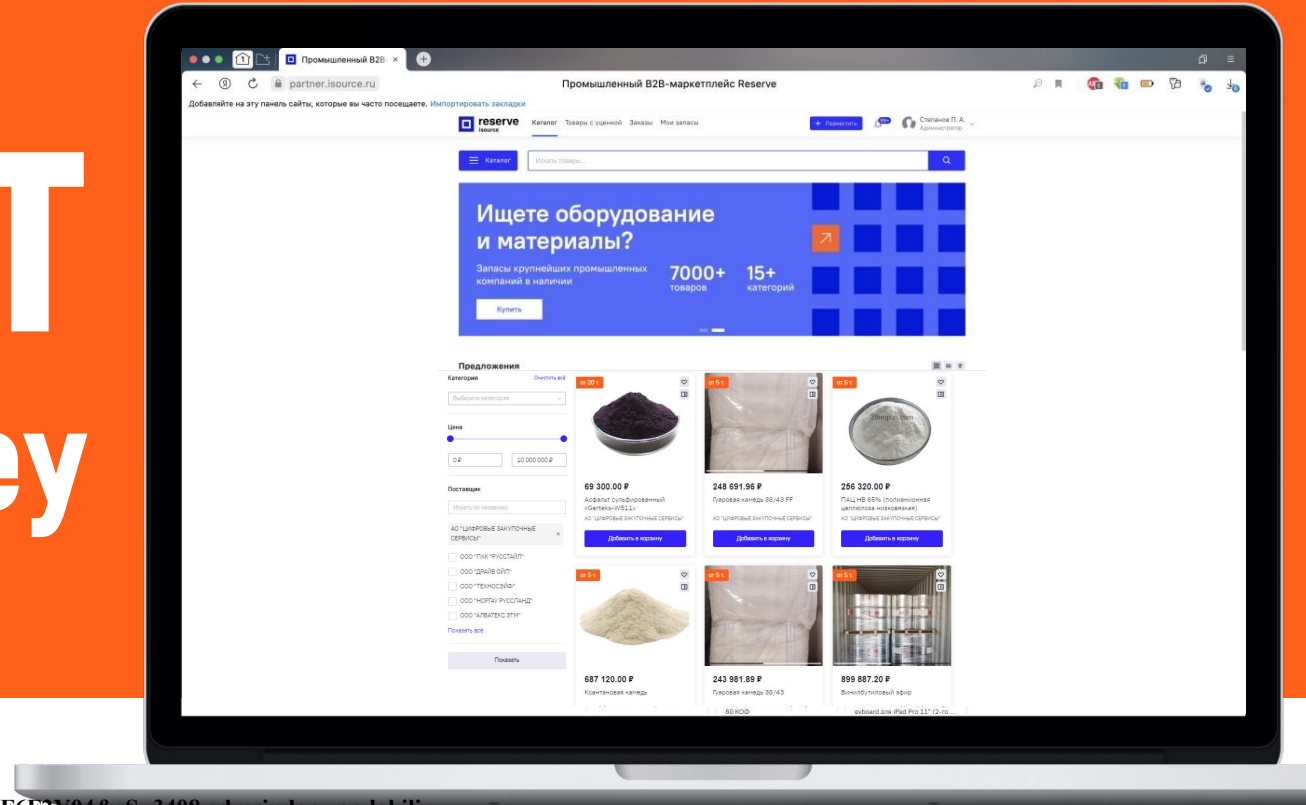


# MERCHANT customer journey



## CONTACTS

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.

For sale: [http://sodabocarbys.mbb.org.tr/tso-kutahya-envision/Dogrula/Validate\\_Doc.aspx?eD=BSF6F2Y04&eS=3408](http://sodabocarbys.mbb.org.tr/tso-kutahya-envision/Dogrula/Validate_Doc.aspx?eD=BSF6F2Y04&eS=3408) adresinden yapılabilir.

Deputy Head of the Department of  
Procurement of Goods

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# → Seller of technological equipment, spares and components that have no analogues in Russian Federation 1

- Pass a technical audit and gets the opportunity to place their goods (or equipment) on Reserve platform

**reserve isource** Sunresin New Materials Co., Ltd  
 Sunresin New Materials Co., Ltd  
 15 лет Опыт производства  
 1060 Сотрудников  
 Тип аудита: Технический  
 Отчет по аудиту № 5 от 05 июня 2022 года  
 ЗАКАЗЧИК: ООО «Газпромнефть-Снабжение» |  
 ПРОВЕРЯЕМАЯ КОМПАНИЯ: Sunresin New Materials Co., Ltd  
 МЕСТО ПРОВЕДЕНИЯ АУДИТА: Sunresin New Materials Co., Ltd  
 Соответствие стандартам: ISO 9001 Система контроля качества, ISO 14001 Система контроля окружающей среды

# → Isource.Reserve's Back office in Turkey 2

- Concludes a contract for the provision of services for the sale of goods through the Reserve

