



# INDARX-WORKWEAR

**DIGITAL DISTRIBUTION PARTNER  
PROFESSIONAL WORKWEAR  
& SAFETY EQUIPMENT**

**DISTRIBUTION STRATEGY & COMPANY PROFILE**

## **PARTNERSHIP & DISTRIBUTION PROPOSAL**

**STRATEGIC DIGITAL RETAILER  
FOR SWISS, EU AND EXTRA-EU MARKETS**

---

**LEGAL REGISTERED COMPANY: MAGIC DEAL LTD  
35 DUNAV STR, OBORISHTA  
1000 SOFIA - BULGARIA  
VAT: BG207541754**

**April 2026**

# WHO WE ARE

We are a dynamic company based in Bulgaria, specializing in the **digital** distribution of high-end protective equipment. Thanks to our strategic position in the **EU VIES system**, we operate with maximum **tax efficiency**.



Our Bulgarian-based tax structure (VIES compliant) allows us to **maximize the efficiency** in **Extra-EU exports**, guaranteeing superior distribution efficiency for your products in **premium markets** such as **Switzerland**. We're not just looking for a supplier, but an industrial partner with whom we can scale the market.

We act as your dedicated sales front-end for high-potential territories: we provide the data-driven **predictive marketing** and **advertising**, while you provide the manufacturing excellence that defines the industry standard.

**100%**  
**Regulatory**  
**Compliance**



**Data-Driven**  
**Market**  
**Expansion**



**Omni-Channel**  
**Market**  
**Integration**



# A VERTICAL PORTAL FOR PROFESSIONALS

INDARX Platform is not a generic catalog, but a technical boutique focused on safety. We select only leading brands to offer specific solutions for those working in challenging environments.

## OUR CORE CATEGORIES

### ▼ PERFORMANCE FOOTWEAR

S1P, S3 shoes, and specialized footwear

### ▼ TECHNICAL WORKWEAR & ACCESSORIES

Multi-pocket clothing, high visibility, and thermal protection

### ▼ ADVANCED PROTECTION

Category III PPE and Fall Protection Systems.



# DIGITAL INFRASTRUCTURE & SCALABILITY

## Seamless Integration for High-Performance Distribution



### ADAPTIVE DATA SYNC

**INDARX** eliminates manual overhead. Our platform is **system-agnostic**: we adapt to your infrastructure, whether through automated **API** bridges or simplified **XML/CSV data flows**. We ensure real-time stock alignment to prevent out-of-stock orders and manual errors.



### OPERATIONAL AUTONOMY

We act as your **digital bridge**: we handle the **marketing, customer credit risk**, and administrative tax compliance (VIES), while **your warehouse** simply executes the **shipment**. You receive **ready-to-process orders**, pre-filled with the necessary documentation.



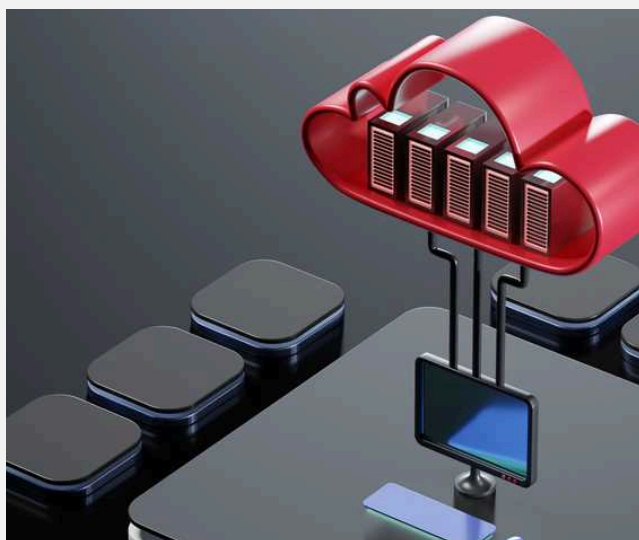
### MARKET EXPANSION

**We don't just list products; we scale them.** Our strategic focus is on high-value markets such as **Switzerland, premium markets** where the demand for **quality** fully justifies brand-consistent pricing and export procedures. **INDARX** positions your brand in front of high-spending customers by managing the entire **acquisition cycle**, leaving you to focus solely on order fulfillment toward highly profitable destinations.

