





*Discover the Sparkling and  
Magical World of the  
MAD Parfumeur!*

Step into the magical world of perfumes with MAD perfumes created with the most special blend of the most special notes.

As Mad Parfumeur's delightful journey of nearly **25 years** opens the door to dizzying experiences, we draw our inspiration from the beauty of life and the aesthetics of nature.

[madparfumeurglobal.com](http://madparfumeurglobal.com)



# Chasing a Dream



**Mehmet DOĞRU**  
Founder

*Our story has been shaped by passion, dedication and an unwavering belief in the value of people. Throughout our journey, these values have grown exponentially, and a brand built on the foundations of respect and kindness has emerged.*

*In the beginning, I had only one dream and my father who inspired me. I wanted to show him that dreams can come true, to be successful and prove my potential. For this, I set concrete goals by holding on tightly to my dream. In line with these goals, I never gave up on my path.*

*No matter how many difficulties I experienced, I acted in line with my beliefs and with the passion to reach perfection. In this way, today, I have succeeded in bringing both myself and MAD to the point.*

*I would like to thank everyone who has walked with me on this path and added value to this journey.*

**1999** The 1<sup>st</sup> store in Ankara, Kızılay store, was opened.



**2004** The 2<sup>nd</sup> store was opened in Kızılay Gama Business Centre.

**2007** Ankara Tunalı Hilmi store was opened.



**2010** The 1<sup>st</sup> special series, the Niche Series, is introduced.



**2012** The 1<sup>st</sup> shopping mall store was opened.

**2013** Ankara 7<sup>th</sup> Street Bahçelievler store was opened.

**2015** The 1<sup>st</sup> Istanbul store was opened in Ataşehir.  
The 1<sup>st</sup> production facility with full capacity was opened.

**2016** Ankamall shopping mall store was opened in Ankara.

**2022** 1<sup>st</sup> store in Germany  
6.700 m<sup>2</sup> fully automated production and storage facility was established.



**2024** 1<sup>st</sup> store opened in Singapore.



*Journey*



# Our Vision

To transform the world of perfume, creating original perfumes that inspire people to express themselves, create emotional connections, and discover their beauty.

By harnessing the power of perfume to transform emotions, we strive for a world full of people who love themselves, are confident, communicate well and develop strong bonds.



# Our Mission

**Artistic Expression:** Seeing perfume making as an art, freely expressing our creativity and aesthetic sense, and pushing the boundaries to design unique perfumes.

**Quality & Innovation:** Delivering superior perfume experiences by using the highest quality natural and synthetic ingredients, adopting the latest technologies and most innovative methods in the industry.

**Sustainability and Respect for Nature:** Acting with environmental sensitivity, striving to protect natural resources, and using sustainable production processes.

**Social Change:** Creating social impact in the perfume industry, helping to make positive changes in people's lives, and raising awareness in society.

# Our Values

**Creativity:** Pushing the boundaries, creating new and impressive perfume combinations, reflecting our artistic vision in perfumes.

**Customer Satisfaction:** Paying attention to our customers' needs, listening to them, and providing unforgettable experiences for them.  
**Respect for People:** Respecting our employees and customers, valuing differences, and embracing diversity.

**Quality:** Committed to the excellence of our products, delivering products that meet the highest quality standards.

**Team Spirit:** Emphasizing the importance of working together and achieving success through teamwork.

**Social Responsibility:** Taking responsibility towards society, showing sensitivity to social problems, and increasing social awareness.



# *Production*

The production capacity of  
our factory is around

**1,750,000**

units in total for all sku's and

**21,000,000**

units per year on average.  
Our average warehouse  
capacity is around

**1,500,000**

In Our Facility;

1,7 Milion Capacity / Month  
Clean Room Technology  
Automated Filling Lines  
In House Research and  
Development Team  
In House Laboratory

