



TESLA  
INNOVATION





Nikola Tesla, a man with a vision.

# Nikola Tesla

A world where every person has access to technology.

Tesla believed that advances in technology shouldn't be a privilege for the few, but a benefit for everyone.



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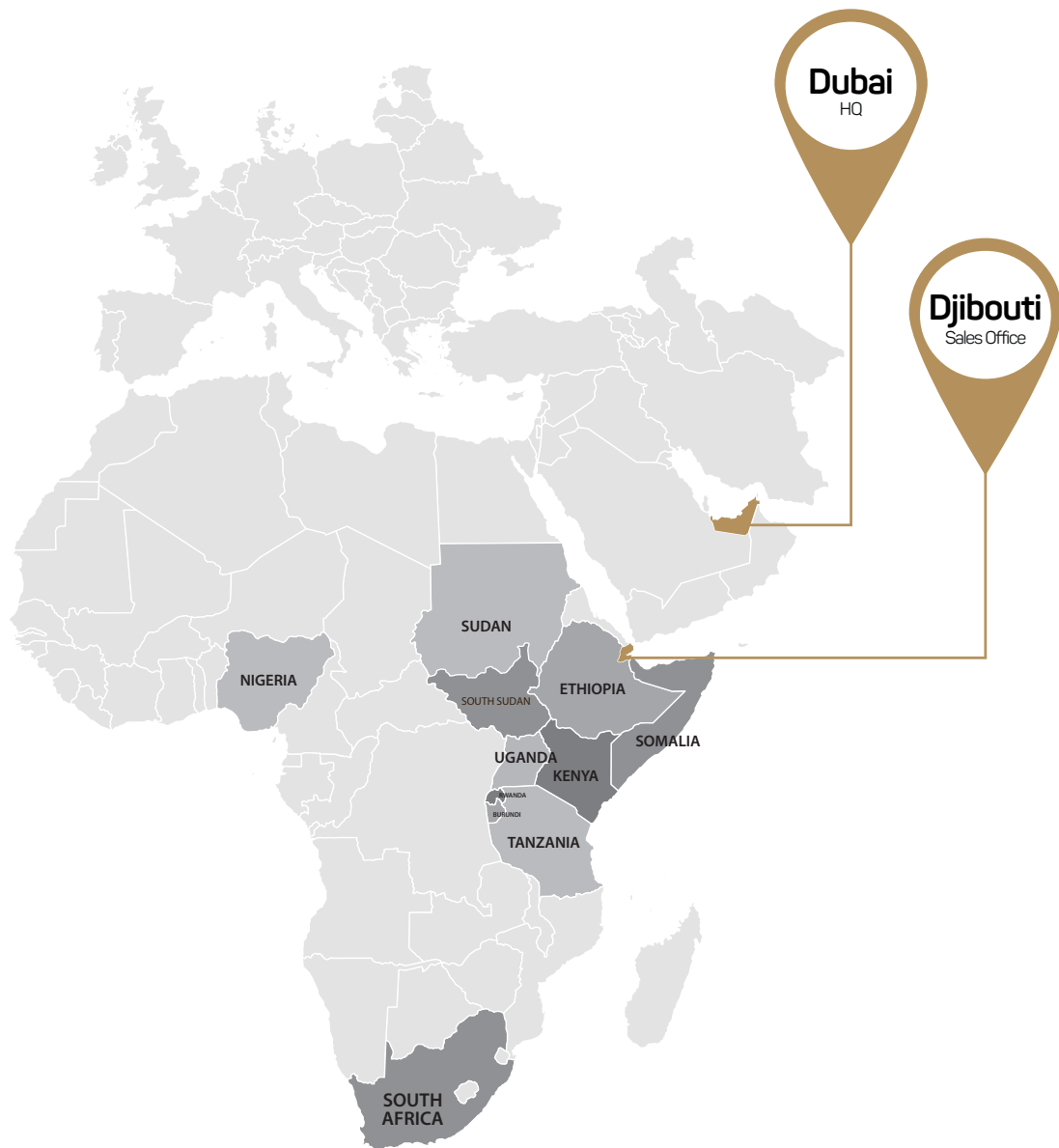


Tesla Innovation is business focused on bringing digital technology and affordable innovation to the Africa region, with high-quality products that make sense for living your daily lives better. Our values reflect our dedication to delivering these high-quality products and services, building lasting relationships, and holding ourselves accountable to our core values.



