

# **GOBI CASHMERE**

**INTRODUCTION**





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# Greetings from our CEO

Dear customers, partners, and employees!

I would like to take this opportunity to thank all of our faithful customers, reliable partners, and dedicated staff for their continuous cooperation, support, and appreciation towards our company.

GOBI is Mongolia's first and leading factory in the cashmere industry, it was established in 1981.

Thanks to supporting from the Japanese Government.

Over the years, there have been rapid improvements in IT, manufacturing technology, product quality, and customer relations at GOBI corporation. This has only been achieved through a dedicated, committed team of employees and consistent investment since the privatization in 2007 by FCI Co., LTD.

This achievement is also a result of the whole-hearted expression of our skilled Mongolian engineers and dedicated employees. Now in our fourth decade of operations, I am proud to say we are delivering one of the finest cashmere products in the world.

We will keep delivering the best products and services while continually improving our technology and productivity.

On behalf of the more than 1500 employees of the GOBI Corporation and myself, I wish all of you a healthy and happy life.

# Tavan Bogd Group company overview

## FINANCIAL SERVICES



## FOOD PRODUCTION AND SERVICES



## INTERNATIONAL TRADE AND SERVICES



## TOURISM AND HOSPITALITY



## MANUFACTURING



## DISTRIBUTION



18 subsidiary companies and THREE AFFILIATED BUSINESSES, EMPLOYING OVER 13,000+ PEOPLE.

Gobi is a joint stock company and publicly listed on the mongolian stock exchange - vertically integrated manufacturer and the largest cashmere garment manufacturer in mongolia.





**ТАВАН БОГД ГРУПП**

Хамтын хүч - Амжилтын түлхүүр







# Company overview

GOBI began in 1981 as a state-owned company specializing in 100% premium cashmere. Since then, GOBI has become, and remained, the first and foremost leading cashmere company in Mongolia.

GOBI has developed alongside the country and its people by preserving their traditional nomadic roots all the while incorporating modern technology and innovation.

GOBI has established itself as a brand that supports the livelihoods of nomadic herders and the local community while also promoting environmental and animal-friendly practices.

GOBI has established a global presence in Europe, the United States, and Asia through its e-commerce websites and digital platforms since 2019.



# Corporate Purpose & Vision

Cashmere for every stage of life.

We envision cashmere not simply as a winter sweater - but as everyone's favorite choice of a garment to wear every day, every season, every occasion, at any age in all walks of life. By doing so GOBI will bring closer a lifestyle of softness and comfort that's reachable by all.



# Corporate Mission

CASHMERE FOR ALL.

We believe something as special as our cashmere shouldn't be limited to just a small group of people. We will bring affordable, stylish, and quality cashmere to everyone, everywhere around the world.



# Corporate Values & Principles

## EXCELLENCE:

exceeding expectations by committing and focusing on what is essential to us and our customers in the most effective and efficient way

## AUTHENTICITY & PASSION:

combining who we are and our rich cultural heritage with our passion for creating what we love

## RESPONSIBILITY:

driven to act with responsibility and fairness to our employees, customers, and society

## GROWTH:

to be proactive, positive, and persistent with our development & drive to accomplish our vision

○ 1981.09.05

Founding of GOBI through the joint cooperation of Japan and Mongolia.

○ 1981-1990

Development of GOBI's cashmere factory with the use of Japanese machinery & technology.

○ 1991

GOBI becomes Mongolia's first ISO certified company (ISO9000).

○ 1995-1996

GOBI expands knitting & weaving factories with the importation of Italian machinery & technology.

○ 1998

GOBI expands globally by creating subsidiaries & entering into cooperation agreements with global retail channels from over 30 nations.

○ 2007

State owned GOBI becomes privatized by FCI LLC.

# Gobi throughout the years





## 2013-2016

Further global expansion with the launch of 3 branch and 54 franchise stores in 12 countries.

## 2018

GOBI opens Galleria Ulaanbaatar, the largest cashmere store in the world, right in the city center of Ulaanbaatar.