ISO 9001 and ISO 22716  
(GMP) Certificate

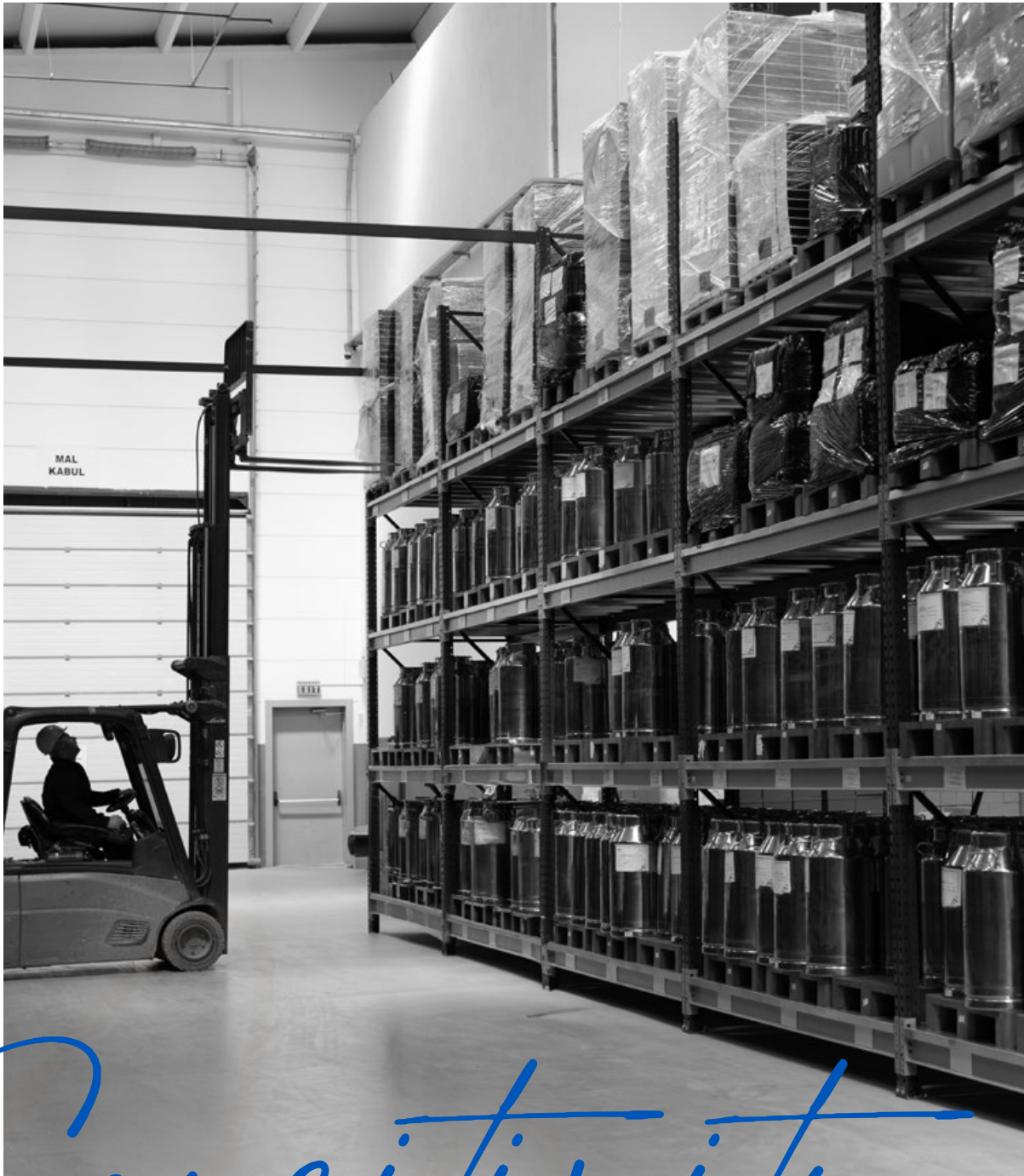
Storage and  
Production Facility

**6700m<sup>2</sup>**



*Quality*





*Sensitivity*



## *PRODUCTION AND QUALITY CONTROL*

We use the latest technologies in the production phase and guarantee the highest quality by ensuring high standards of quality control at every stage of production. We are producing at a high standard in our production facility with fully equipped and modern machines.

## *ON-TIME DELIVERY*

We manage logistics processes effectively to ensure the timely delivery of your products.



# Certificates

With the dream of a healthy future, we always pay attention to production processes and produce products that are proven to be natural and have undergone the necessary tests.



# BRAND DNA

QUALITY & TRUST

DYNAMIC & INNOVATIVE

PASSIONATE & SINCERE

CUSTOMER DRIVEN

*Brand Structure*

# Brand Philosophy

MAD is like a wizard opening the doors to a magical world of scents for us.