# LOGISTICS AND COMMERCIAL COLLABORATION

## CLEAR AND EFFICIENT DIVISION OF RESPONSIBILITIES

- **INDARX:** Manages **marketing, customer acquisition, payment processing, streamlined order transmission** via standardized protocols to the partners, **sales support.**
- **THE PARTNER:** Direct fulfillment and shipping from the supplier's facility to the end customer.



We provide our suppliers with **orders with pre-validated shipping documentation**, allowing you to focus on logistics while we drive market penetration across **EU** and **non-EU regions.**

### **BLIND SHIPPING & NEUTRAL PACKAGING SUPPORT (NO SUPPLIER MARKETING MATERIALS INSIDE/OUTSIDE THE PARCEL)**

We require Blind Shipping support: **orders dispatched in neutral packaging without supplier-side marketing inserts.** We can provide **our own branded Packing Slips** to be included **in each parcel**, ensuring a seamless INDARX customer experience.

# LET'S GROW TOGETHER

We are looking for partners who want to expand their **digital presence** through a professional, reliable retailer focused on quality materials. Our model scales from premium digital placement for professional end-users to wholesale B2B supplies, requiring a competitive wholesale pricing structure to sustain **digital expansion**.



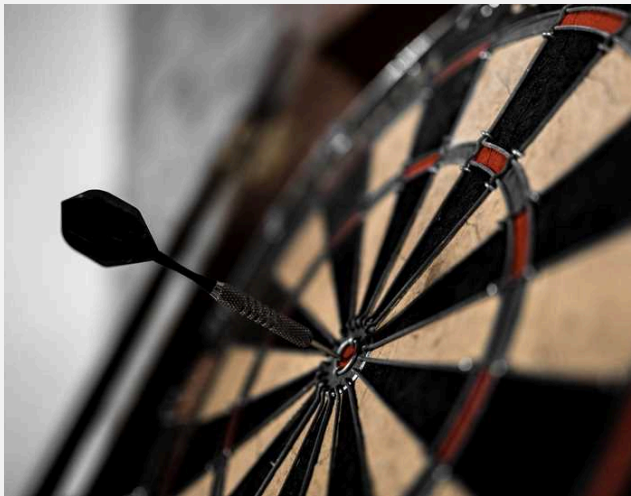
## COMPANY DETAILS

- LEGAL ENTITY NAME:  
**MAGIC DEAL LTD**
- VAT: **BG207541754**
- WEB PLATFORM  
**indarx-workwear.com**
- E-commerce mail:  
**sales@indarx-workwear.com**
- VIES REGISTERED COMPANY
- COUNTRY: **BULGARIA**



## BRAND ENHANCEMENT

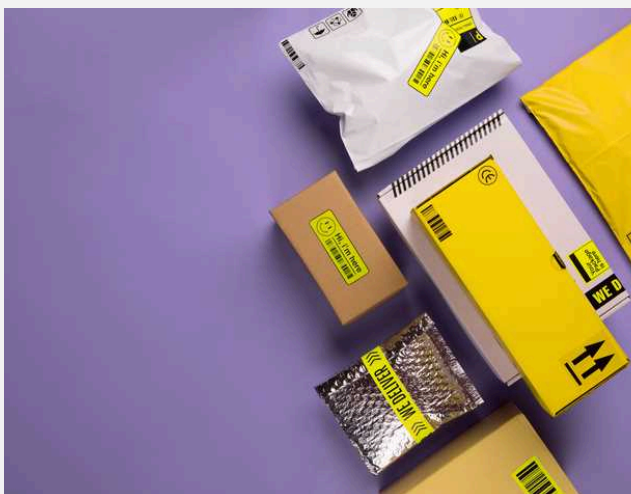
Investment in **PPC ADS, Search Engine Optimization, Content Marketing** (technical guides and video reviews to educate customers on choosing the right **PPE**, highlighting the technological features of **your products**), allow us to showcase the products. This selective engagement not only enhances visibility among potential clients but also allows us to gather valuable feedback from end-users regarding their needs and preferences.



## HIGH PRECISION TARGETED MARKETING

Implementing **targeted marketing campaigns** through **digital** channels will help us to reach specific target sectors within the **market**.

