competitor- Obsessed



Be with the **Business Hands-On**



Let the **System Run** for You



Bring the **Technology & Digitalization** Before it's Too Late



AI-Powered Systems



AI Knowledge & Workforce Readiness



Power BI & Real-Time Dashboards



Predictive Analytics



Risk Management



Process Automation



Digital Integration



Empower and Train Your **Employees**



**Customer
Centricity**



**Digital
Capability**



**AI Champion
Network**



**Upskilling &
Certification**



**Employee
Empowerment**



**Appreciation &
Recognition**





Love Your Brand & Keep Evolving

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Be with the Business Hands-On

Let the System Run for You

Bring the Technology & Digitalization Before it's Too Late

Empower and Train Your Employees

**“ Scaling your business is essential
for achieving long-term success
and
establishing yourself as a leader
in
retail industry. ”**

Source: karaenninger.com



Thank You..