# Our footprint

Tesla Innovation DMCC is based in Dubai and represents the Tesla brand in the Africa region. With branch offices in Dubai, Djibouti, and Somalia, we are exclusive partners for marketing the Tesla brand of consumer electronics and home appliances in the region. Tesla brand is part of the Comtrade distribution network product portfolio.



We are headquartered in UAE, with representative offices in Djibouti, Somalia & Somaliland, & Sudan. Our distribution network currently services 12 countries in East & Sub-Saharan Africa, with a rapidly expanding footprint which will cover 15 countries including West & North Africa region.



# Tesla brand presence - Comtrade Group

Comtrade is a dynamic and well-established group of technology companies, with a 30-year track record of innovation and development of some of the world's most advanced software. Founded as a software engineering and services company, Comtrade has evolved into a software product business, a services company, a systems integrator, and a world class electronic appliances provider. With world-class infrastructure and campuses in 10 countries, Comtrade operates as a holding company for vibrant businesses, as well as an incubator for new and exciting technologies on the cutting edge. With over 2000 customers worldwide, Comtrade leverages its history as a service provider to ensure that every customer receives the same high level of quality and service across all its businesses.

A decade ago, Comtrade forayed into the consumer electronics and home appliances business with the brand TESLA (trademark). The brand is sold successfully in over 30 countries now and 5 continents. With customers spread over the world over vouching for product quality & performance, TESLA has close to 10% market share in its markets.

## Distribution Partners:

### Europe & Central Asia:

- Albania
- Denmark
- Estonia
- Kazakhstan
- Latvia
- Lithuania
- Poland
- Russia
- Switzerland

### Africa:

- Burundi
- Djibouti
- Ethiopia
- Kenya
- Nigeria
- Rwanda
- Somalia
- Sudan
- Tanzania
- Uganda
- South Africa

### North America:

- USA

## Group members:

- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Greece
- Hungary
- Montenegro
- North Macedonia
- Romania
- Serbia
- Slovenia

### South America:

- Brazil
- Colombia
- Ecuador

**32+**  
Countries

**4,500+**  
Dealers

**3000+**  
Employees

**325M+**  
€ Revenue

**60+**  
Vendors

**23,000+**  
Products

**140+**  
Product groups



# Tesla brand values

At Tesla Innovation we believe technology is not just a privilege for the few but a gift for many. In keeping with this vision, we are committed to providing technologically advanced and innovative products at affordable prices., that help you live your lives better, and help you attain your true potential.

We see technology as an enabler, a means to living a more fulfilling and satisfying life, and of helping communities achieve their collective ambitions. Our brand values reflect this commitment to a better world and a cleaner environment.

## Integrity

We make responsible decisions based on professional standard

## Innovation

We encourage thoughtful creative and inspirational ideas

## Accountability

We empower each other to take ownership of our actions

## Long term view

We look beyond the present to deliver future value



## Teamwork

We do better when we work together

## Growth

We develop professionally through expanding our capabilities with training

## Empathy

We care about all of our stakeholders/ consumers

## Agility

We challenge the status quo with open minds, focus and speed



## Mission

Our mission is to enable individuals and communities to reach their true potential by making their living and working environment better. At Tesla Innovation we aspire to build a community of satisfied customers by using technology to inspire change.



## Vision

For Customers to look at Tesla as a brand that they trust and prefer to partner with on a journey to make their lives better.

## Brand association

When thinking of Tesla, our partners, stakeholders and consumers should think of a company that brings affordable and reliable technology to people.



