

**casa**



**casa**<sup>®</sup>

**casa**

**casa**

**casa**



## **casa**

About CASA

Overview

- ☞ In 1965, Casa Furniture was established as an upholstery boutique by Hasan Kasan in Ankara, Turkey.
- ☞ The story going back to 53 years, began within a small workshop within 80 sqm area
- ☞ Since its founding, the reputation of the firm has spread from its home base all across Europe and through out the Middle East
- ☞ In 1996, Casa made a production license agreement with Futura Italia SRL for 15 years which led Casa to accumulate a great deal of know-how in sofa production.
- ☞ Now, in collaboration with visionary designers like Mauro Lipparini, Giuiano & Gabriele Capellini etc. ; Casa is ready to bring its passion for fine furniture worldwide.
- ☞ Casa name has become synonymous with Highest Quality Furniture Production in Turkey
- ☞ Casa conducts its production with its 35.000 sqm factory with 150 in-house employees together with more than ten outsourced suppliers which employ approx. 250 people, corresponding to 400 total employees.
- ☞ Casa branded products are recognised by its high quality and unconditional customer satisfaction.
- ☞ The Company is currently one of the top high end furniture producers in Turkey, with its sales network of 16 exclusive stores (3 of the mare company owned)
- ☞ The Company holds ISO certification since 2014 and is the only local company with TSE (Turkish Standards Institution) certificate.



*more than 50 year  
passion  
for fine furniture*



As a result of the cooperation in functional seating groups field with a world famous Italian brand, the first licensed furniture was produced in Turkey.



Global brand 'Casa International' was created with world famous Italian architect and designer Mauro Lipparini as creative director, and foundations of a strong brand in the global market were laid.



1965

1995

2014

2015

2016

The foundations of Casa Mobilya were laid as a boutique upholstery workshop in Ankara by Hasan Kasan who still acts as the Chairman of the Board of Directors.



The Company holds ISO certification since 2014 and is the only local company with TSE certificate.



'Positano Modular Sofa' and 'Barrafranca Dining Table' has been awarded Best of Year 2015/2016 by Interior Design Magazine in the 'Furniture: Residential/Seating and Residential/Dining Tables' category.

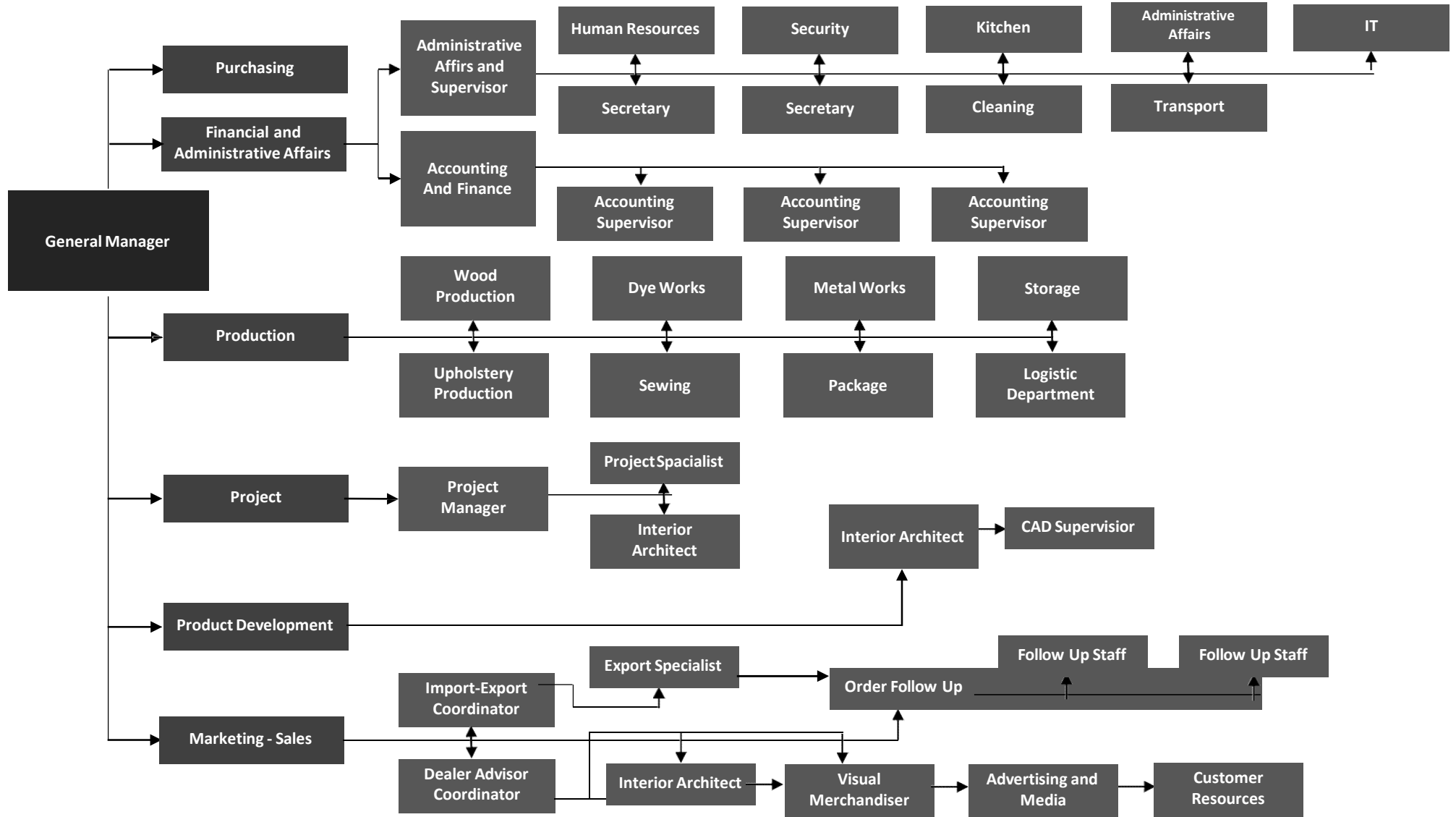
**casa**

About CASA

Overview



*A vigorous dedication to quality manufacture. A confident commitment to innovative design. An unsurpassed devotion to customer service. These are the hallmarks of Turkey's renowned high-end furniture company, Casa.*



**casa**

About CASA

Headquarters and Factory

*Casa conducts its operations and production with its  
35.000 sqm state of the art facilities in Ankara - Turkey*



**casa**

About CASA

Overview





**casa**

About CASA

Overview



*Peerless craftsmen, and top-flight engineers create the very best in contemporary furniture for retail markets and corporate clients in over two dozen countries.*

**casa**

About CASA

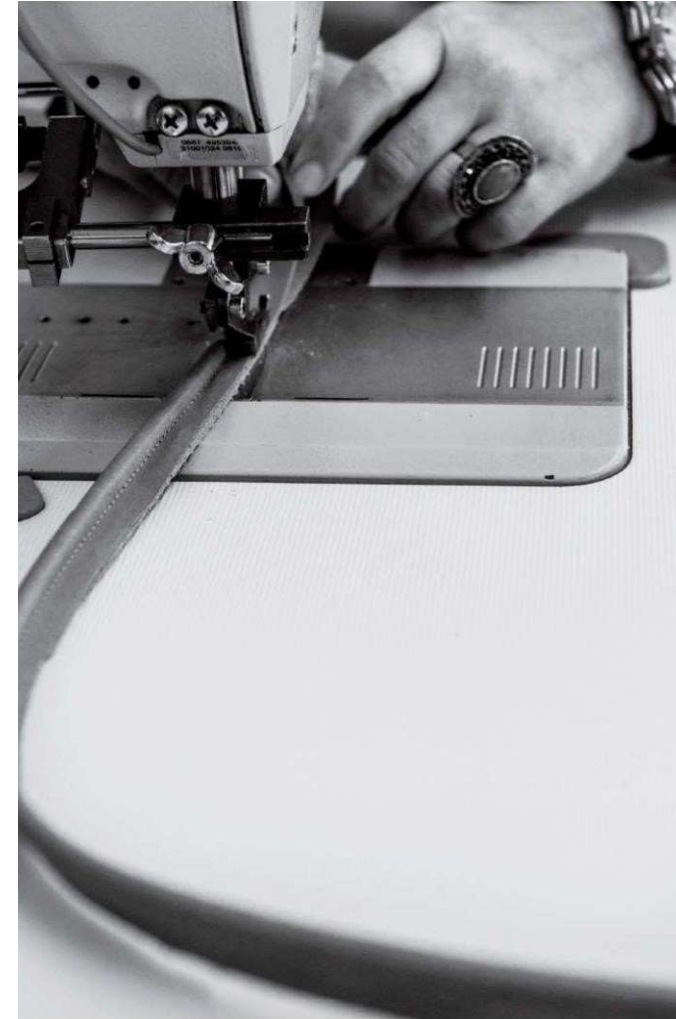
Overview



*Building on the firm's half-century of experience, and under Hasan Kasan's continuing leadership, Casa's second-generation team of designers, engineers, and craftsmen work zealously to keep the company at the forefront of the fine furniture industry.*



*Known for their comfort, durability, and up-to-the-minute style, Casa furniture pieces are in high demand for commercial and residential contracts alike.*



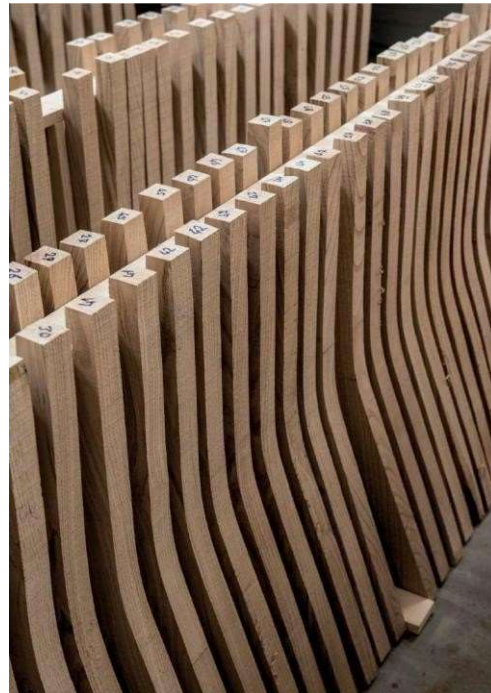
**casa**

About CASA

Overview



*No matter how many markets the company enters, no matter how broad its sweep, Casa still understands the unmistakable feel, the ineluctable sensation of handmade, tailor-made, custom-made goods.*



*Employing the highest quality wood and cloth and leather and steel, Casa delivers that bespoke touch with every article of furniture that bears its name.*



**casa**

About CASA

Overview



**casa**

About CASA

Marketing and Promotion Activities

*The Group heavily invested in marketing activities to sustain its worldwide brand recognition.*

*(i-saloni 2015, Milano)*

**casa**  
international

**casa**  
international

**casa**



**casa**

About CASA

Marketing and Promotion Activities

Salone del Mobile  
Milano, 2015

**casa**  
international



**casa**

About CASA

Marketing and Promotion Activities

## *Niche Marketing*

*The Group is also supporting sports, arts and cultural events in Turkey, which support its brand philosophy*

WTA– Istanbul

2011



**casa**

About CASA

Marketing and Promotion Activities

WTA– Istanbul  
2013





**casa**

About CASA

Awards and Worldwide Recognition

- ❁ CASA's each piece's unmistakably contemporary, yet timeless design, rich in stylistic influences are appreciated by the market as well
- ❁ Casa's products repeatedly awarded as "Best of Year" by prestigious Design International Magazine

**BEST of year** INTERIOR DESIGN  
2015

**casa**  
INTERNATIONAL

It's official: Positano voted the Best Sofa of 2015

We are pleased to announce that the Positano Modular Sofa System has been awarded Best of Year 2015 by Interior Design Magazine in the 'Furniture: Residential/Seating' category. Thank you very much for supporting Casa International.