In this created realm, it transforms everyone and every environment with its breathtaking perfumes.

However, it does this with great love and passion.

It enjoys being the center of attention and basking in the spotlight, desiring to establish intimate relationships based on love with those around it.

It is always dynamic and emotional.



# Categories



Perfume (EDP/ExDP)



Scented Home Collection  
(Candles & Reed Diffuser &  
Home Perfume)



Eau de Cologne



Bath & Body Products  
(Body Mist)



Skincare Products  
(Hand Cream)



Hair Products



# Perfume



MAD Perfume Series  
bringing together  
dizzying formulas



# Candle

An aesthetic touch to your living spaces: MAD Candle Series



# Reed Diffuser

The most natural aromas that will change the atmosphere: MAD Reed Diffuser Series





Eau de Cologne



Body Mist

New you every moment...



# Hair Perfume

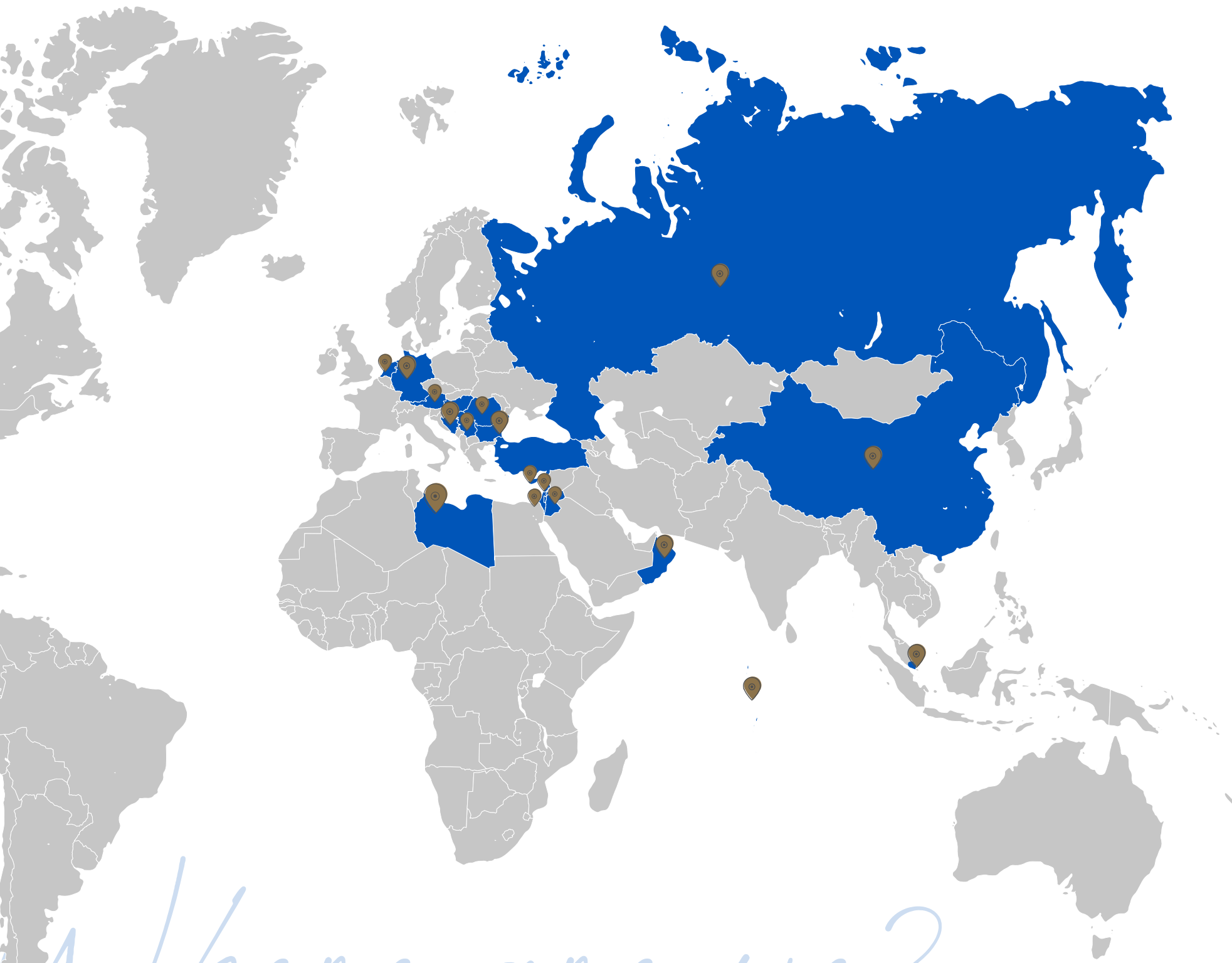


## Hand Cream

Give your skin the care it deserves with MAD Hand Cream Series!