**КОНТРАКТ № 172020005** / **CONTRACT № 172020005**  
 Moscow, 04 June 2022 / Moscow, 04 June 2022  
 Мехко Групп Интернационал Трейдинг Хонг Конг, Ltd.  
 Мехко Групп Интернационал Трейдинг Хонг Конг, Ltd.  
 SUBJECT OF THE CONTRACT  
 The Seller shall sell the goods listed in Specification attached to the Contract in accordance with Specifications, which are subject to order parcels and are an integral part of the present Contract.  
 1. ЦЕНА ТОВАРА, ССЫЛКА НА ИЛИ В СЛУЖЕБНОМ КОНТРАКТЕ  
 2. УСЛОВИЯ ПОСТАВКИ  
 Ищите оборудование и материалы? 7000+ товаров, 15+ поставщиков

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır. Evrak sorgulaması için [https://odaborsachys.tobb.org.tr/tso-kutahya-envision/Doğrula/Validate\\_Doc.aspx?eD=BSF6F2Y04&eS=3408](https://odaborsachys.tobb.org.tr/tso-kutahya-envision/Doğrula/Validate_Doc.aspx?eD=BSF6F2Y04&eS=3408) adresinden yapılabilir.

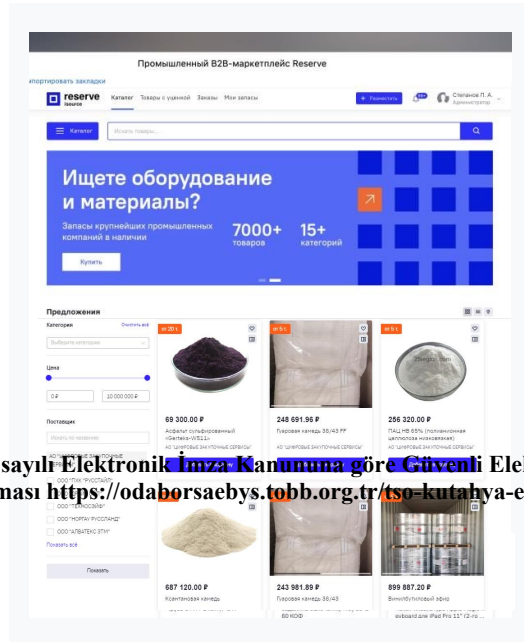
## → Seller

Visit Reserve platform, in which

### ○ 45 000+ unique product positions by category

- Pipes
- Instruments
- Chemical products
- Valves
- IT equipment
- Transport
- Cable products
- ...

### ○ 3 500+ buyers - Russian industrial companies

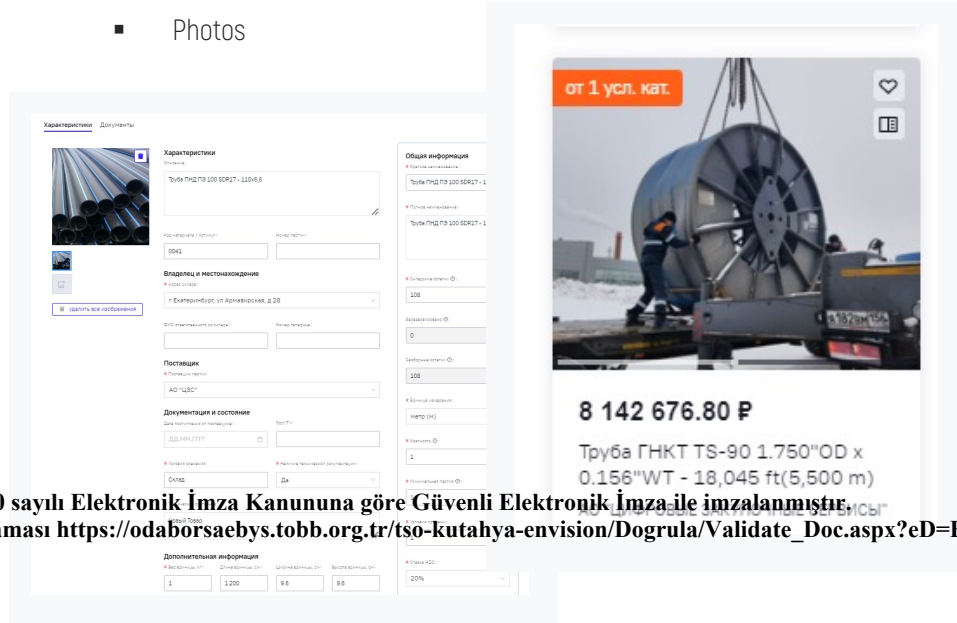


Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.  
Evrak sorgulaması [https://odaborsaeby.s.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate\\_Doc.aspx?eD=BSF6F2Y04&eS=3408](https://odaborsaeby.s.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate_Doc.aspx?eD=BSF6F2Y04&eS=3408) adresinden yapılabilir.