**Positano**

Designed by Mauro Lipparini with comfort and flexibility in mind, Positano is a modular sofa system that allows for relaxing and entertaining. All of Positano's elements work around a curved multilayer platform that offers countless solutions. The seat cushions, backrests and the marble tray can be moved around the base structure effortlessly, allowing many different convivial seating arrangements.



info@casaintl.com  
www.casaintl.com



**BEST of year** INTERIOR DESIGN  
WINNER 2016

**casa**  
INTERNATIONAL

It's official: Barrafranca voted the Best Dining Table of 2016

We are pleased to announce that the Barrafranca Dining Table has been awarded Best of Year 2016 by Interior Design Magazine in the 'Furniture: Residential/Dining Tables' category. Thank you very much for supporting Casa International.

**Barrafranca**

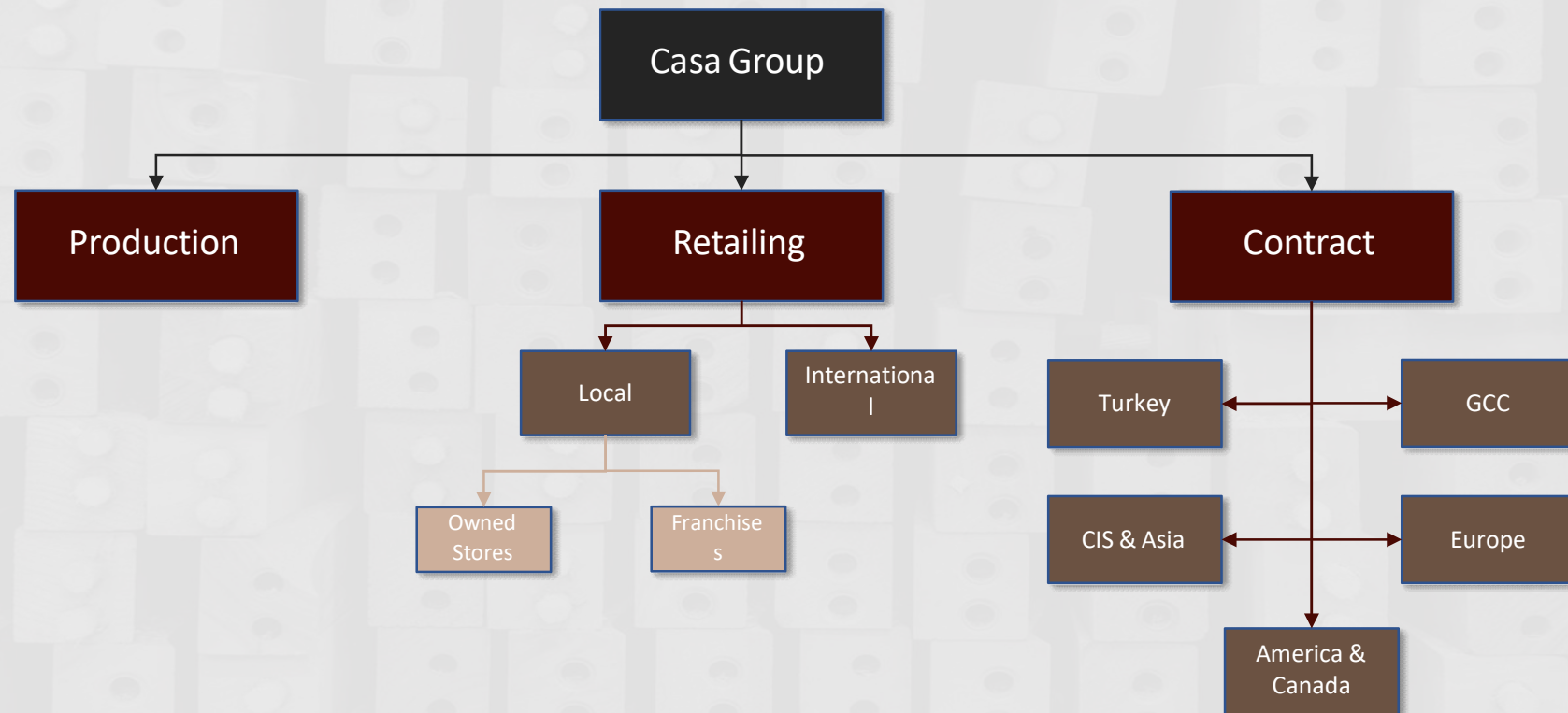
A spectacular design born from a moment of intuitive clarity: at the base of Barrafranca, a surprising architectural gesture first creates an illusion of imbalance and, then, a dynamic sense of rhythm. This is a dining table where attention to detail is no less than extraordinary. Available with legs of matte lacquer, gloss lacquer, or upholstered in the leathers of the collection and the top featuring exquisitely composed veneer patterning. The Barrafranca dining table manifests Casa Int'l's passion for creating furniture that is truly irremovable and exclusive.



info@casaintl.com  
www.casaintl.com



- ❁ Casa Group is to restructure itself to better utilize its more than 50 years of know-how in high-end furniture industry.
- ❁ It has gathered several various instruments required for the sector under its roof.
- ❁ With its new structure, the Group becomes one of the unique firms which can deliver high-end turn-key projects



Local Stores	Mono Branded Stores	Shop in Shop Stores	In progress
<ul style="list-style-type: none"><li>• İstanbul Skyland Hom Design Center</li></ul>	<ul style="list-style-type: none"><li>• Russia / Moscow</li></ul>	<ul style="list-style-type: none"><li>• Australia / Perth</li></ul>	<ul style="list-style-type: none"><li>• Kuwait / Kuwait City</li></ul>
<ul style="list-style-type: none"><li>• İstanbul Masko</li></ul>	<ul style="list-style-type: none"><li>• Russia / Yekaterinburg</li></ul>	<ul style="list-style-type: none"><li>• China / Beijing</li></ul>	<ul style="list-style-type: none"><li>• South Africa / Cape Town</li></ul>
<ul style="list-style-type: none"><li>• İstanbul Modoko</li></ul>	<ul style="list-style-type: none"><li>• UAE / Abu Dhabi</li></ul>	<ul style="list-style-type: none"><li>• China / Shanghai</li></ul>	<ul style="list-style-type: none"><li>• UK / London</li></ul>
<ul style="list-style-type: none"><li>• İstanbul Zorlu Center</li></ul>	<ul style="list-style-type: none"><li>• UAE / Dubai</li></ul>	<ul style="list-style-type: none"><li>• Pakistan / Karachi</li></ul>	<ul style="list-style-type: none"><li>• Sweden / Stockholm</li></ul>
<ul style="list-style-type: none"><li>• Ankara</li></ul>	<ul style="list-style-type: none"><li>• Azerbaijan / Baku</li></ul>	<ul style="list-style-type: none"><li>• India / Mumbai</li></ul>	<ul style="list-style-type: none"><li>• Australia / Sydney</li></ul>
<ul style="list-style-type: none"><li>• Antalya</li></ul>	<ul style="list-style-type: none"><li>• Germany / Berlin</li></ul>	<ul style="list-style-type: none"><li>• Egypt / Cairo</li></ul>	<ul style="list-style-type: none"><li>• Montenegro / Kotor</li></ul>
<ul style="list-style-type: none"><li>• Bodrum</li></ul>	<ul style="list-style-type: none"><li>• USA / New York</li></ul>	<ul style="list-style-type: none"><li>• Lebanon / Beirut</li></ul>	<ul style="list-style-type: none"><li>• Panama / Panama City</li></ul>
<ul style="list-style-type: none"><li>• Denizli</li></ul>	<ul style="list-style-type: none"><li>• North Cyprus / Nicosia</li></ul>	<ul style="list-style-type: none"><li>• Georgia / Tbilisi</li></ul>	<ul style="list-style-type: none"><li>• Kazakhstan / Astana</li></ul>
<ul style="list-style-type: none"><li>• Gaziantep</li></ul>	<ul style="list-style-type: none"><li>• North Cyprus / Kyrenia</li></ul>	<ul style="list-style-type: none"><li>• Switzerland / Zurich</li></ul>	<ul style="list-style-type: none"><li>• KSA / Jeddah</li></ul>
<ul style="list-style-type: none"><li>• İzmir Karabağlar</li></ul>	<ul style="list-style-type: none"><li>• Uzbekistan / Tashkent</li></ul>	<ul style="list-style-type: none"><li>• Dominican Republic / Santo Domingo</li></ul>	<ul style="list-style-type: none"><li>• Turkmenistan / Ashgabat</li></ul>
<ul style="list-style-type: none"><li>• İzmir Mavişehir</li></ul>	<ul style="list-style-type: none"><li>• Australia / Melbourne</li></ul>	<ul style="list-style-type: none"><li>• USA / Miami</li></ul>	<ul style="list-style-type: none"><li>• Bahreyn / Manama</li></ul>
<ul style="list-style-type: none"><li>• Konya</li></ul>		<ul style="list-style-type: none"><li>• Bahrain / Doha</li></ul>	<ul style="list-style-type: none"><li>• Morocco / Casablanca</li></ul>
		<ul style="list-style-type: none"><li>• Germany / Munich</li></ul>	<ul style="list-style-type: none"><li>• Nigeria / Abuja</li></ul>
		<ul style="list-style-type: none"><li>• Serbia / Belgrade</li></ul>	