## 2019

GOBI launches direct-to-consumer e-commerce stores & subsidiaries in Europe, China and the USA.

## 2021

Collaboration in marketing consultancy with Ogilvy agency starts in 2021. The agency is part of the WPP Group.

## 2022

Our first conscious collection “Cashmere Reborn” made from recycled cashmere will launch with compostable packaging to practice more conscious consumerism in 2022.



# Manufacturing: Process

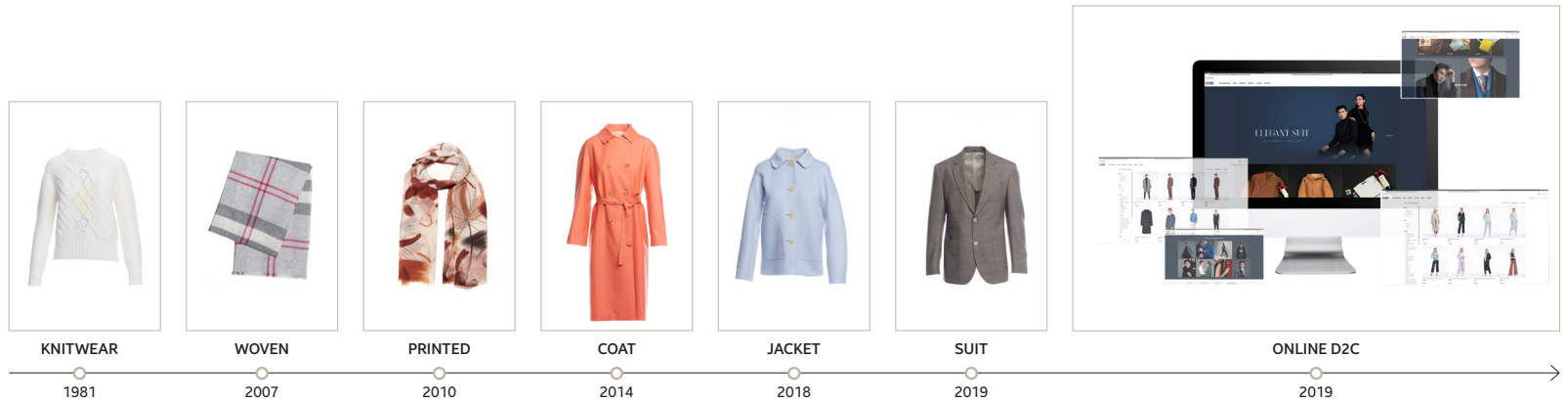
The work of 1,500 highly skilled employees on various production lines begins as soon as the raw material is delivered to the GOBI factory. Also, we are proud to say that women's empowerment has always been a core value of GOBI Cashmere as 72% of our employees are women whose craftsmanship has been the driving force for every stage of our production.





