



FAYNO MARKET

Hello, Neighbors!

LLC Veresen plus

As of 01/01/2026

About Us:

**FAYNO
MARKET**

219

stores

4 000

ployees

52 000+

sq m of retail space



As of 01/01/2026

Our Mission

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**To be closer to our neighbors
— our customers!**

**Our goal is to build strong neighborly
relationships and create a space for good deeds.**

**We aim to be not just a place to shop, but a
community hub that brings neighbors together.**



Growth Dynamics

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August 13, 2011 — opening of the first Fayno Market store

Opening of the first store with an in-house bakery

Implementation of category management

The chain reaches 30 stores

The company employs over 1,000 people

Store rebranding

First win in the “People’s Brand” competition

Best Employer of the Year in Kirovohrad Region

2,000 employees

Presence in 7 regions

Top 50 Employers in Ukraine (Forbes)

2011
Number of Stores

As of 01/01/2026

33

42

63

71

82

93

119

143

174

199

219

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

Our Capabilities

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Efficient Logistics & Distribution Center

Veresen Plus LLC operates a modern distribution center equipped with the Qguar WMS Pro automated warehouse management system (version 6.0).

15 000 sq m

total warehouse area

3 950 000 km

covered annually by in-house logistics

150 000 kg

of cargo delivered

As of 01/01/2026

Our Capabilities

In-House Bakery

We don't just bake bread — we create products that become part of every family's life.

We believe that authentic baking has the power to bring people together, create comfort and warmth, and evoke childhood memories and family traditions.



Хліб &
Традиції
власна пекарня

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89

full-cycle bakeries

50 000

bakery items sold daily

70

different products in the bakery assortment

As of 01/01/2026

Our Capabilities

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Grill Stations

**Grilling is not just about cooking —
it is the art of slow roasting.**

**Every day, our chefs prepare dishes that
captivate first with aroma, and then with
appearance and taste.**

107 grill stations

55 000 kg of grilled products prepared
monthly for our customers

3 000 customers choose items from
the grill menu every day

As of 01/01/2026

Our Capabilities

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Pizza Stations

**Pizza is a pleasure enjoyed by everyone,
regardless of age.
It's perfect for spending time with friends
outdoors or enjoying a movie night at home.**

**Stop by while you shop — we'll prepare a hot,
freshly baked pizza just for you!**

62 pizza stations

120 000 pizzas consumed by our
customers monthly

70 000 kg of high-quality ingredients used
monthly for pizza production

As of 01/01/2026

Our Capabilities

Private Labels

We develop these products to ensure customers can purchase trusted goods — from food and household chemicals to home, leisure, and alcoholic beverages — at affordable prices.

файна
марка

ВИГІДНО!

MARKO

by Fayno Market

**FAYNO
MARKET**



400

different products
and beverages
in the assortment

As of 01/01/2026

Our Capabilities

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Loyalty Programs

Our mobile app is a convenient, modern service continuously enhanced with new useful features.

Benefits of Fayno Market Loyalty Programs:

- Value with every purchase
- Three loyalty formats tailored to different needs
- Building an emotional connection with the brand
- Transparency and trust
- A genuine loyalty program for our “neighbors”

48% of purchases are made using our loyalty programs

360 000+ active users

As of 01/01/2026

Our People Are Our Strength

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The Fayno Team Means:

**Every employee is valuable and irreplaceable to us.
We don't create individual "stars" – we build a
strong team.**

Because we are:

**A modern, professional team that grows dynamically every day
Offering engaging and creative work that brings satisfaction
Continuously learning, experimenting, and pursuing our ambitions
An innovative company using modern technologies and advanced training tools**

4 000 employees

3 027 female employees

958 employees aged 50+

468 employees receiving
social benefits

As of 01/01/2026



**WAR
HAS NAMES**

**FAYNO
MARKET**

**Fayno people
who gave their
lives for Ukraine**

**Zubov Serhii
Kotliarenko Dmytro
Melnik Denys
Khyzhniak Maksym
Shatokhin Mykhailo**

What We Offer

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**Our brand is more than
just a place to shop.**