**casa**

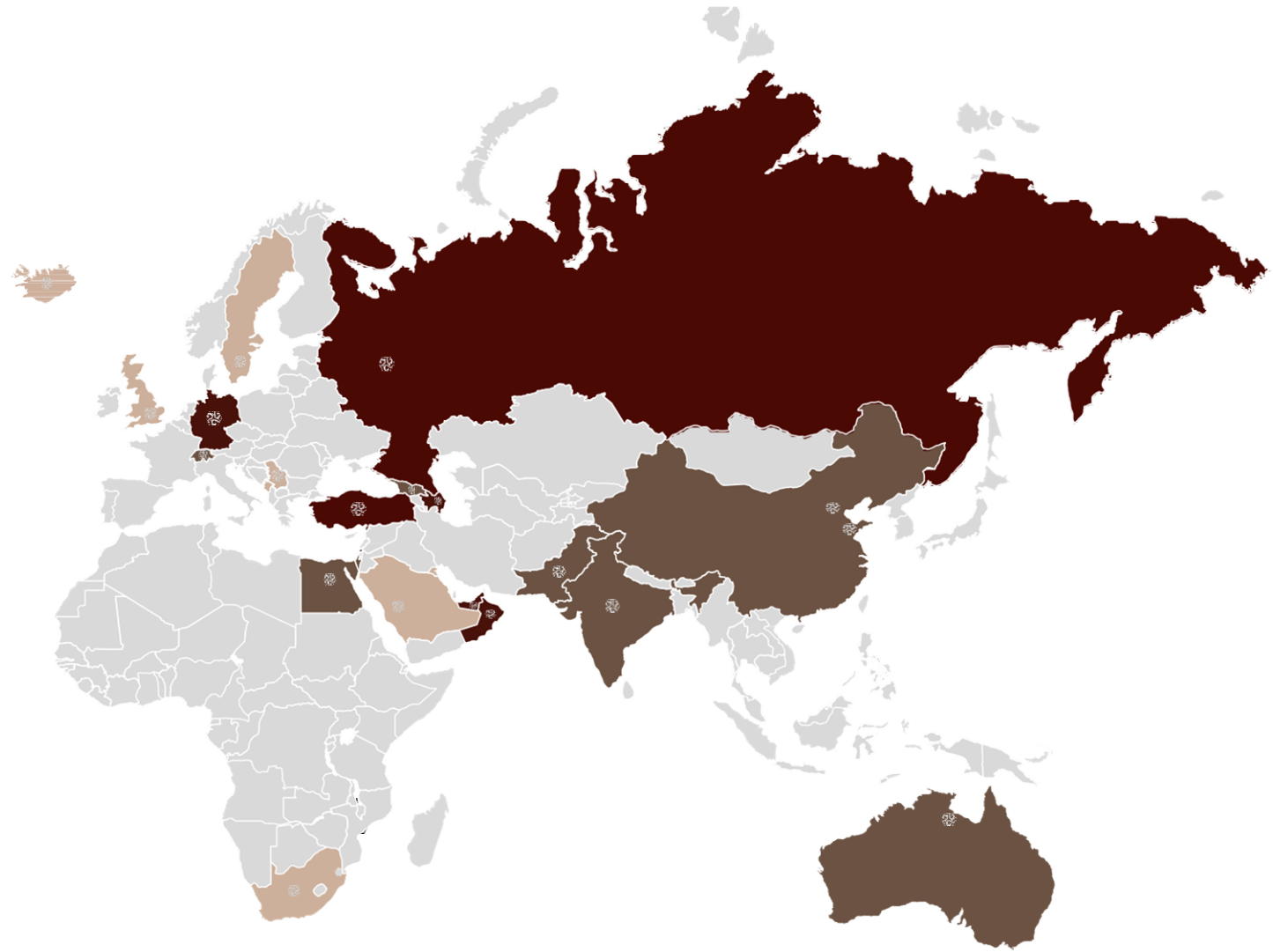
About CASA

Retailing Coverage in Seversals

International Stores

Shop in Shop Stores

In Progress



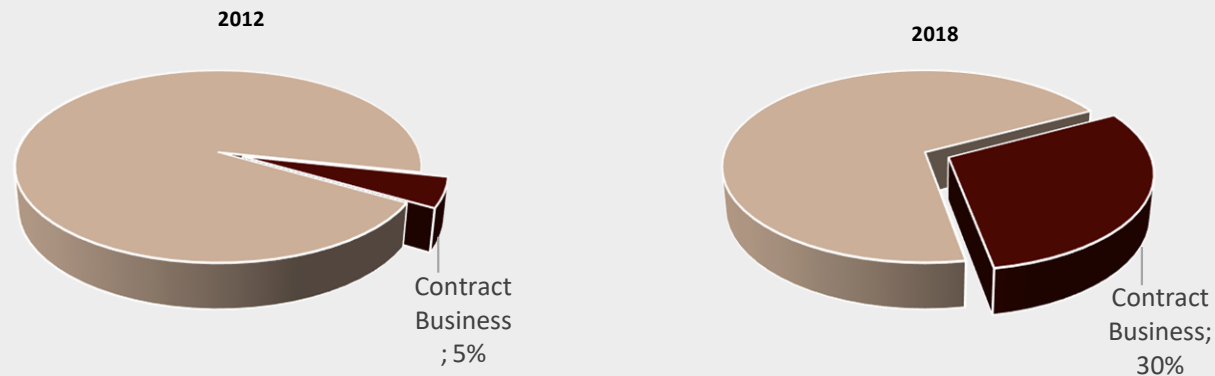
**casa**  
CONTRACT



**casa**  
CONTRACT



- ❁ Casa started out its contract furniture business line in 2012, mainly focused on hotels, residences and common areas such as Hilton, Sheraton, Mandarin, Marriott etc.
- ❁ Within just 5 years, Casa well-earned a reputation in contract furniture business for comfort, durability and contemporary style.
- ❁ Casa Group accomplished distinctive projects both in Turkey and in different regions of the world in a short period of time and became a sought-after solution partner by customers for both commercial and residential purposes and Casa's reach continues to extend.
- ❁ Fueled both by the worldwide increasing hospitality investments and Casa's satisfactory delivery in high-end projects; Contract Business share in its total revenue to 30% in 2018, from 5% in 2012.

**Share of Contract Business in Total Sales Revenues**

## *Turkey enjoys its unique & strategic geographical position to serve its worldwide clients*

- ❑ The gateway to European, Middle Eastern, North African and Central Asian markets.
- ❑ In four hours of flight from Istanbul, one can reach more than 50 countries and a quarter of the world population.
- ❑ A political and economic attraction center for the neighbouring geographies, with its strategical location.





