



NS KING



HISTORY OF NS KING

- In 1994 Nittis Ltd. was established in Estonia.
- In 1996 NS King opened the 1st shop in Tallinn.
- In 1997 the 1st NS King shop was opened in Tartu - the region of Estonia
- In 2001 the Company's turnover was 1 million EUR.
- In 2001 Nittis Ltd. was established in Latvia.
- In 2001 NS King opened the 1st shop in Riga, Latvia.
- In 2006 the 1st shop with a new brand "NS Collection" was opened in Riga.
- In 2006 Nittis Ltd. received the certificate "Successful Estonian Company 2006" (level AA).
- In 2007 the 1st NS King shop in Valmiera - the region of Latvia - was opened.
- In 2007 a shop with a new brand "NS Studio" was opened in Tallinn.
- In 2008 3 shops in the regions of Latvia were opened.
- In 2010 we opened 2 new shops in Tartu, in Tallinn – Solaris Trade Center, in Riga – Riga and Olympia Trade Centers.



MISSION:

To provide joy for the whole family from the purchase of high quality and stylish footwear and accessories. To be a reliable friend and assistant in choosing the footwear.





VISION:

The aim of the company – to establish a successful store chain with large assortment, high level service and unique new design.

NS King pursues to achieve the leading position at the retail sale market of footwear and accessories, by remaining thereby the store meant for the whole family.





DESCRIPTION OF NS KING

- NS King shops are located in 8 cities
- Location Estonia, Latvia
- Total number of shops 26
- Total number of employees 181
- Number of NS King clients 210 000
- Total turnover over 16 million EUR





NS KING IN ESTONIA – SHORT DESCRIPTION

- Name of the company "Nittis" Ltd
- Company was established Year 1994
- Business Sale of shoes and its accessories
- Number of employees 86
- Number of shops 11
- Number of NS King clients 95 000
- Turnover in 2010 8.49 million EUR



NS KING IN LATVIA – SHORT DESCRIPTION

■ Name of the company	"Nittis" Ltd
■ Company was established	Year 2001
■ Business	Sale of shoes and its accessories
■ Number of employees	95
■ Number of shops	15
■ Number of shops in Riga	11
■ Number of NS King clients	115 000
■ Turnover in 2010	7.68 million EUR





SIS (SHOP IN SHOP)

- In 2009 Nittis Ltd. started to develop its new concept for presenting the Europe Brands' BESTSELLERS Tamaris, Rieker, Mustang, Geox, Puma, THF, Marco Tozzi to its clients.
- The aim was to reconstruct its main shops during the economic fall and be ready for the new rise in retail turnover in 2012.





NS FAMILY

- NS King has developed a principled new concept of stores NS Family for the whole family.
- NS Family is a new concept of company NS King with the aim to develop new strong retail footwear network in the Baltics and Central Europe.







CAMPAIGNS

- NS King organizes regularly wide-scale campaigns and events for the loyal customers and new purchasers of its stores.
- In the course of these events different awards and gifts are raffled.
- Every year thousands of clients participate in the campaigns of NS King.

PERSONNEL

- NS King draws major attention to the preparation and training of the personnel.
- All sellers working in the company participate regularly in several trainings and tests improving their qualification.





MONO BRAND

- In 2011 Nittis decided to newly open mono brand shops.
- Foremost, it is Rieker's mono brand shop in Alfa Trade Center, Riga and in Kristiine Trade Center, Tallinn.
- There are negotiations about opening a Tamaris mono brand shop in Spice Trade Center, Riga.
- In 2012 Nittis opens more stores representing mono-trademarks – Rieker, Geox...

BY APPOINTMENT TO THE ROYAL DANISH COURT
ECCO

PUMA

MARCO TOZZI

TOMMY HILFIGER
FOOTWEAR

CAMEL ACTIVE

GEOX

Gabor

VAGABOND

PIKOLINOS

'ENERGIE

Tamaris

KEYS

CONVERSE

Marc O'Polo

paul green
münchen

MISS SIXTY

hōgl

MEXXSHOES

s.Oliver

MUSTANG
SHOES

MOSCHINO

bugatti
shoes

rieker
ANTISTRESS

Docker

GUESS
U.S.A.
EST. 1981

Calvin Klein

NS KING
WWW.NSKING.EE

Nittis LTD

Address in LATVIA
64 Tvaika Street
Riga, Latvia, LV-1034

Contact person: Tiit Mägi
tel. +371 26 357 563
fax +372 5 082 530
E-mail: tiit@nsgiving.eu

Nittis OÜ

Address in ESTONIA
Helgi str.9 , Peetri vil.
Rae ts. , Estonia, 75312

Contact person: Andrei Murgo
tel. +372 6 025 817
E-mail: info@nsgiving.ee