By utilizing **data analytics** to tailor our messaging, we can effectively communicate our value proposition and engage potential clients, leading to increased awareness and ultimately driving sales of your products.

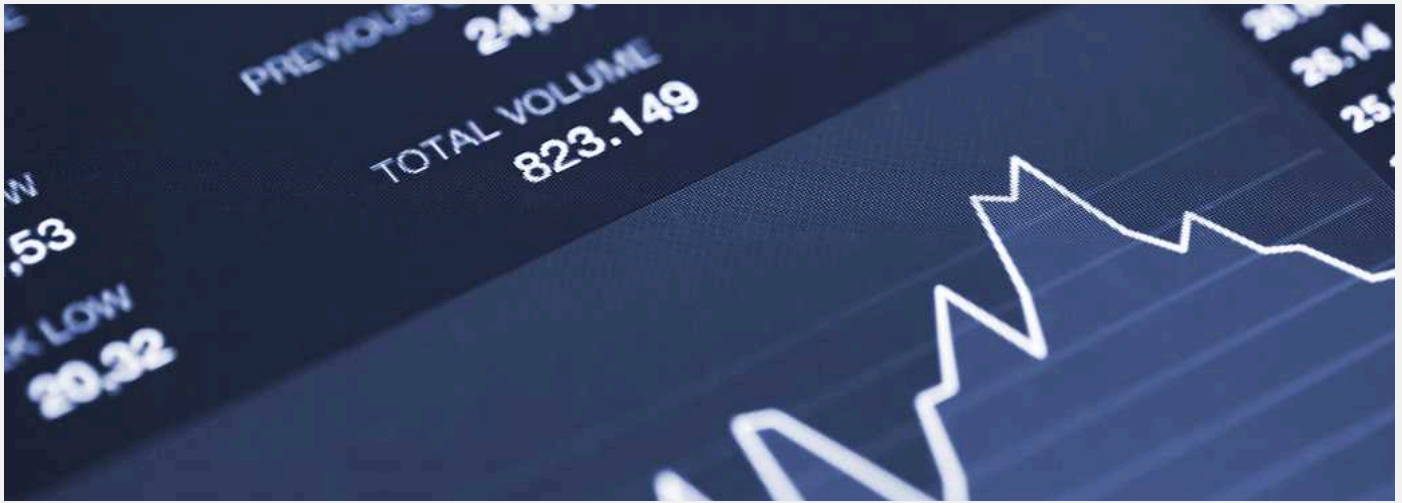


## FOCUS ON SWITZERLAND, EU AND FOREIGN EXPORT

Expansion **strategy** in **Switzerland, EU markets** and **non-EU markets** through **geolocalized campaigns**, leveraging on our tax structure in Bulgaria.

# Financial Projections Overview

## EXPECTED GROWTH AND REVENUE TIMELINE



### KEY FINANCIAL INSIGHTS

Our projections indicate an **Increasingly strong market penetration**, driven by demand in the workwear and safety **market**. By leveraging strategic partnerships and optimizing operations, we anticipate a **substantial increase** in the **market share** over the next years.