# Product range

At Tesla Innovation we believe technology should not be a privilege for the few, but a benefit for everyone. In keeping with this Vision, Tesla Innovation is committed to bringing cutting edge technology in Consumer electronics and home appliances to the region, at affordable prices. The Tesla product portfolio includes Air conditioning, panels, Major domestic appliances & Small kitchen Appliances.









Major domestic  
appliances



## Make it clean

From your favorite going out outfit, a wool sweater for quiet evenings at home, all the way to baby clothes – Tesla laundry machines are here to support you every step of the way. Practical and simple to maintain, with different options for washing and drying, they add freshness and comfort to your days.



## You have better things to do

Who will take care of the dishes? Your new Tesla dishwasher! Forget about piles of unwashed dishes and hours spent in the kitchen while cleaning them: spend your free time with people you love the most, doing things you enjoy the most.

## Freeze your favorite moments

Fresh groceries are an important part of every meal, whether you are making a simple sandwich or trying out the most complicated recipes. In every case, you'll need reliable Tesla refrigerators and freezers to keep things cool: they come in various models, ready to cater to all of your needs.



## Center of the family meal

From the earliest childhood memories associated with cookies and vanilla, all the way to adulthood – when we are trying out our own versions of traditional recipes: Tesla freestanding cookers allow you to enjoy various culinary experiments and prepare meals for all generations.



## Efficiency and elegance

With Tesla built-in ovens that combine practicality and sophistication, your favorite meals will not only go along perfectly with a bottle of wine – but with your kitchen interior too. Easy to use and elegantly designed, they will soon become an irreplaceable part of your culinary adventures!

## Heat up the atmosphere

Tesla cooktops open countless possibilities for simple and safe food preparation process that you will surely enjoy. Use less space – but add more taste to your days.





## Only smells you love in the air

The recipe for your Sunday lunch should stay in the cookbook – not linger on your clothes, curtains and furniture. Throughout all of your cooking adventures, keep only the smells you love in the air, and leave others to powerful Tesla hoods.



## Hedonism comes in waves

The fast pace of the life we are living requires efficiency: with microwave ovens, you are choosing fast defrosting and cooking that will help you save more time. Still, it doesn't mean you can't savor every bite.





└ Air conditioners ┐



## Technology for all

Let us present advanced technology in service of your desired room temperature: Tesla air conditioners, inspired by your everyday needs and favorite spaces. Regardless of the season, Tesla AC units will provide you with a perfectly comfortable atmosphere, allowing you to enjoy every moment with the people you love.



## I feel / follow me

With Tesla, air conditioning becomes innovative and intuitive. Due to a temperature sensor in the remote, the air conditioner automatically adjusts its operating status. This useful feature offers a smarter and easier method of maintaining optimal room temperature.

## Hidden LED display

The unit display is cleverly hidden in within the panel, keeping a simple and stylish appearance that complements your choice of interior design. LED display is easy to access, yet tucked away for maximum aesthetic appeal.



## Healthy and powerful

After cooling or dehumidification is done, the device activates the Anti-Fungus function in order to prevent growth of fungus and harmful bacteria. It also has an evaporator that can clean itself, as well as an UV sterilization option that helps clean the air coming out of the AC.



## Self-diagnostic

Let us present advanced technology in service of your desired room temperature: Tesla air conditioners, inspired by your everyday needs and favorite spaces. Regardless of the season, Tesla AC units will provide you with a perfectly comfortable atmosphere, allowing you to enjoy every moment with the people you love.

## Simple, smart, sleek

Tesla Air Purifier is where technology and smart design meet. And, its high performance can be proved: just check out its CADR [Clean Air Delivery Rate] values. Wondering how much purified air it produces and how fast? It's 300m<sup>3</sup> per hour.





## Wi-Fi function

The Wi-Fi function means that Tesla air conditioner can also be controlled with mobile phones or other smart devices. It adds to your everyday convenience and flexibility, and keeps you from spending ages looking for the remote that fell behind the couch!