## → Seller/Isource.Reserve's Back office in Turkey 4

Places information about the product in their personal account

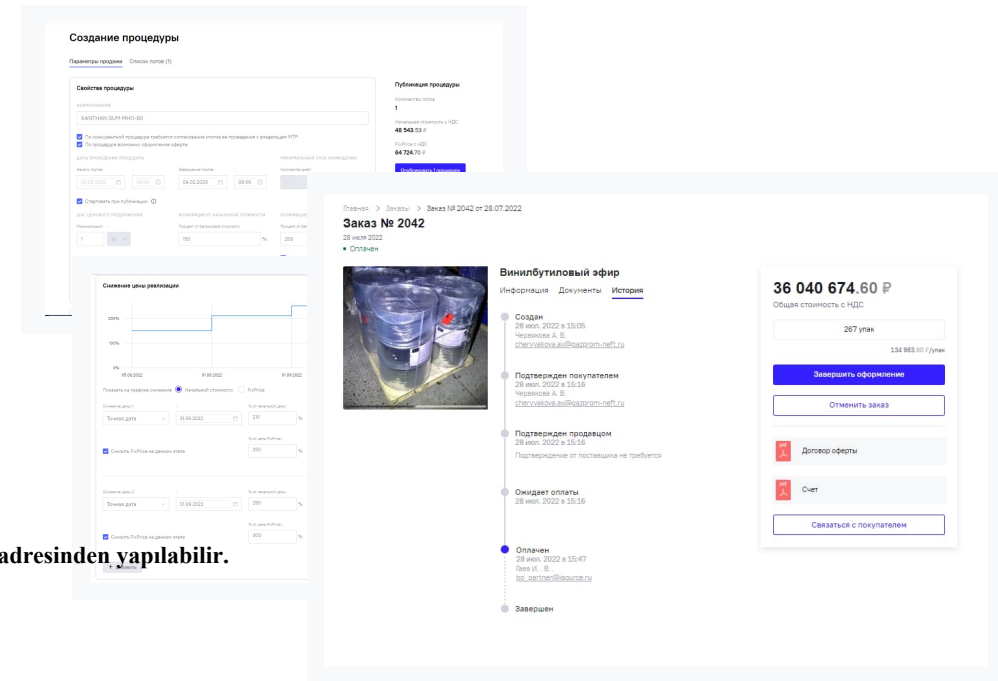
- Product name
- Technical description of goods
- Location of goods
- Quantity
- Price
- Photos



## → Seller 5

In personal account has the opportunity by himself or with Turkey back office:

- Place goods
- Update product information
- View sales analytics



Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır. Evrak sorgulaması [https://odadorsaebys.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate\\_Doc.aspx?eD=BSF6F2Y04&eS=3408](https://odadorsaebys.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate_Doc.aspx?eD=BSF6F2Y04&eS=3408) adresinden yapılabilir.

## → Isource.Reserve's Back office in Turkey

6

- Interacts with the buyers on all issues related to the purchase of goods

The screenshot displays the back office interface for order № 1976. On the left, there is a product image of a black cylindrical device. The main area shows order details: "Заказ № 1976" dated 06 июля 2022, status "Завершен". The seller is "ООО 'НОРГАУ РУССЛАНД'" and the buyer is "Нилов Р. А.". A chat window on the right shows a conversation where the seller informs the buyer that the goods have been taken for delivery, and the buyer requests a return because the goods did not arrive. The seller responds that the return request is accepted and that the goods will be returned.

## → Seller

7

- In Reserve gets the opportunity to deliver the goods to the buyers in Russian Federation

The screenshot shows the Isource Reserve interface with a "Расчет стоимости доставки" (Shipping cost calculation) pop-up window. The pop-up displays the product "ПАЦ ВВ 85% (полианионная целлюлоза высоковязкая)" and the shipping address "629800, Ямало-Ненецкий АО, г. Ноябрьск". The shipping cost is calculated as 730 995.00 RUB. The background shows the product page with a price of 522 000.00 RUB and a weight of 5 t.

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.  
Evrak sorgulaması [https://odadorsaebys.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate\\_Doc.aspx?eD=BSF6F2Y04&eS=3408](https://odadorsaebys.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate_Doc.aspx?eD=BSF6F2Y04&eS=3408) adresinden yapılabilir.

## → Isource.Reserve's Back office in Turkey

8

- Provides customer support
  - 24/7 in Turkey
  - All communications with the Russian buyers
  - Complete documentary support of selling goods

The image shows a collage of screenshots from the Isource.Reserve website and a Yandex search engine. The Isource.Reserve website displays a product listing for 'Ксантановая камедь' (Xanthan gum) with a price of 248 691.96 P. The Yandex search results show a listing for 'Ксантановая камедь оптом в наличии по выгодным ценам...' with a link to partner.isource.ru. A funnel diagram on the right side of the collage shows a 5-step process: ШАГ 1: 851 488 человек, ШАГ 2: 50 000 человек, ШАГ 3: 10% заказов конверсия, ШАГ 4: 5000 человек, ШАГ 5: 500 человек.



## Isource.Reserve's Back office in Turkey

9

- After the sale of the goods to the buyer provides the necessary bank transactions of Ziraat Bank

The image shows a collage of screenshots from the Ziraat Bank website and the Isource.Reserve website. The Ziraat Bank website features a red header with the bank's logo and navigation links. The Isource.Reserve website shows a search for 'Ищете оборудование и материалы?' (Looking for equipment and materials?) with a search button and a 'Найти' (Find) button.

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# CONTACTS



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