**casa**

Contract Business

Ongoing Project



**casa**

Contract Business

Ongoing Project



**casa**

Contract Business

Ongoing Project

## CASA MOCK UP ROOM



**casa**

Contract Business

Ongoing Project

## CASA MOCK UP ROOM



**casa**

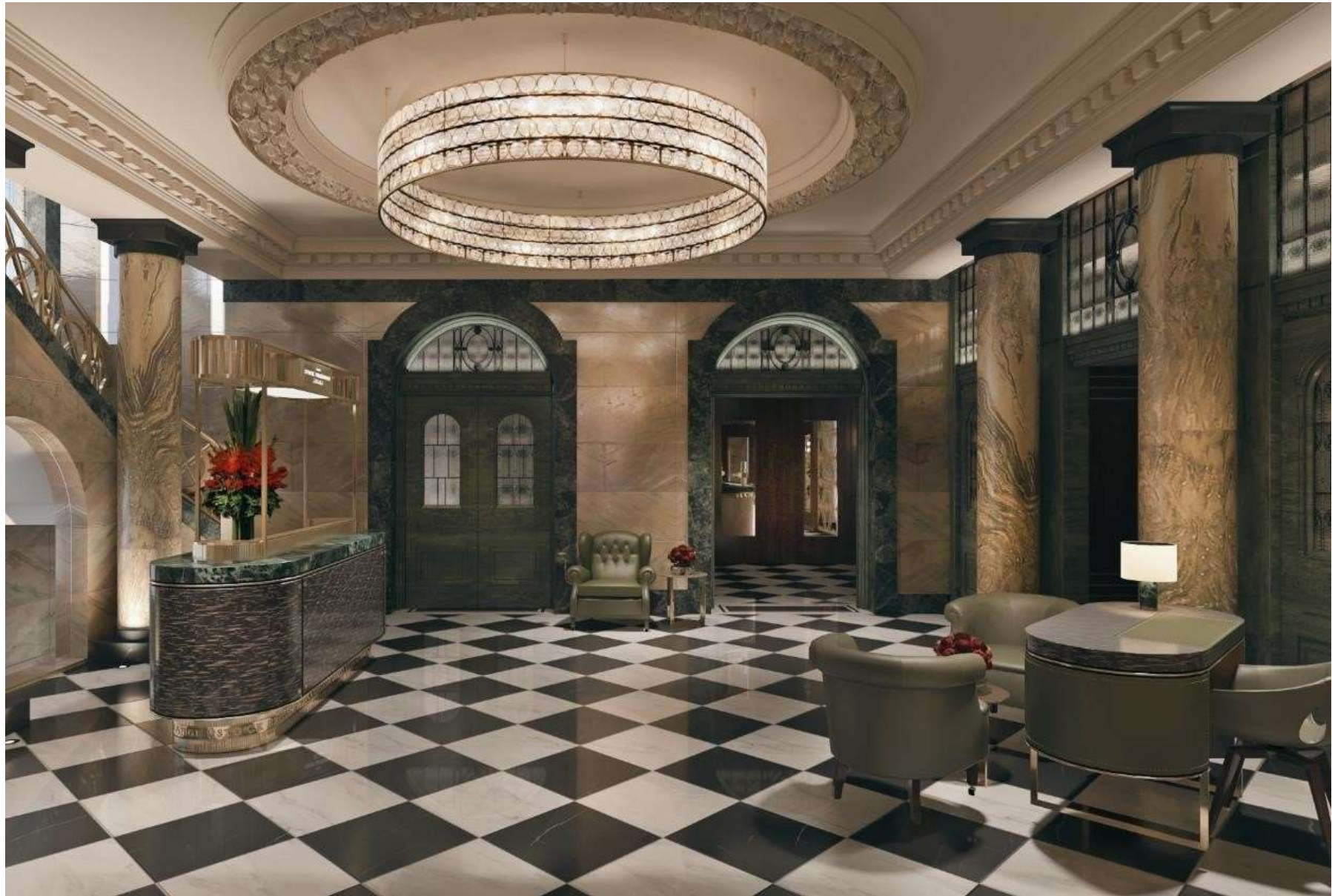
Contract Business

Project References

STOCK EXCHANGE  
HOTEL

Manchester

2019



**casa**

Contract Business

Project References

STOCK EXCHANGE  
HOTEL

Manchester

2019



**casa**

Contract Business

Project References

STOCK EXCHANGE  
HOTEL

Manchester

2019



**casa**

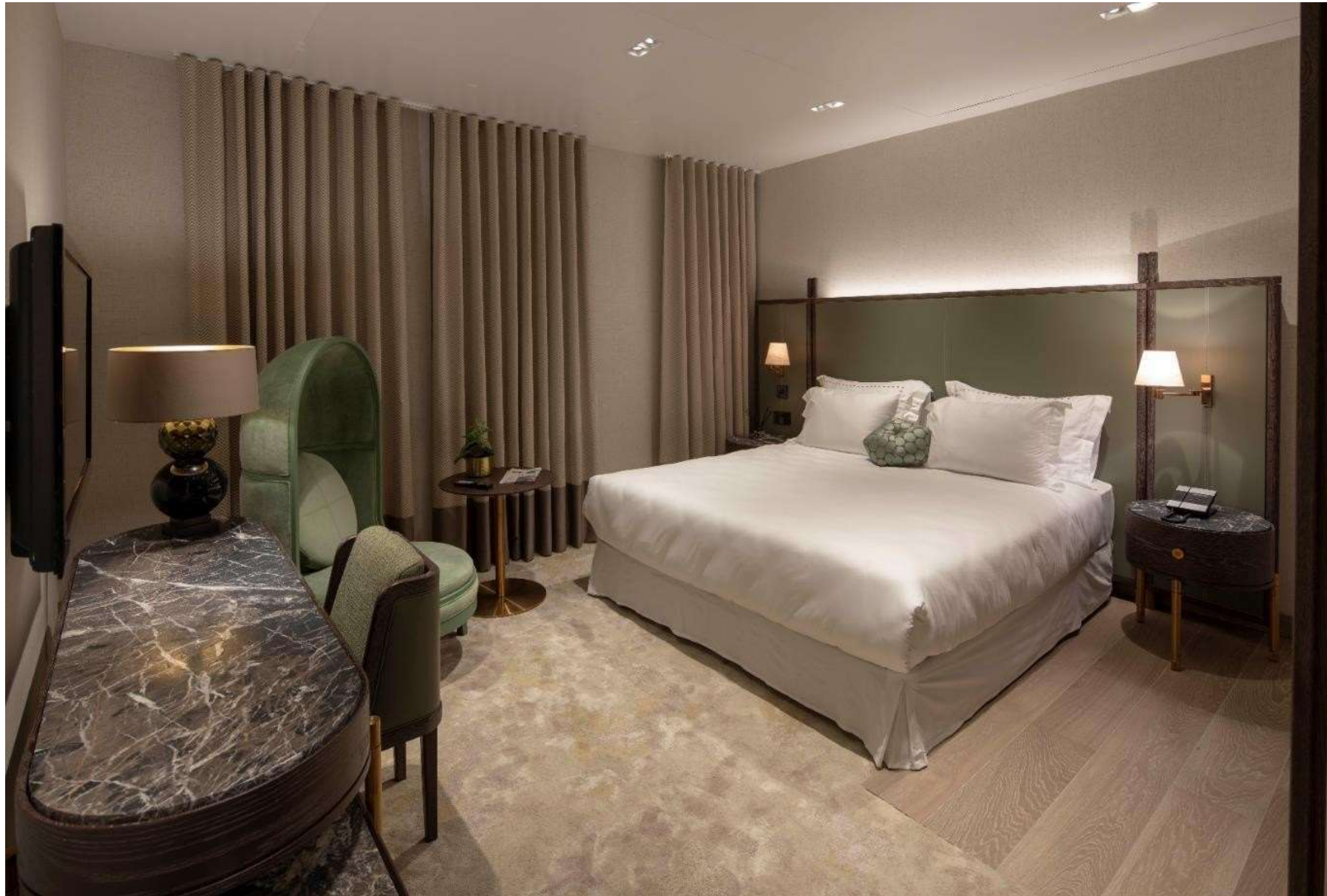
Contract Business

Project References

STOCK EXCHANGE  
HOTEL

Manchester

2019





**casa**

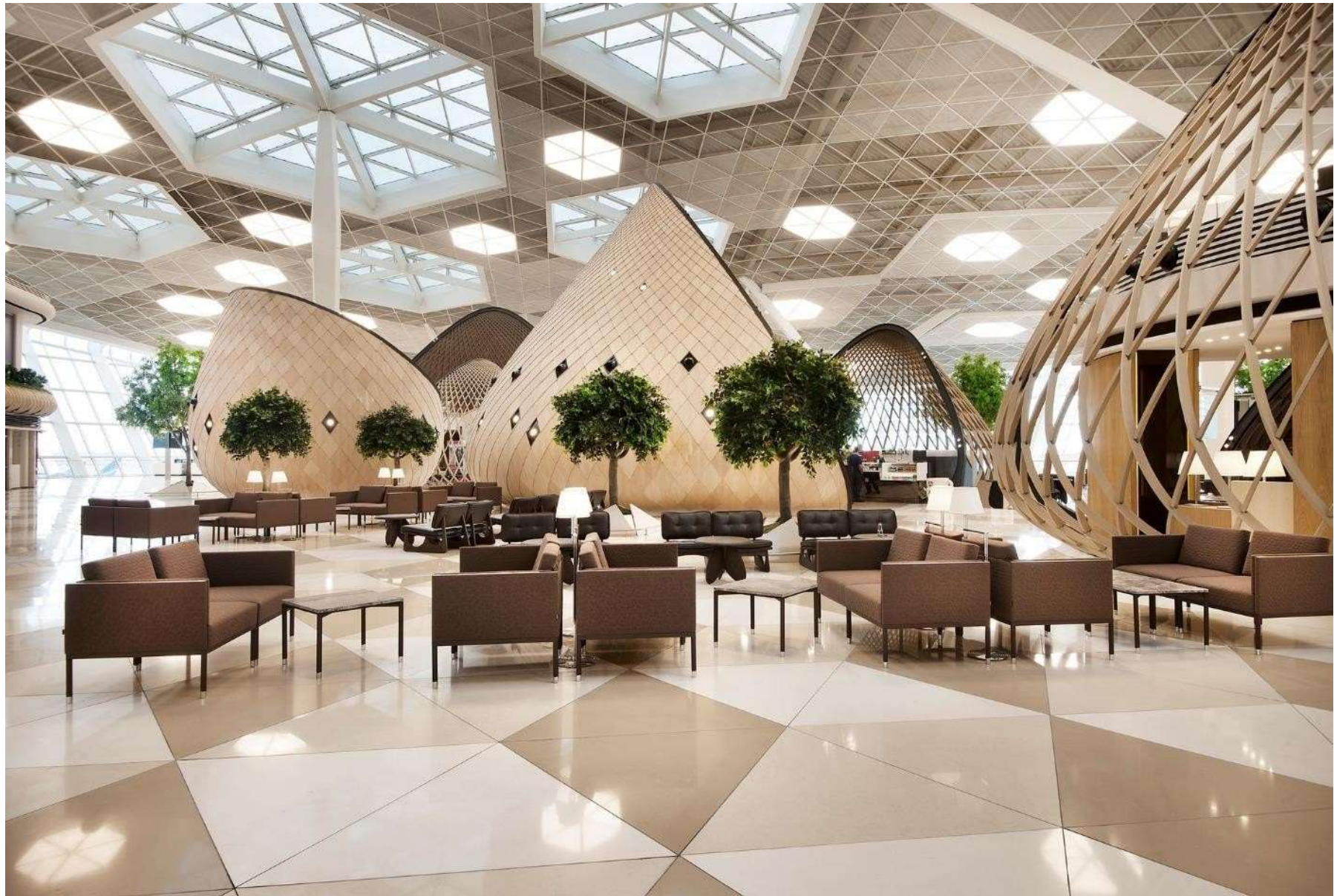
Contract Business

Project References



Heydar Aliyev  
International Airport

2014



**casa**

Contract Business

Project References



Heydar Aliyev  
International Airport

2014



**casa**

Contract Business

Project References

**THE  
G**

Egypty

2019



**casa**

Contract Business

Project References

**THE  
G**

Egypty

2019



**casa**

Contract Business

Project References

**THE  
G**

Egypty