**We create an environment where quality, convenience,
and care for every customer come together.**

- **We carefully select suppliers and maintain high standards to ensure product quality for our customers.**
- **Our people are always friendly and ready to help, creating a genuine sense of care for customers.**
- **We foster a sense of involvement in positive social change.**
- **Together with our customers and partners, we support social initiatives to make the world a better place.**



As of 01/01/2026

Our Customers

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**Our neighbor-customers
are the people we work
for every day.**

**Their needs are our compass;
their trust is our greatest asset.**

**This is the foundation of our strategy. All products, services, and decisions are built
around their behavior, needs, and lifestyle.**

200 000

customers daily



Gender
58% female
42% male



under 34 – 11%
35–54 – 49%
55+ – 40%

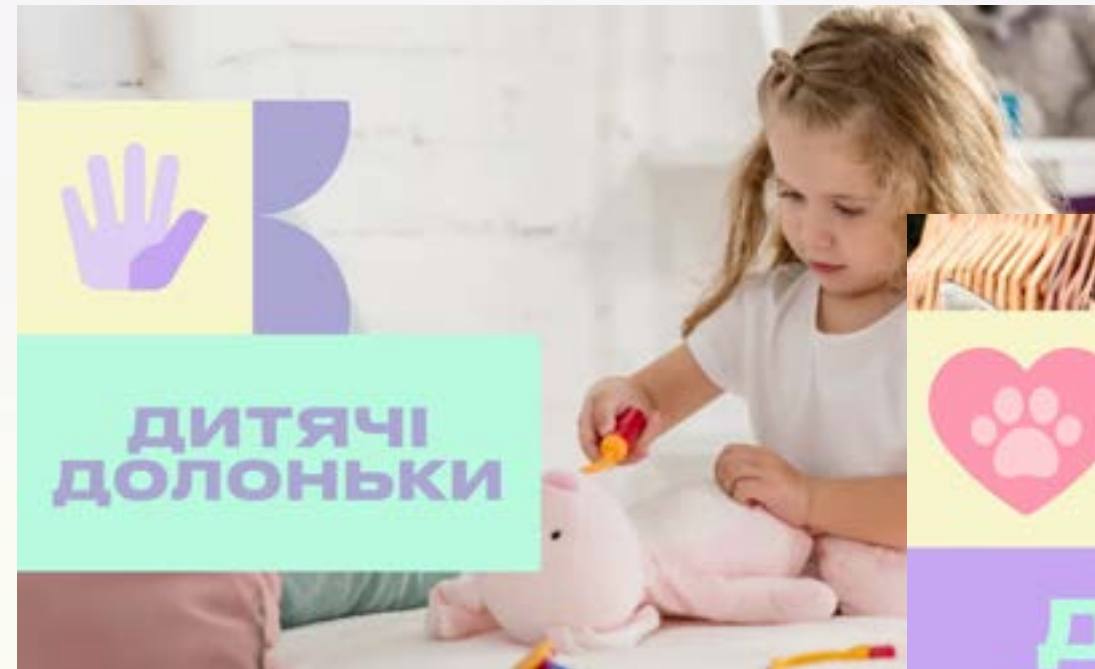
As of 01/01/2026

Social Responsibility

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Together, we create good deeds!

We believe that business should be not only profitable, but also beneficial to society.



ФАЙНО MARKET

- **We feel responsible toward our neighbors and strive to be active contributors to positive change in our communities.**
- **Our social responsibility initiatives cover multiple areas, all united by one goal: to make people's lives better, more comfortable, and more compassionate.**

Allocated to charity and support of the Armed Forces of Ukraine since early 2022 – nearly