#### Year 1 Growth

Initial 15% revenue increase anticipated

#### Year 2 Expansion

25% growth through market expansion efforts

#### Year 3 Milestone

Achieving 30% revenue increase milestone

#### Year 4 Market Penetration

Maximizing **market share** and establishing long-term **brand authority**

# SUSTAINABILITY

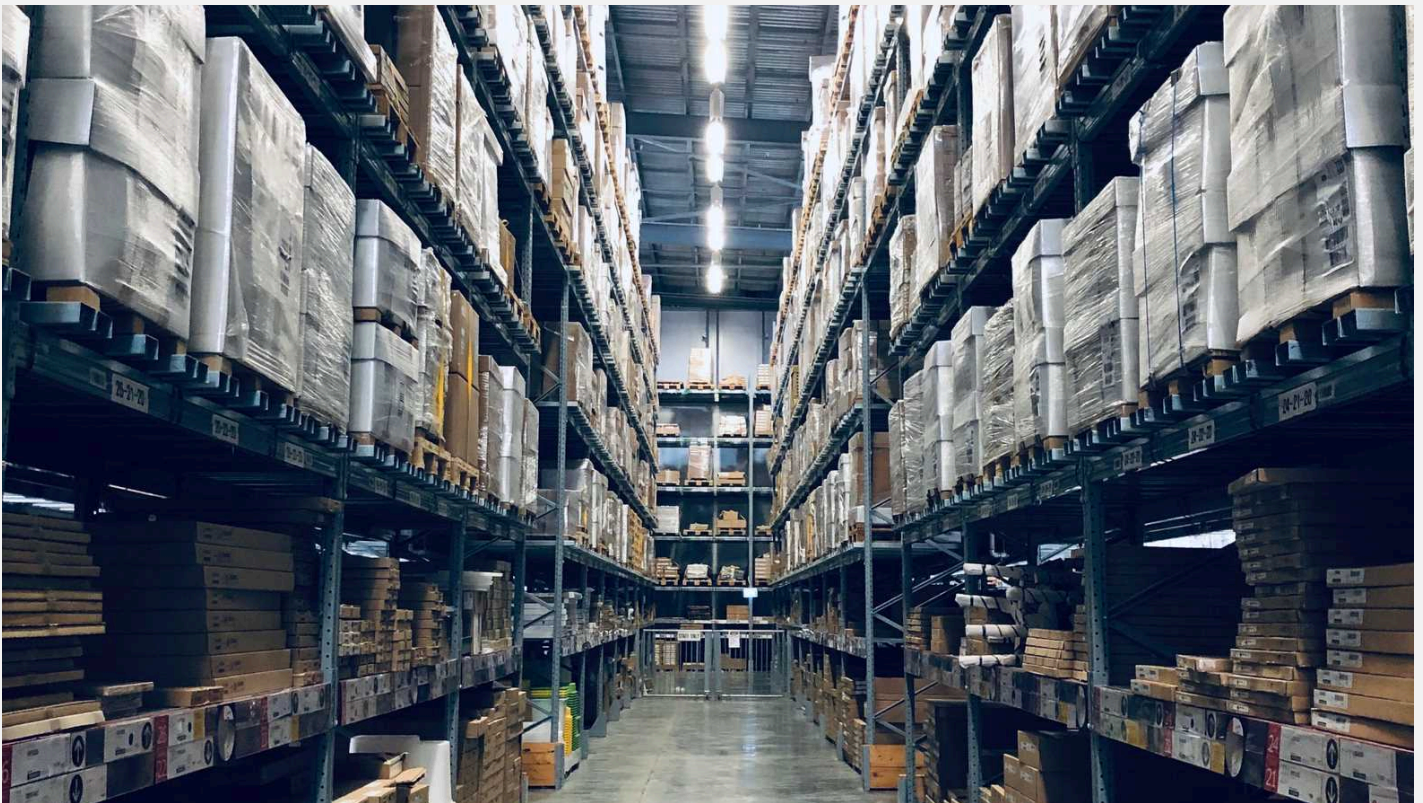
## COMMITMENT TO ETHICAL MANUFACTURING PRACTICES

### ▼ ECO-FRIENDLY MATERIALS

Our commitment to sustainability begins with the careful selection of products made from eco-friendly materials. By prioritizing partners who meet high environmental and safety standards, we ensure that our catalog aligns with the growing demand for responsible industrial solutions