2019



**casa**

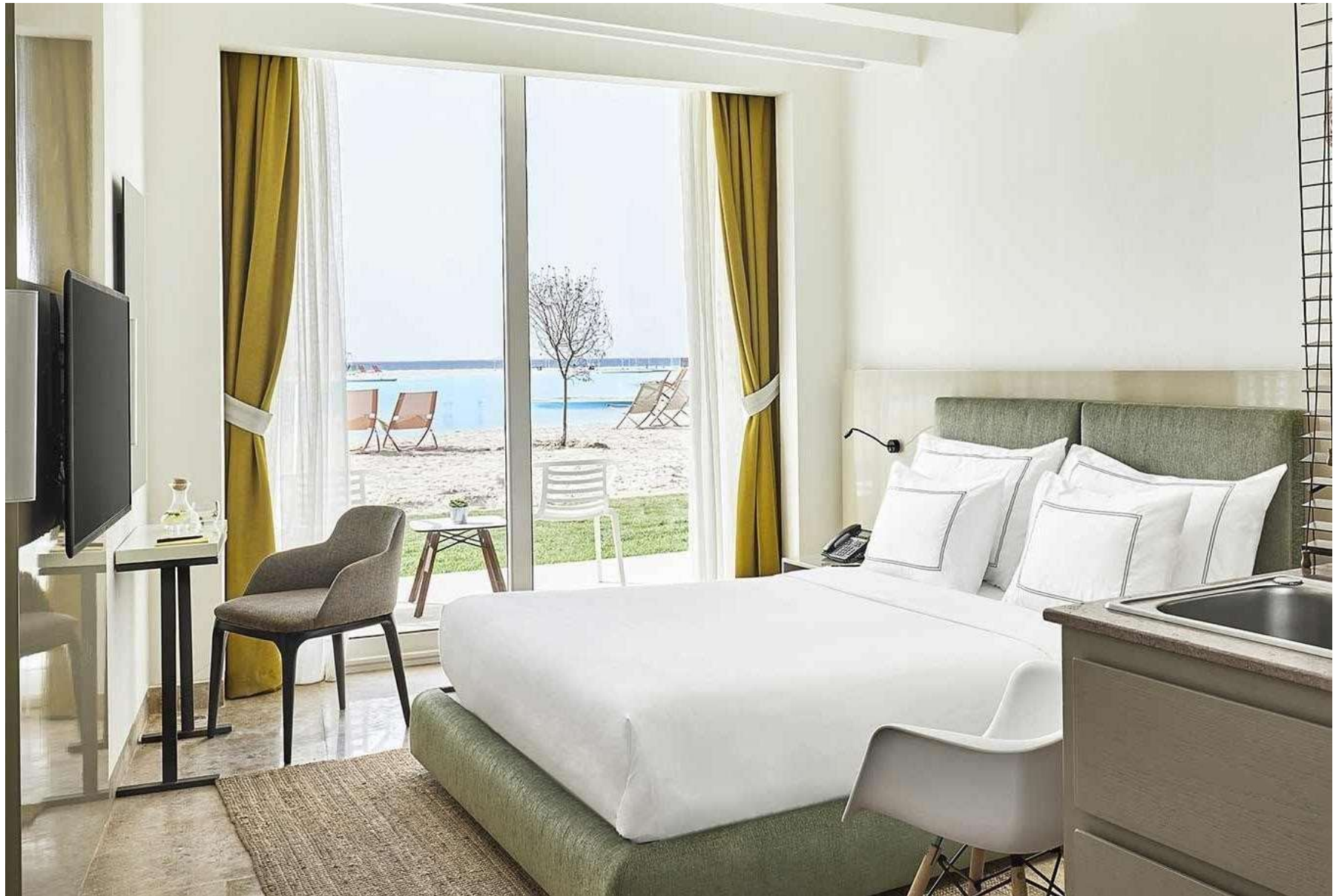
Contract Business

Project References

**THE  
G**

Egypty

2019



**casa**

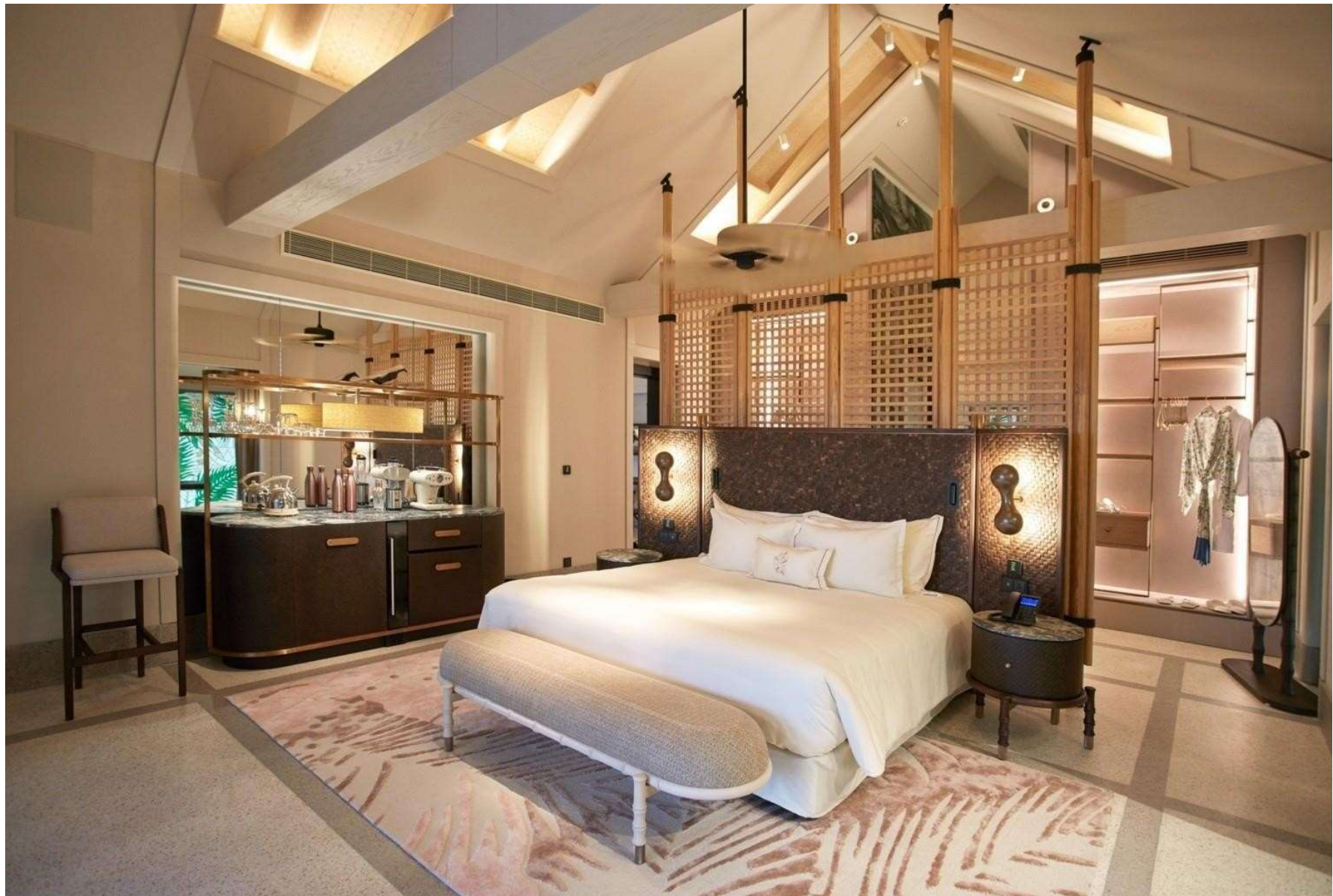
Contract Business

Project References

# JOALI

— MALDIVES —

2018



**casa**

Contract Business

Project References

**JOALI**  
— MALDIVES —

2018





**casa**

Contract Business

Project References

**JOALI**  
— MALDIVES —

2018



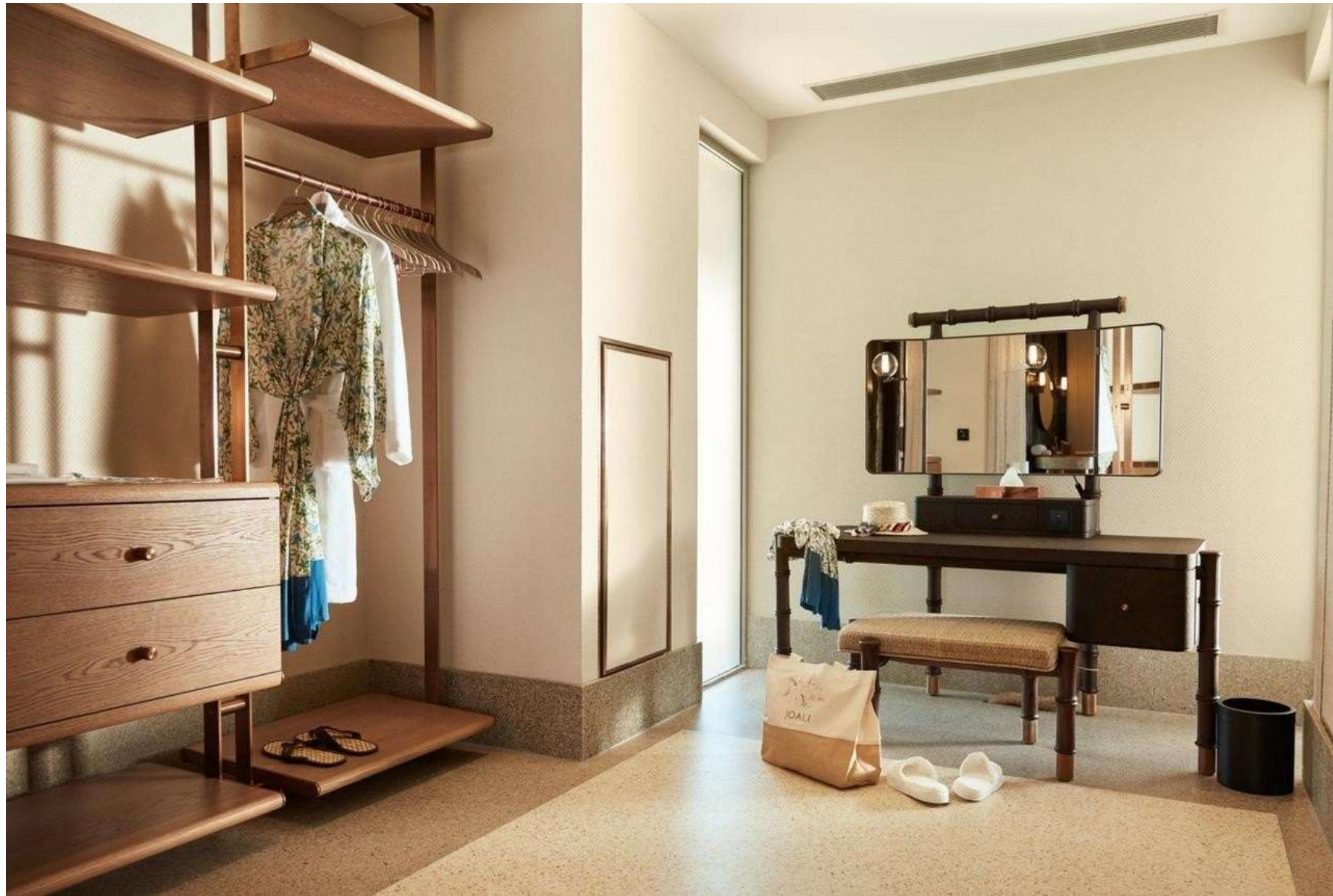
**casa**

Contract Business

Project References

**JOALI**  
— MALDIVES —

2018



**casa**

Contract Business

Project References

**EDITION**

Bodrum

2018



**casa**

Contract Business

Project References

**EDITION**

Bodrum

2018



**casa**

Contract Business

Project References

**EDITION**

Bodrum

2018



**casa**

Contract Business

Project References

**EDITION**

Bodrum

2018



**casa**

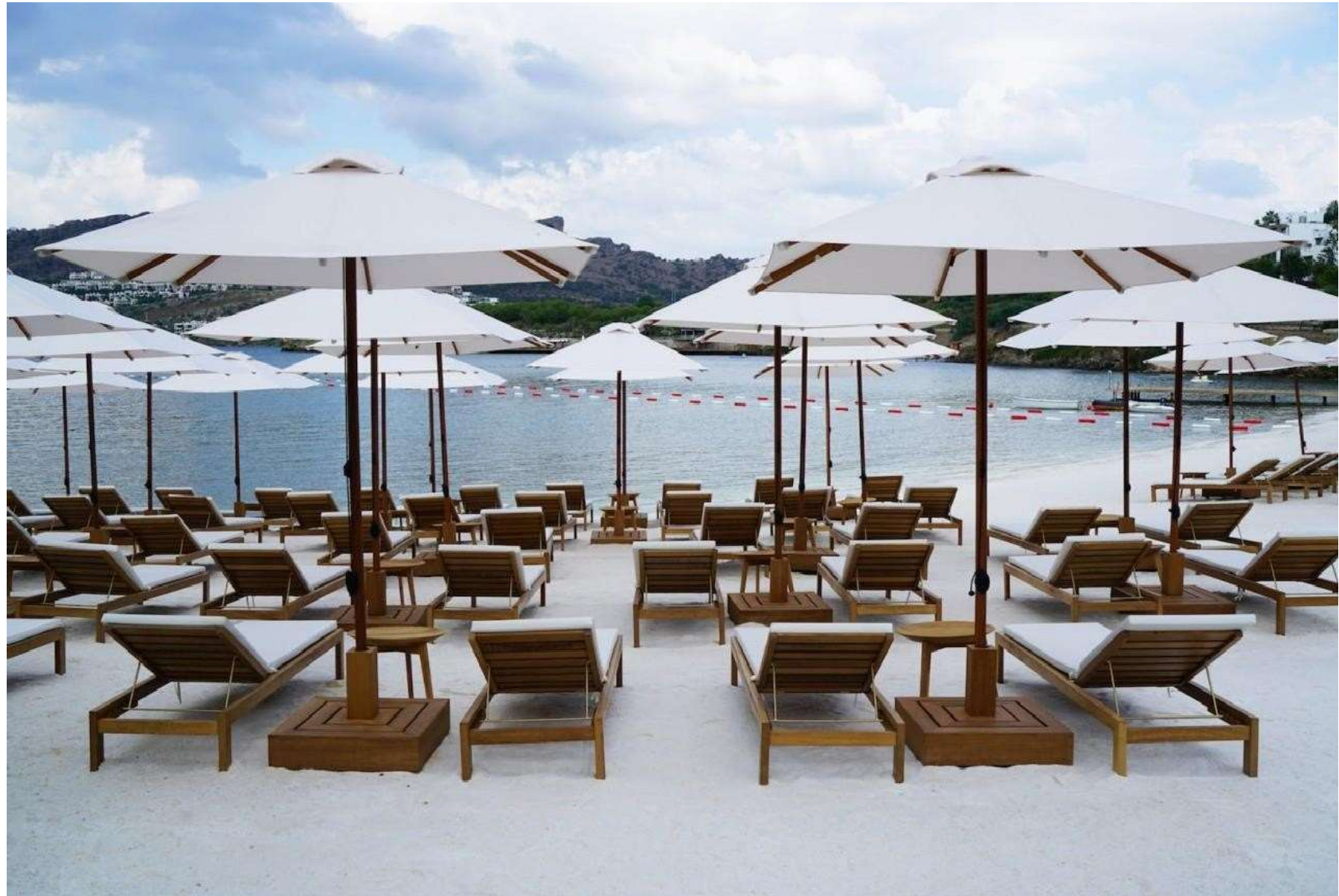
Contract Business

Project References

EDITION

Bodrum

2018



**casa**

Contract Business

Project References

**EDITION**

Bodrum

2018





**casa**

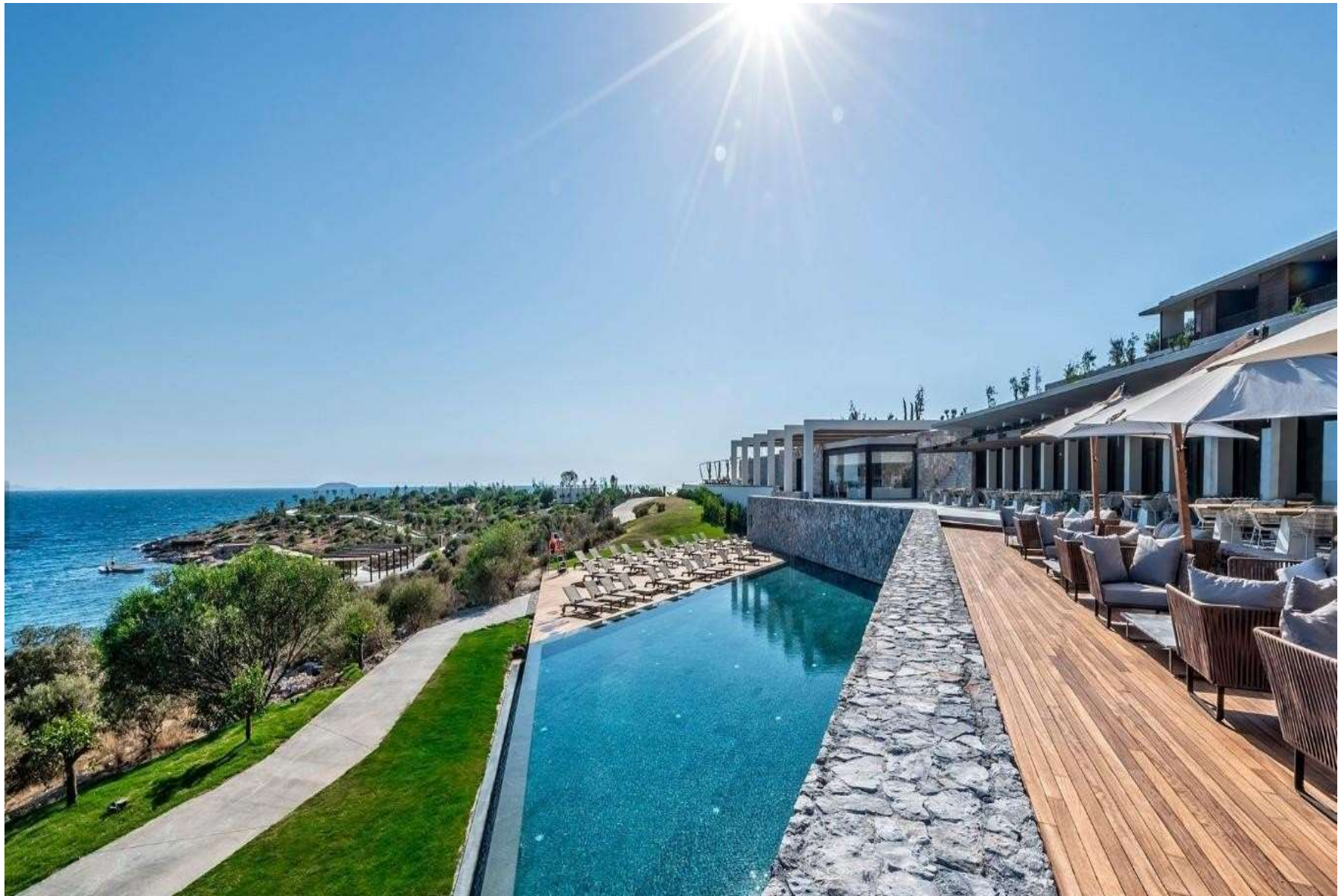
Contract Business

Project References

CANYONRANCH.