## Gentle air flow

Specific louver design allows for cool air to go through micro holes, there to help generate gentler air flow coming from the air conditioner. Say goodbye to harsh cold wind, and welcome a soft flow from your AC unit!





└ Panels ┐



## Ultimate enjoyment

Tesla TVs make your favorite movies, TV programs, games and online content look even better! With a crystal clear picture, superior sound, modern design and a wide range of models, Tesla devices provide quality that is a class above its price and a good reason to get together time and time again.

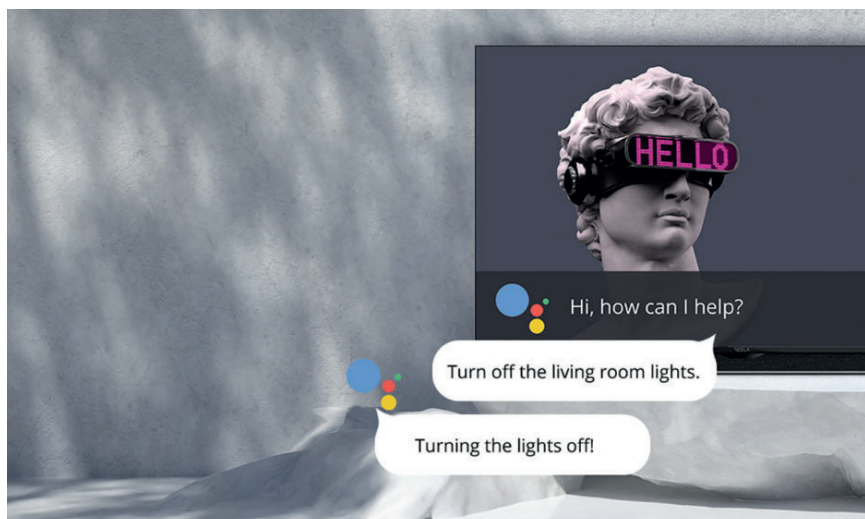


## Indulgence never

Looked so good Tesla is proud to present its great selection of Android TVs, all with amazing performances – in any screen size you need. All of our models boast mesmerizing visuals, while some of them also have integrated soundbars or other useful functions. When it comes to your audiovisual experience – it's time for a whole new era.

## Your personal google assistant

A smart assistant is no longer reserved for your smartphone: now you can also ask the big screen whatever you want. Press the mic button on the remote, and use Google Assistant to find out traffic or weather information, Google anything, play and pause favorite movies or TV shows.



## WebOS

webOS is an intelligent TV operating system based on LINUX, created to provide a great audio-visual experience while supporting TV broadcasting systems on the global market. It supports Dolby audio, HDR, HLG, as well as world's top content apps. With a function called "Home dashboard", you can easily manage all inputs, settings and connected devices.

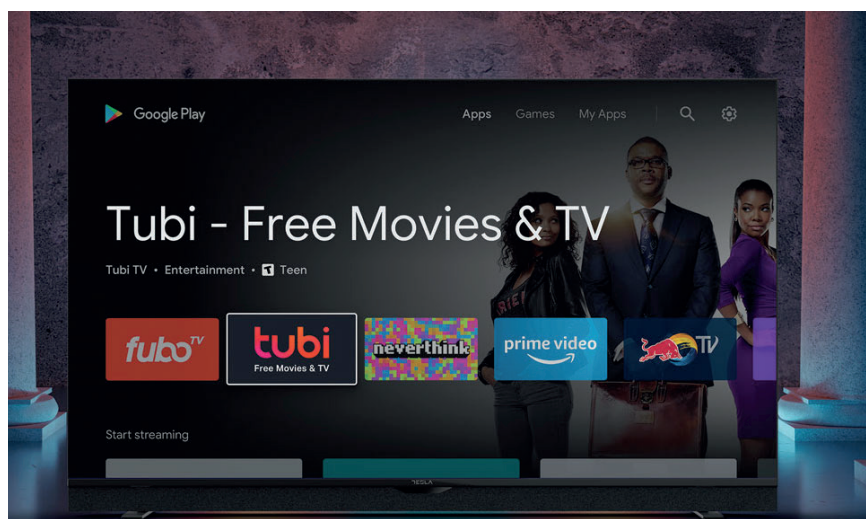


## Mesmerizing visuals

Many Tesla TVs have a direct LED screen and an Ultra HD resolution, while some also boast support for HDR/HLG formats. We are always focused on providing you with a better user experience, vivid colors, faster application installing and quality image with no glitches or screen freezing.