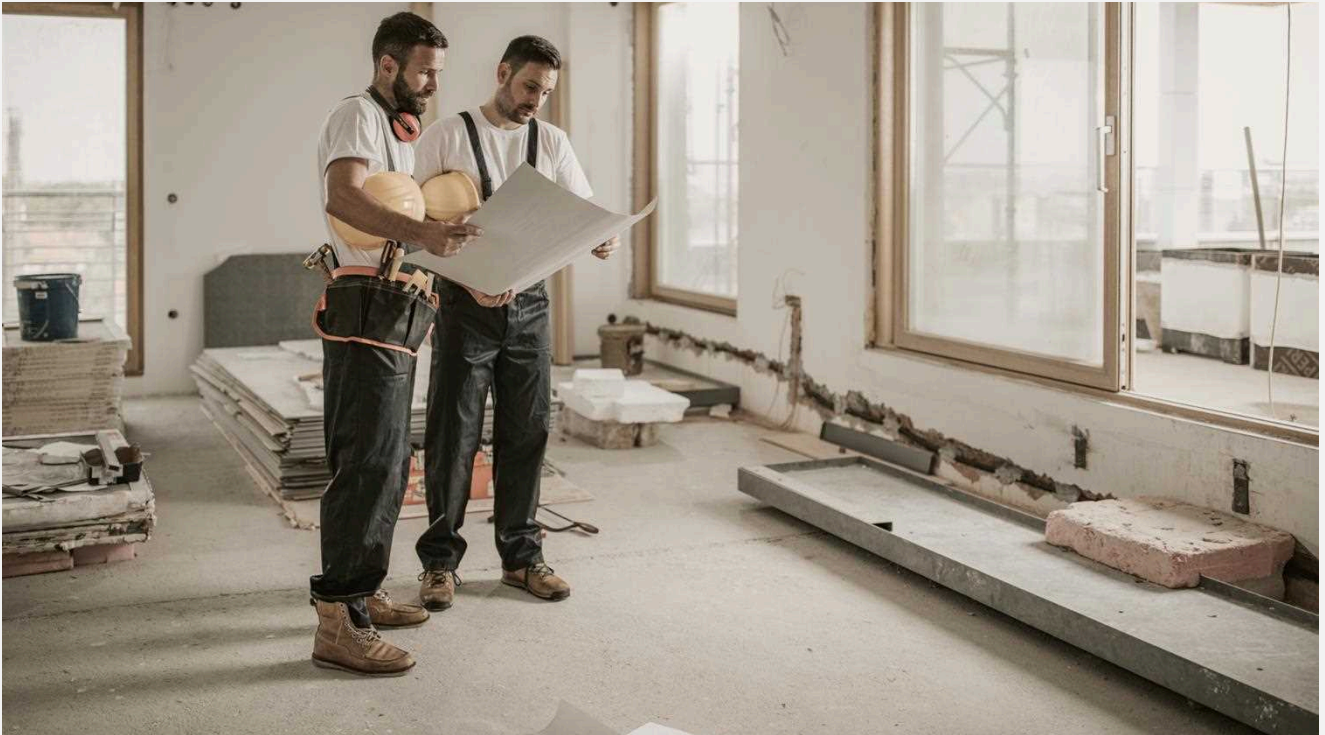
### ▼ ETHICAL WORK PROCESSES

We partner exclusively with manufacturers who guarantee strict ethical work processes and fair labor practices. This ensures that every item shipped through our platform comes from a supply chain where workers are treated with dignity and respect.



# BUILDING THE FUTURE OF SAFETY TOGETHER

## DIGITAL HUB PERFORMING IN THE PROFESSIONAL MARKETS



Our **platform** is designed to **break down the barriers between manufacturing and the end market**. Thanks to **streamlined data management**, we provide our partners a strategic gateway to reach high-potential customers while ensuring the protection of your brand identity.

We are not just a reseller, but a **Digital Hub** ready to integrate your catalog and launch product promotion in a short time-frame. The **supplier** remains the **core of logistics and quality**, while **INDARX** manages the **order flow** and handles the commercial transactions with the target market.

Let's define the next steps to **start our partnership**.

# CONTACT INFORMATION FOR PARTNERSHIP



## OFFICIAL E-COMMERCE PLATFORM INDARX-WORKWEAR.COM

**INDARX** operates as a **commercial accelerator** focused on expanding **new distribution synergies**. We integrate **our digital expertise with your manufacturing excellence** to capture **premium market opportunities** and convert them into consistent order flows.

[sales@indarx-workwear.com](mailto:sales@indarx-workwear.com)

Visit our digital platform: [indarx-workwear.com](https://indarx-workwear.com)

Main Legal Entity: Magic Deal Ltd

35 Dunav Str, Oborishte

1000 Sofia - Bulgaria

VAT: BG207541754

### Confidentiality & Intellectual Property

This document contains strategic and commercial information exclusively owned by Magic Deal Ltd. Any unauthorized reproduction, disclosure, or distribution of this material, in whole or in part, is strictly prohibited without prior written consent. All rights reserved © 2026 Magic Deal Ltd.