Milas

2016



**casa**

Contract Business

Project References

CANYONRANCH.

Milas

2016



**casa**

Contract Business

Project References

CANYONRANCH.

Milas

2016



**casa**

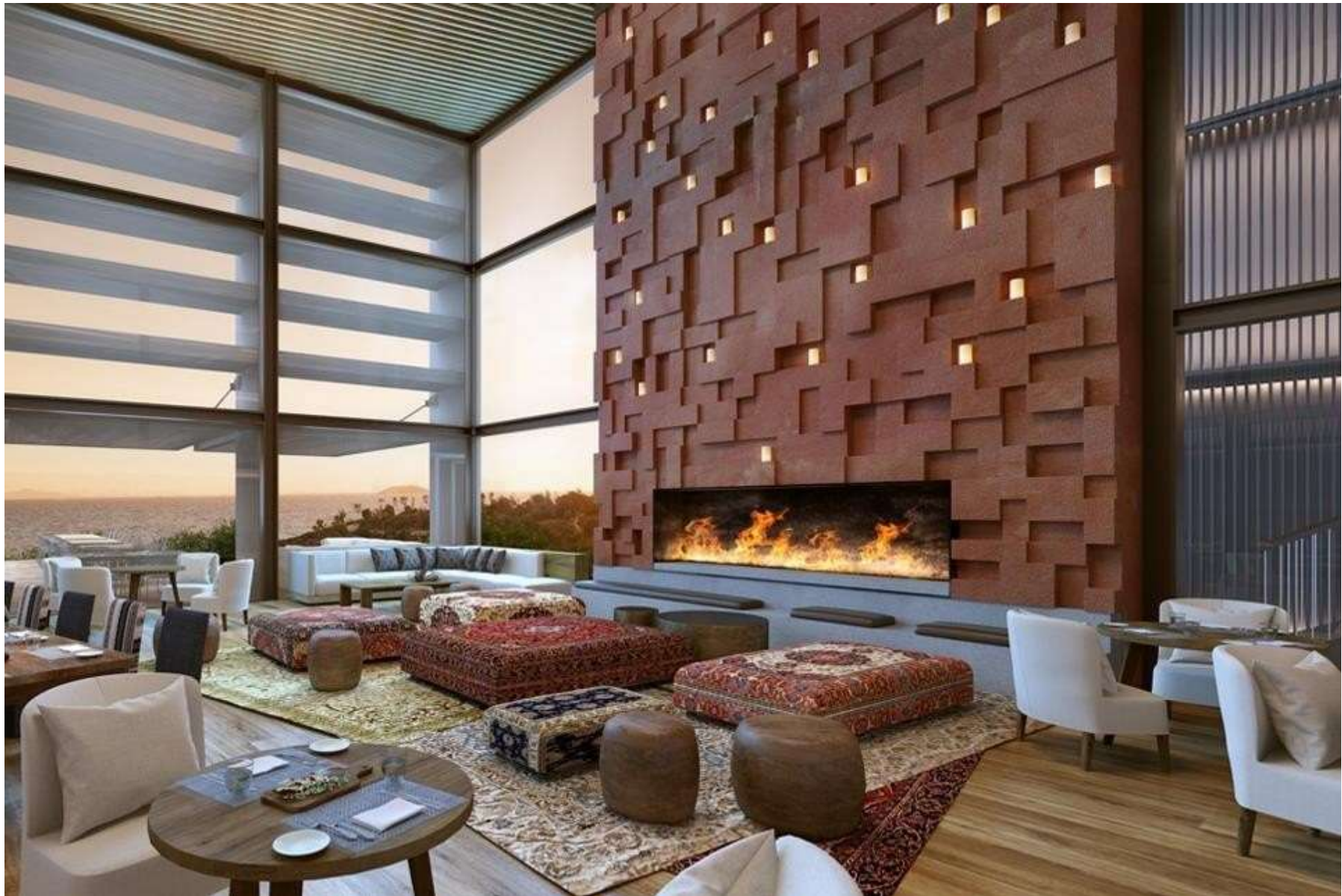
Contract Business

Project References

CANYONRANCH.

