

Humble.

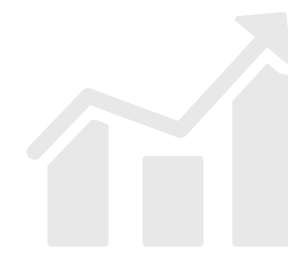
FEATURED CASE STUDY

BoConcept[®]

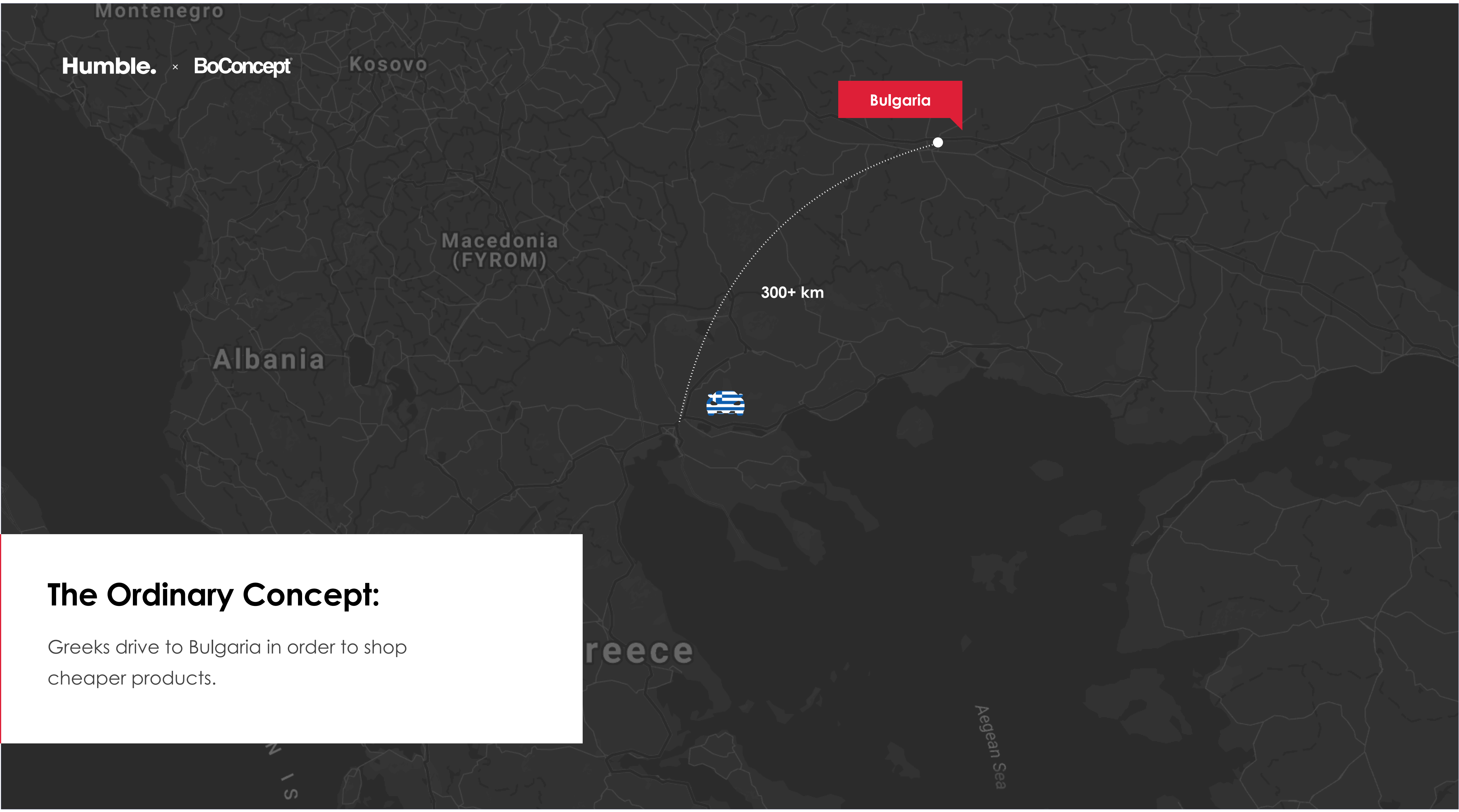


BOCONCEPT GREECE

We helped BoConcept Greece
win the **Franchisee of the Year** award
among 60 other countries



**Double-digit increase in sales;
year-over year**



The Ordinary Concept:

Greeks drive to Bulgaria in order to shop cheaper products.

Humble. × BoConcept

Albania

Macedonia
(FYROM)

BoConcept

300+ km

Bulgaria



Our Extraordinary Achievement:

Bulgarians drive to Thessaloniki, Greece to shop two-times more expensive products.

Greece

Aegean Sea