38 000 000

As of 01/01/2026

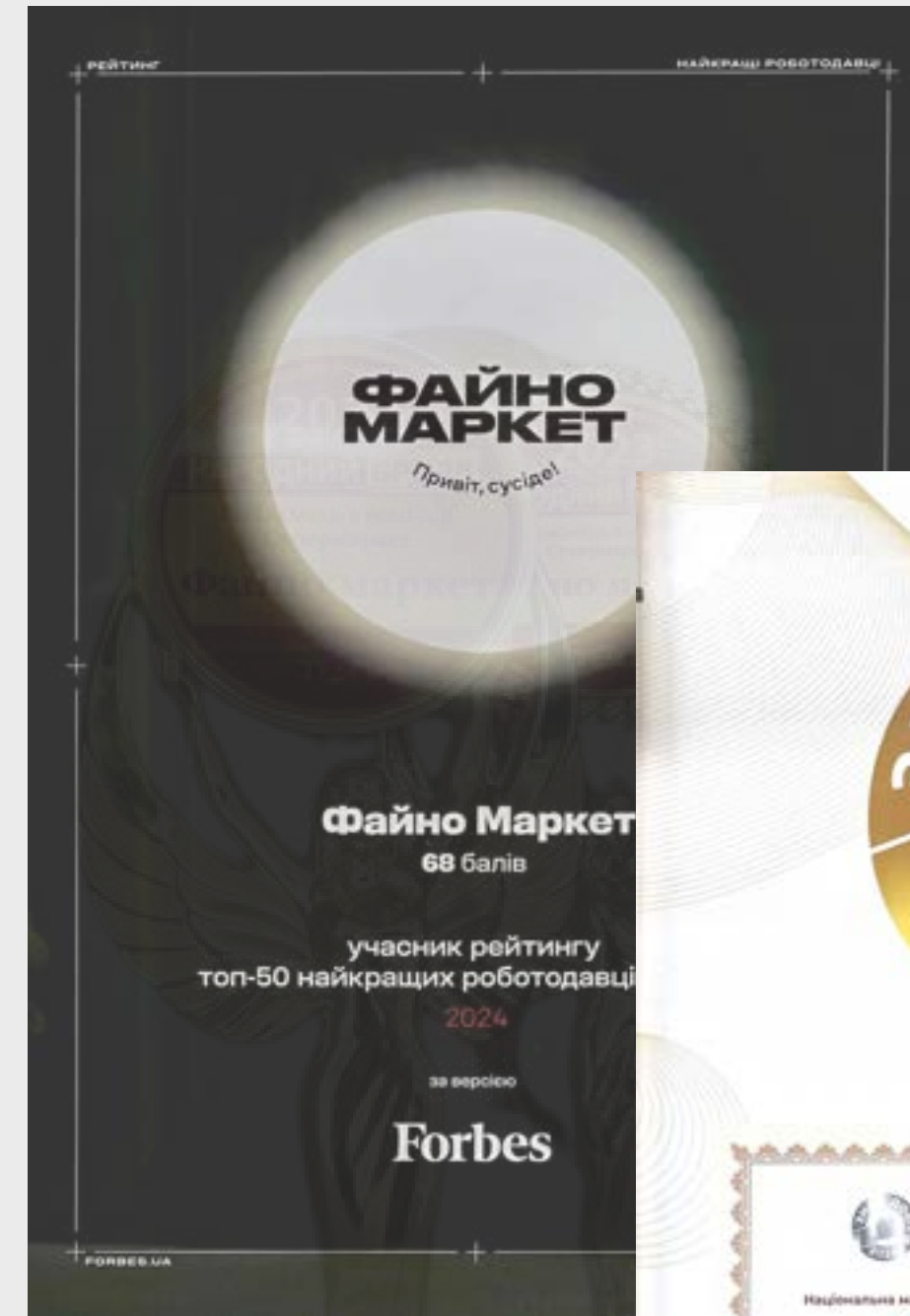
Our Achievements

Our awards and recognitions are a reminder of the importance of small, consistent steps toward a greater goal.

Behind these achievements are active and responsible people who truly believe in their contribution and make the world a better place through their work.

We sincerely appreciate it when our work and collective contribution are recognized by volunteer organizations, defenders, retail industry representatives, medical and educational institutions, and public authorities.

**FAYNO
MARKET**



Contacts

**FAYNO
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Customer Hotline

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Hello, Neighbors!