Milas

2016



**casa**

Contract Business

Project References



**Sheraton**  
**Batumi**  
HOTEL  
Georgia

2017



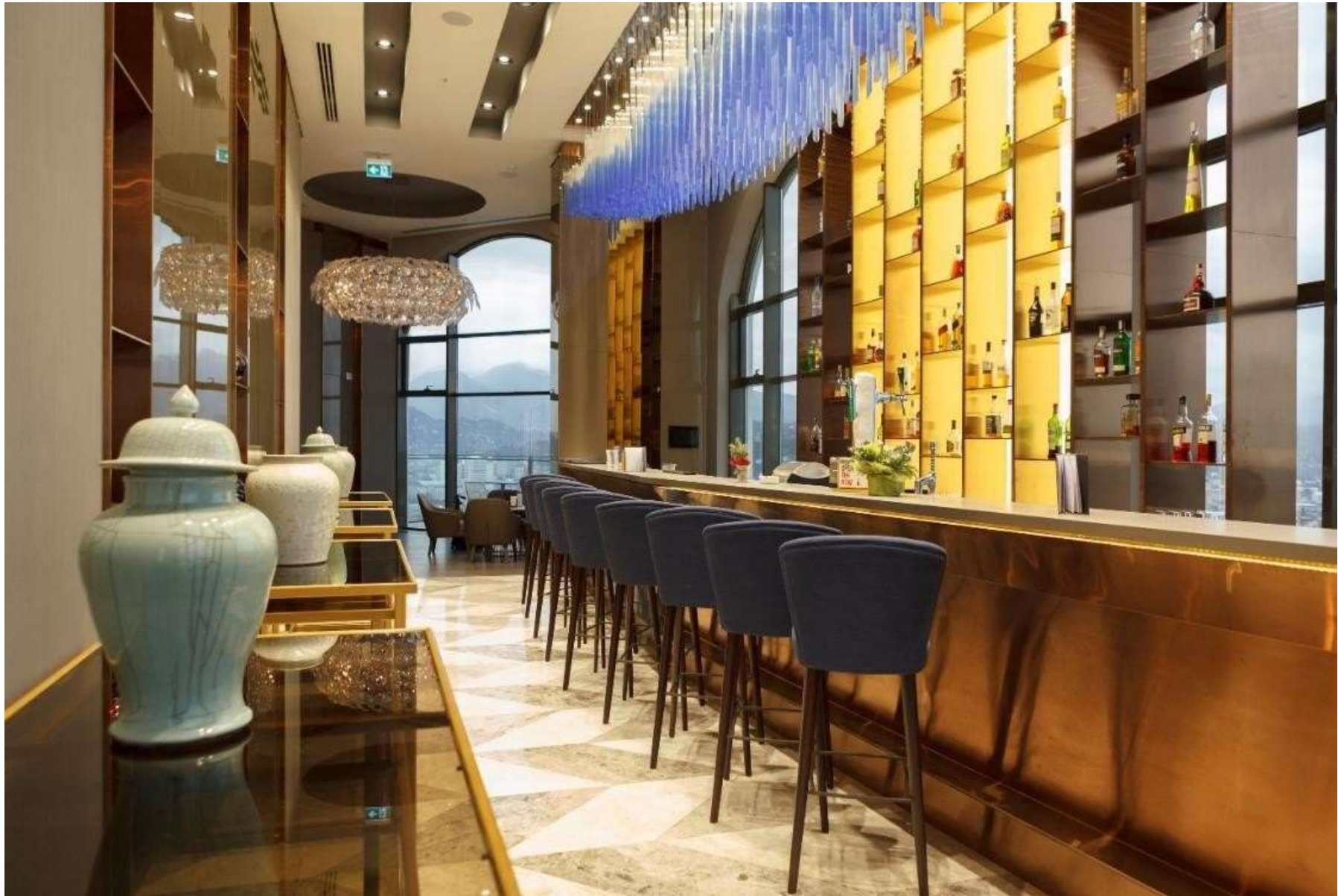
**casa**

Contract Business

Project References



2017



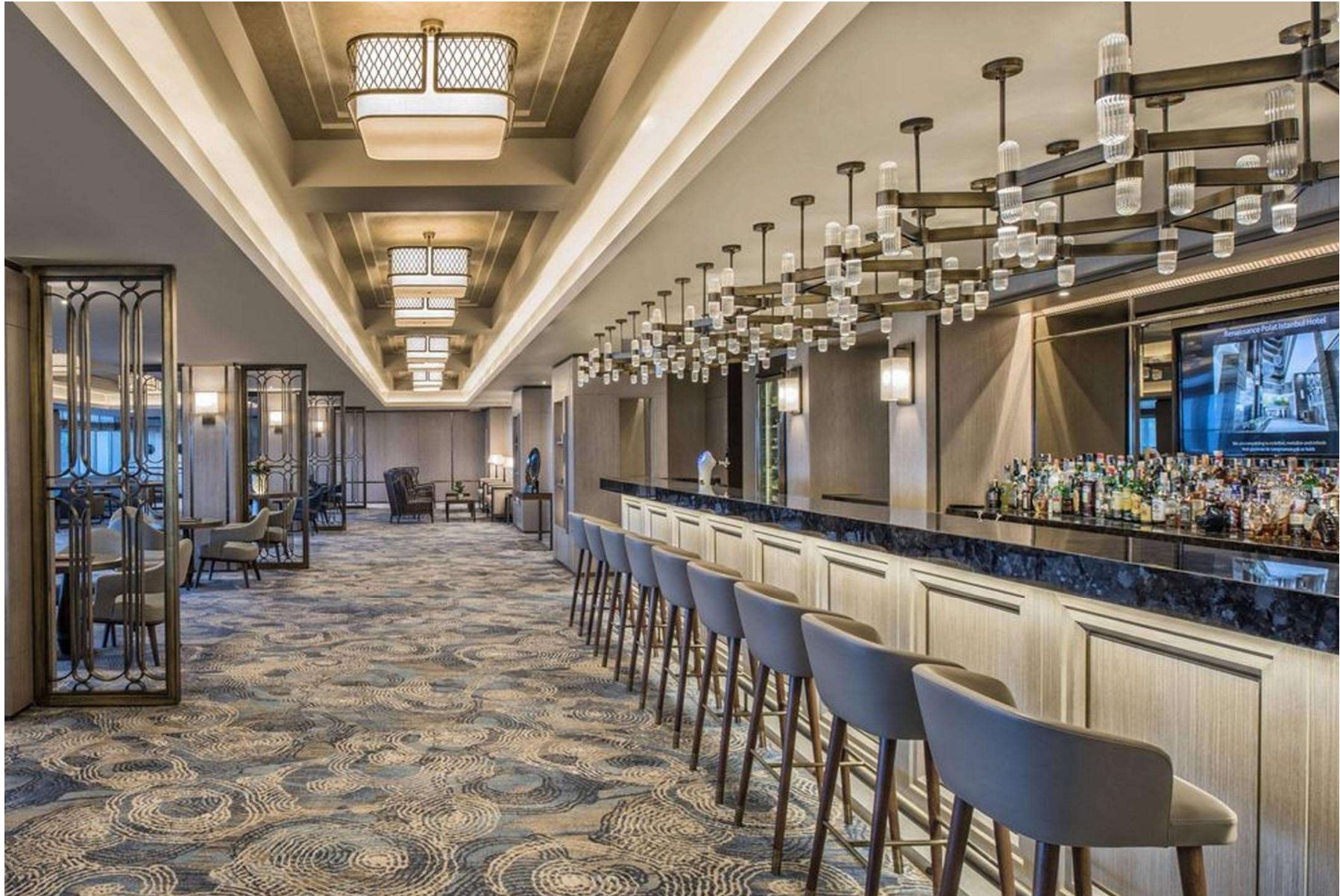
**casa**

Contract Business

Project References

**R**  
RENAISSANCE®  
POLAT ISTANBUL HOTEL

2017



**casa**

Contract Business

Project References

**R**  
RENAISSANCE®  
POLAT ISTANBUL HOTEL

2017





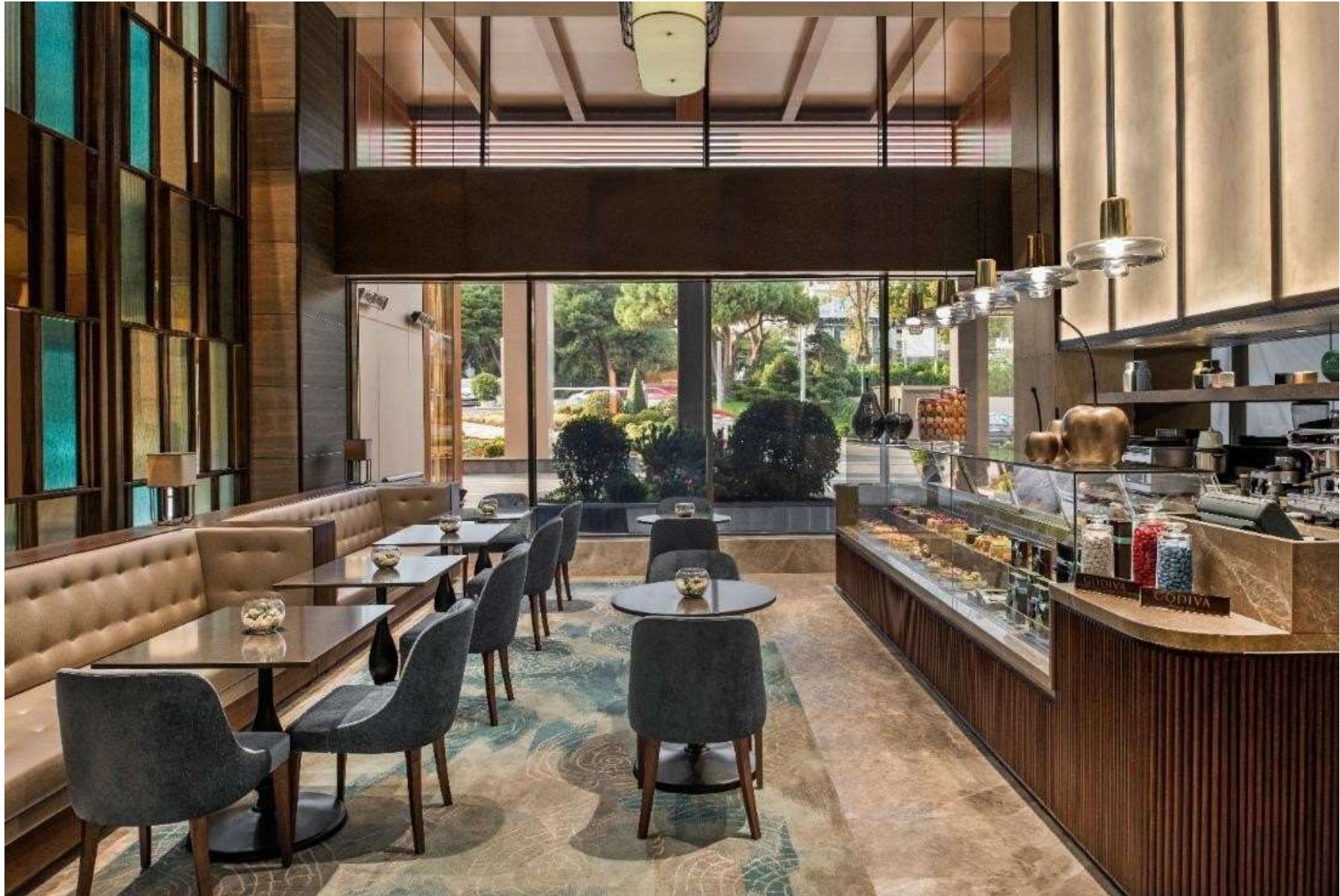
**casa**

Contract Business

Project References

**R**  
RENAISSANCE®  
POLAT ISTANBUL HOTEL

2017



**casa**

Contract Business

Project References

**R**  
RENAISSANCE®  
POLAT ISTANBUL HOTEL

2017



**casa**

Contract Business

Project References



MANDARIN ORIENTAL  
BODRUM

2015



**casa**

Contract Business

Project References



MANDARIN ORIENTAL  
BODRUM

2015



**casa**

Contract Business

Project References



MANDARIN ORIENTAL  
BODRUM

2015



**casa**

Contract Business

Project References



MANDARIN ORIENTAL  
BODRUM

2015



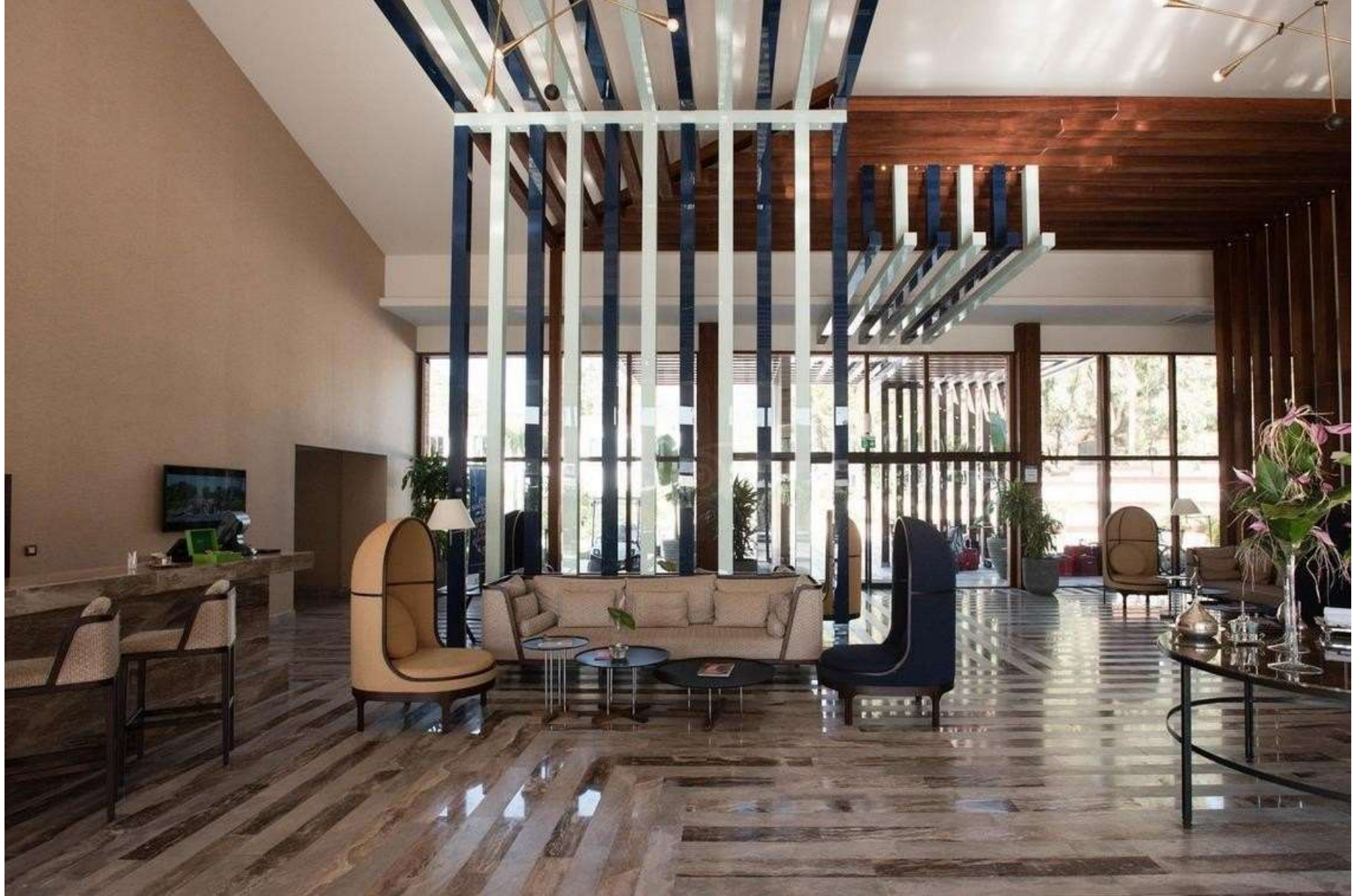
**casa**

Contract Business

Project References

**RIXOS**  
PREMIUM GÖÇEK

2014



**casa**

Contract Business

Project References

**RIXOS**  
PREMIUM GÖÇEK

2014





**casa**

Contract Business

Project References

**RIXOS**  
PREMIUM GÖÇEK

2014



**casa**

Contract Business

Project References

**RIXOS**  
PREMIUM GÖÇEK

2014



**casa**

Contract Business

Project References

*FRASER PLACE*  
— ANTHILL-ISTANBUL —

2011



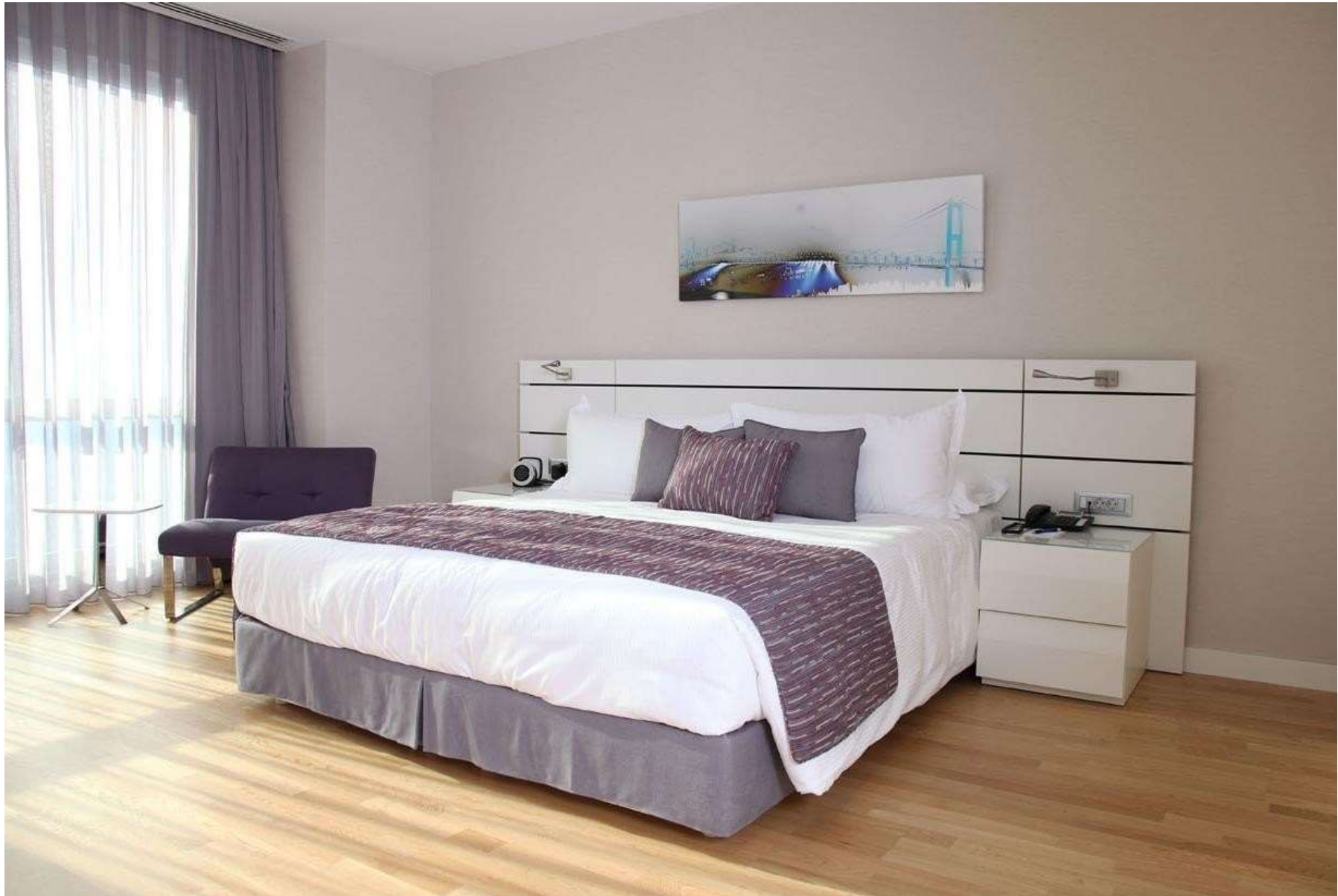
**casa**

Contract Business

Project References

*FRASER*  
**FRASERPLACE**  
— ANTHILL-ISTANBUL —

2011



**casa**

Contract Business

Project References



Batumi

2015



**casa**

Contract Business

Project References



Batumi

2015



**casa**

Contract Business

Project References



Skopje

2018



**casa**

Contract Business

Project References



Skopje

2018



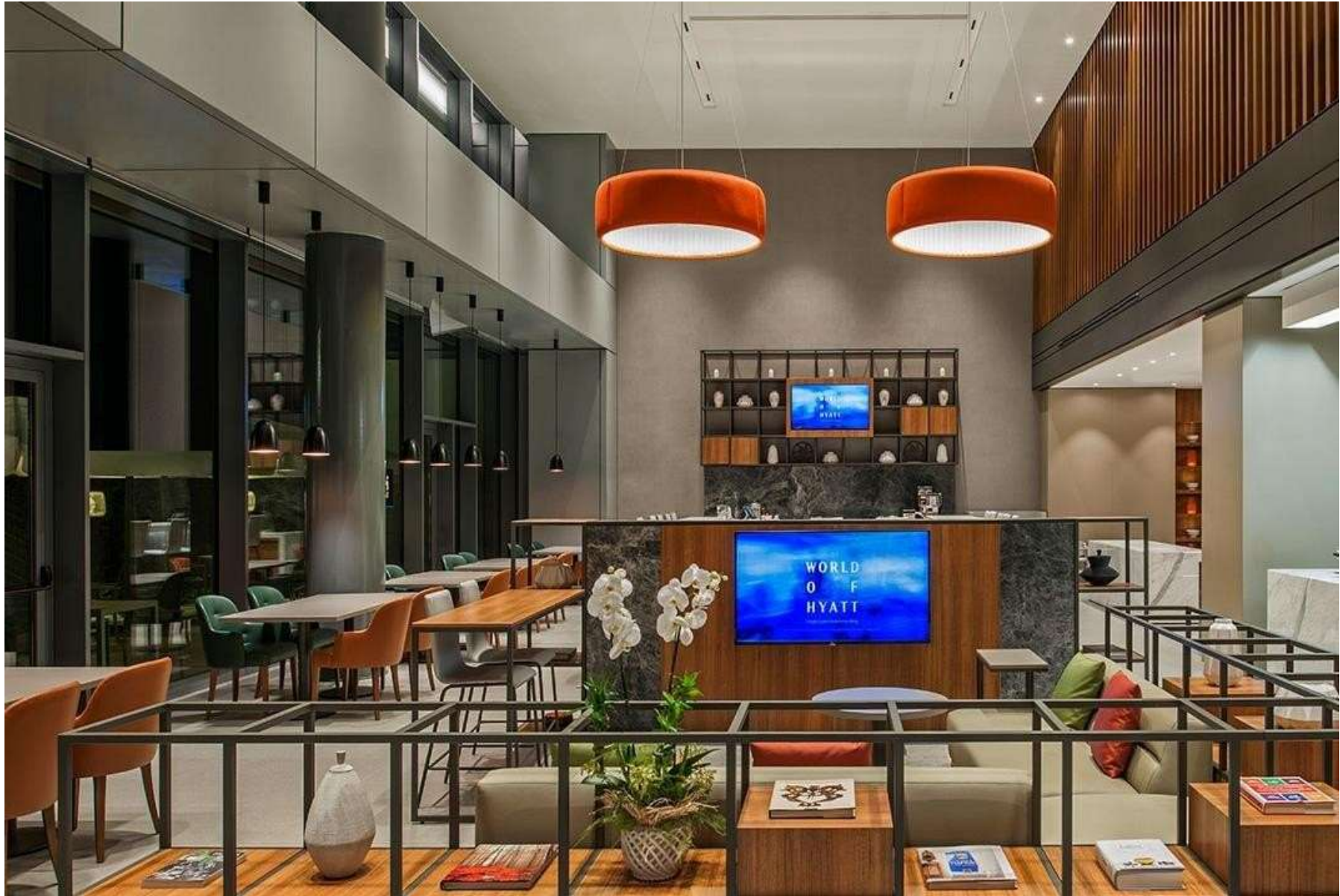


**casa**

Contract Business

Project References

**H**  
HYATT  