## Technology develops, style remains

Utilize all the possibilities of your WiFi router in combination with your smart TV potential. If your Tesla TV comes with support for 5GHz WiFi networks, this could be the perfect time to enjoy 4K streaming, a more stable connection and much faster Internet.





## Let the music play

Tesla webOS TV will wow you with the amazing sound, but the Music player app elevates the experience of listening to favorite melodies to a whole other level. It allows you to play music even when the TV screen is off!

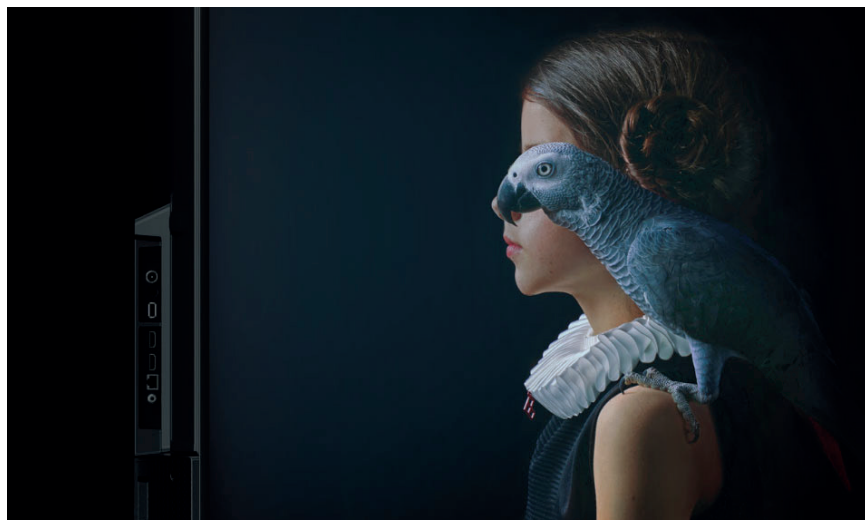


## Magic remote and Tesla webOS controller

Use one of these two controllers to also manage devices connected to the TV – STB, DVD, audio system...

With a magic remote, you can zoom in on important details, scroll or move around, use hot keys or quick access buttons – easily set to automatically open certain apps. Enjoy even more possibilities with Bluetooth, air mouse and voice command options!

Tesla TVs are designed to create a space for enjoyment. Our models use leading technology, inspire imagination and deliver an amazing level of performance and quality. Visit our website to find out more about our range of television sets and how they can turn home entertainment into an experience.





Small kitchen appliances



## More me-time

Would you love a hot tea or a fresh cup of instant coffee? Use Tesla kettles to quickly boil water and enjoy your well-deserved time off.



## Taste the toast

We love a great pop-up toaster – and we make them as we love them! Enjoy your every meal (or a tasty snack) with this quality Tesla device.



## The right amount of magic

Use these lovely Tesla kitchen scales to measure just the right amount of ingredients you need in your every baking and cooking adventure.



## Your little kitchen helper

One device, so many possibilities: use your Tesla kitchen robot to mix and blend ingredients, make dough or even grind meat. It's your own kitchen helper!



## Mix it up!

Essential in every kitchen, Tesla mixers will serve you well whether you're making cakes, baking bread, or creating any other homemade delicacy.





## A perfect fit

Welcome to Tesla crease-free world! Choose from different designs of Tesla irons, powerful enough to straighten even the most persistent lines.



## Add fun to the mix!

Whatever recipe you decide to try, Tesla blenders are here to offer support – both with rubber feet for extra stability, and with so many useful options!









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## Need help?

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