*TURKEY*  
*302 STORES*

*INTERNATIONAL*  
*69 STORES*

*TOTAL*  
*371 STORES*

*Where are we?*



## *MARKETS*

We are proud to have carried our adventure that started in Turkey to all four corners of the world.

Today, with our branches all over the world and our dazzling formulas, we have managed to become one of the brands that come to mind when it comes to perfume.



# Turkey

Leading brand in major online platforms, and operates its own e-com.

**Sales Channels:** Retail, Online, Shop in Shop, Horeca & Corporate.

**Boyner Department Stores:** Present in 110 number of Boyner stores and online.

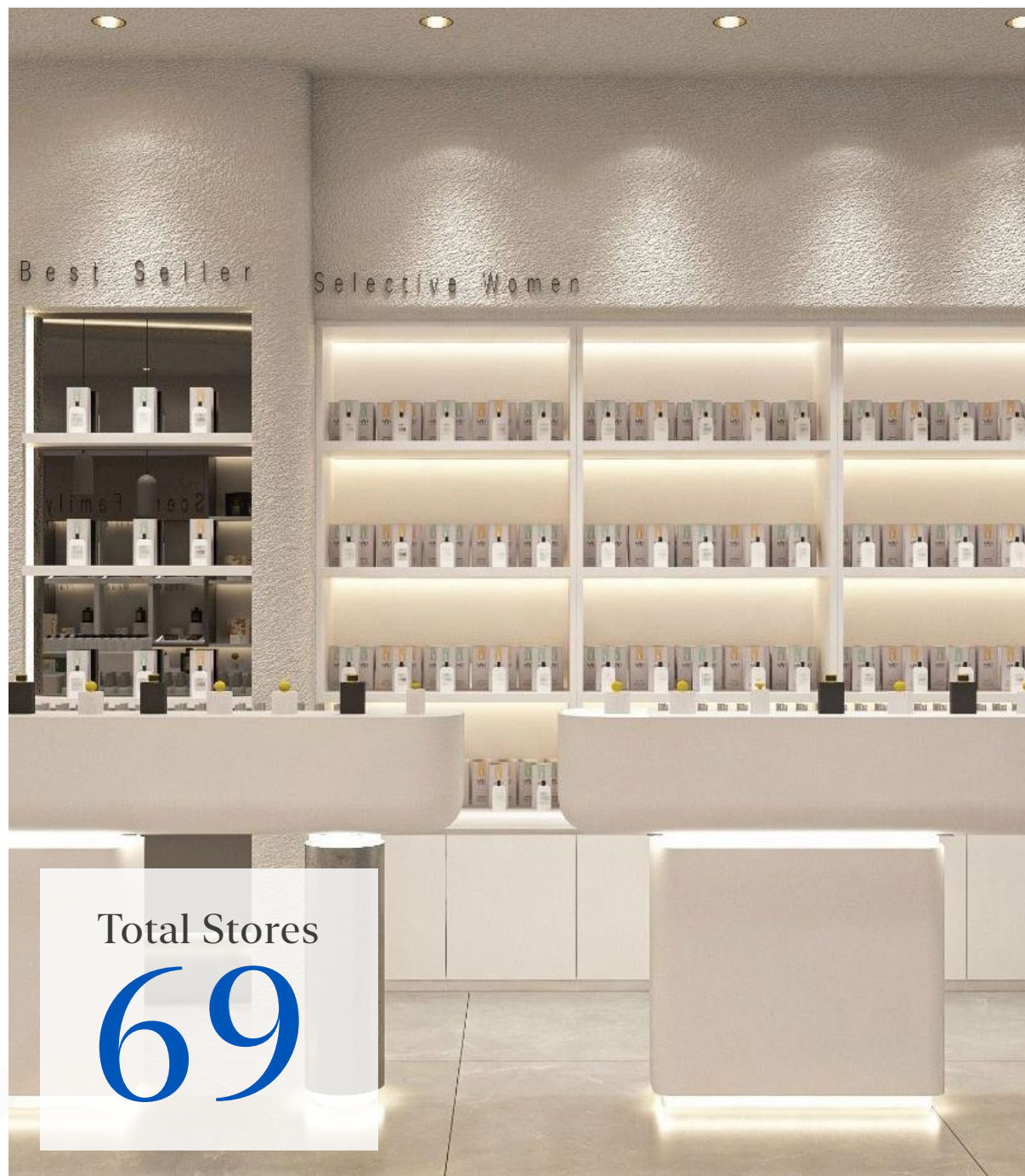
**Corporate Sales:** Along with various companies and industries.