house™  
Gebze  
2017



**casa**

Contract Business

Project References

**H**  
HYATT  
house™  
Gebze  
2017



**casa**

Contract Business

Project References

**H**  
HYATT  
house™  
Gebze  
2017



**casa**

Contract Business

Project References

**H**  
HYATT  
house™  
Gebze

2017



**casa**

Contract Business

Project References



2015



**casa**

Contract Business

Project References



2015



**casa**

Contract Business

Project References



Adana

2012



**casa**

Contract Business

Project References



Adana

2012





**casa**

Contract Business

Project References

  
**RAMADA**  
RESORT  
Kuşadası

2015



**casa**

Contract Business

Project References

  
**RAMADA**<sup>®</sup>  
RESORT  
Kuşadası

2015



**casa**

Contract Business

Project References

**Radisson** BLU  
HOTELS & RESORTS

Istanbul Asia

2012



**casa**

Contract Business

Project References

**Radisson** BLU  
HOTELS & RESORTS

Istanbul Asia

2012



**casa**

Contract Business

Project References

**GLI** JACARANDA  
**MAGIC** IMPERIAL  
**LIFE** World of 5★

Antalya

2014



**casa**

Contract Business

Project References

**CLUB  
MAGIC  
LIFE** JACARANDA  
IMPERIAL  
World of 5\*

Antalya

2014



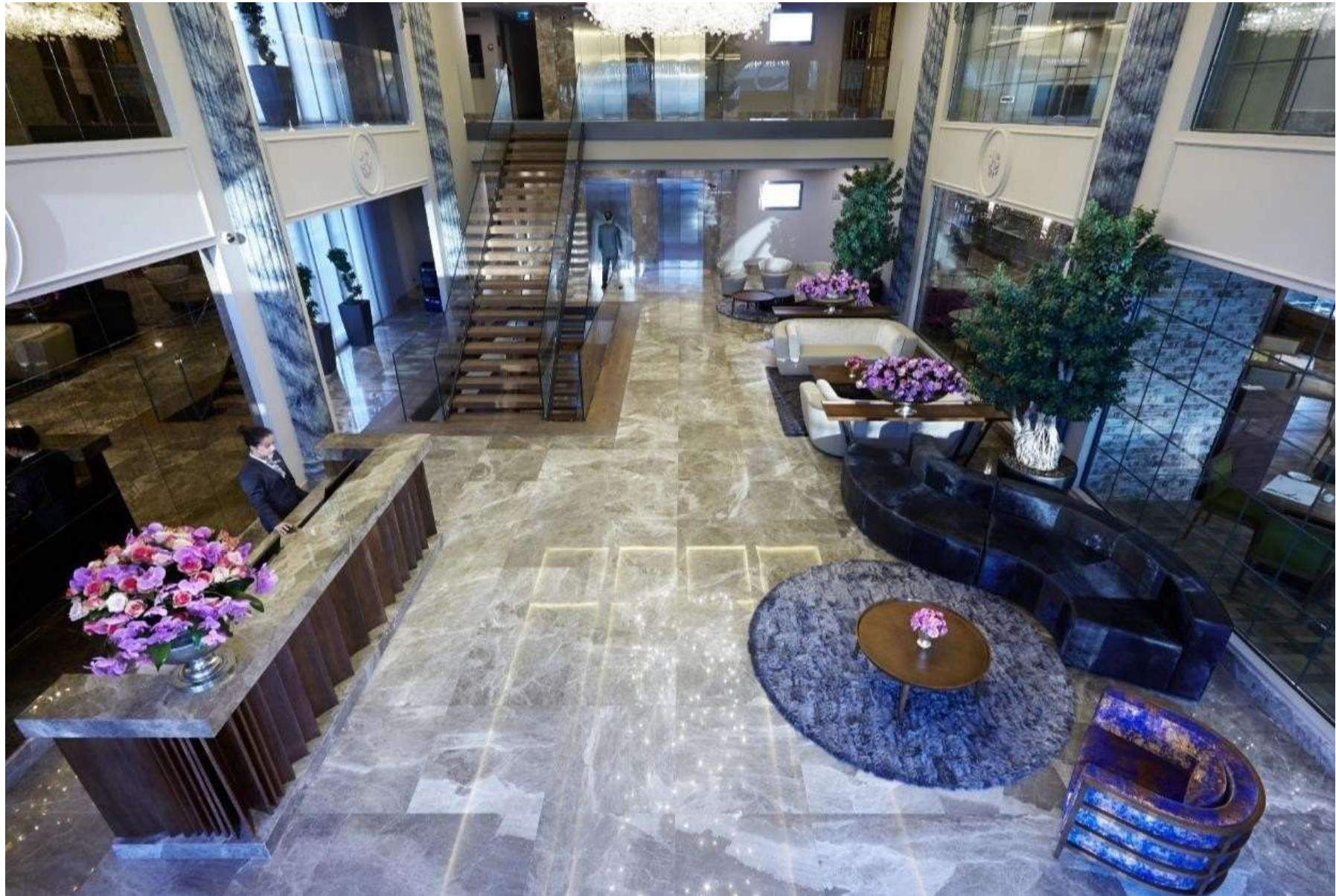
**casa**

Contract Business

Project References

Biz  
*Cevahir*  
HOTEL ISTANBUL

2014



**casa**

Contract Business

Project References

Biz  
*Cevahir*  
HOTEL ISTANBUL

2014





**casa**

Contract Business

Project References

\*\*\*\*\*  
**Jacaranda**  
Club & Resort  
Belek

Antalya

2014



**casa**

Contract Business

Project References

\*\*\*\*\*  
**Jacaranda**  
Club & Resort  
Belek  
Antalya

2014



**casa**

Contract Business

Project References

*Indian Empress*

*Yacht*

2014



**casa**

Contract Business

Project References

*Indian Empress*

*Yacht*

2014





**Turkey Headquarters**

Çankırı Bulvarı N 103 06750 Akyurt - Ankara, Turkey

Tel: +90 (312) 847 50 80

Fax: +90 (312) 847 52 80

[www.casa.com.tr](http://www.casa.com.tr)

[casa@casa.com.tr](mailto:casa@casa.com.tr)