**Horeca:** Launching in Q4 2024.

We add quality to the perfume industry with our 302 stand-alone stores serving all over Turkey.



Total Stores  
**302**



# INTERNATIONAL

## ASSIA PACIFIC

Singapore: Mad Parfumeur grows steadily via own operation in Singapore along with 3 stores. Online and Horeca launching in Q4 2024.

China: Launch in Q4 2024 via leading online platforms of China.

Maldives: Shop in shops.

## RUSSIA & CIS

Russia: Launching in Q4 2024 along with the leading cosmetics retailer.

CIS: Launching in Q1 2025.

## MIDDLE EAST

Palestine & Israel: Market leader along with 25 stand-alone stores. Horeca launching in Q4 2024.

Jordan: Shop in shops.

Libya: 3 stand-alone stores, online and shop in shops and horeca launching in Q4 2024.

Umman: Shop in shops.

## EUROZONE

Germany: Mad Parfumeur grows via own operation in Germany along with 10 stand-alone stores. Online and horeca launching Q4 2024.

Netherlands: 2 stand-alone stores, online and horeca launching in Q4 2024.

Bulgaria: 1 stand-alone store, online and horeca launching in Q4 2024.

Bosnia & Herzegovina: 8 stand-alone stores, online, horeca launching in Q4 2024.

Kosovo: Shop in shops.

Romania: Launching in Q4 2024 - There will be two stores.

Cyprus: 3 stand-alone stores.

We add sparkle to the perfume world with our 69 stores serving all over the world.



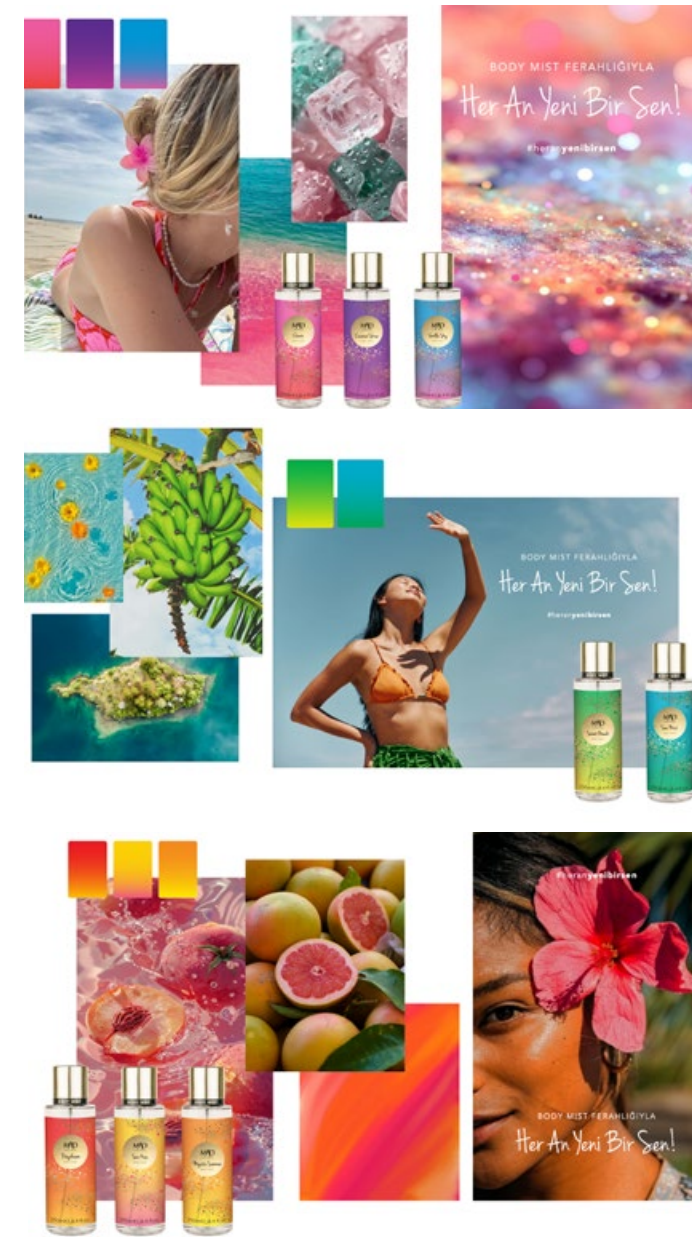
# EVENTS

Body Mist  
2024

Prevail  
2022







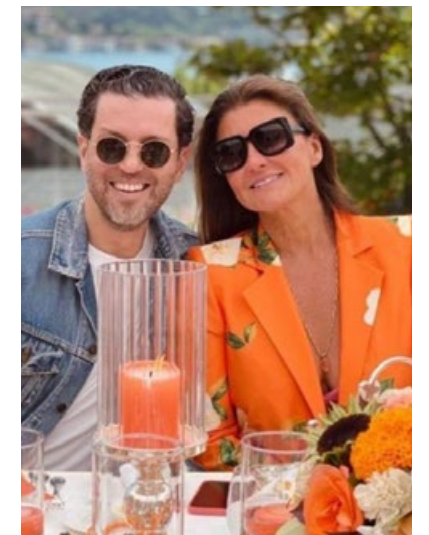
# BODY MIST - 2024







# PREVAIL - 2022



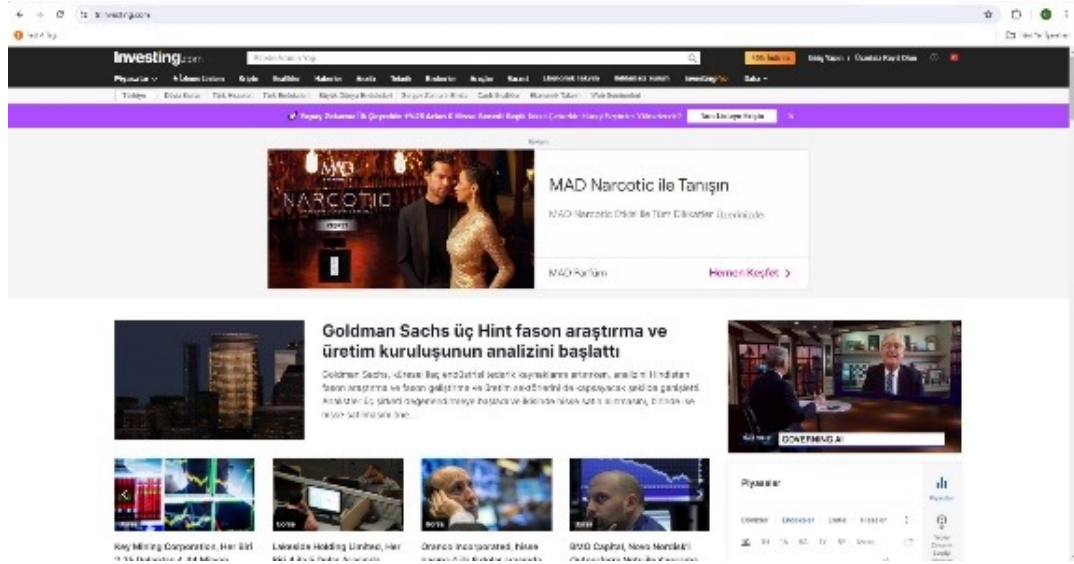


# BRAND ACTIVATION

We prepared designs to promote brands and products for magazines that appeal to the sector and our target audience. While attracting the attention of our target audience, we also increased our awareness in the sector.







tr.investing.com



posta.com.tr



# GLOBAL & LOCAL DIGITAL MARKETING



By closely following the dynamics of the digital world, we continued advertising activities that will add value to our presence on platforms serving both global and local markets.



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# OUTDOOR

Aiming to reach our target audience through every channel, we have prepared works that will attract attention in outdoor channels.





# Team & Contact

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Thanks.