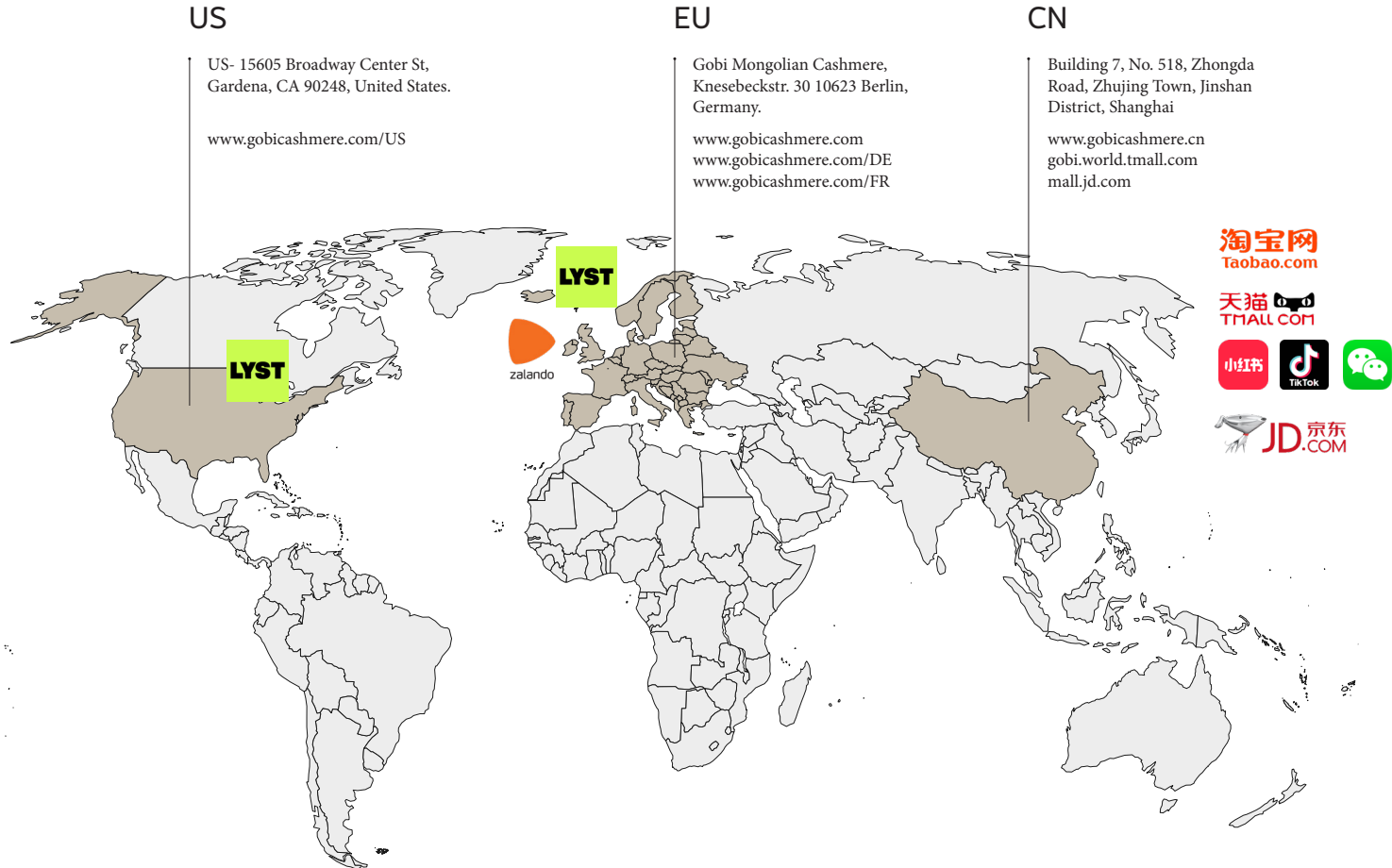


# Product development & range



Wide range of product categories from KNITWEAR to COATS and SUITS

# Online Store











# Providing fine cashmere with responsibility in mind

We are descendants of nomadic herders who have lived in close connection with nature for as many as 1000 years. Therefore, sustainability is not a new concept for us. In a few words, Gobi Cashmere manufactures goods from traceable raw cashmere without a third-party influence, while trying to preserve our traditions and deliver them to our future generations.

In modern times where advanced technology occupies part of the production, we optimize the quality of our cashmere for our customers, as well as for us as an opportunity to improve our production process and become even better at it.

We adhere to the principle of sustainable development and act responsibly for every stage of our cashmere manufacturing. Our supply chain is geared primarily towards nomadic herders whose activities are closely tied to the ethical principles of our spirituality, inspired by the sacredness of nature.



# GOBI

MONGOLIAN CASHMERE

## OUR PARTNERS & VENDORS



# Company Certification



Oeko-Tex®  
certification



Mongolian  
Noble Fibre  
certification



Organic product  
certification

## ENVIRONMENTAL POLICY

We are committed to supporting the concept of sustainable development and taking responsibility for the environment, recognizing the potential impacts of business activities on the environment.

At each step of our activities, we will create a “GREEN PRINCIPLE” by the regulations and standards issued by the Mongolian environmental legislation by them. We will strive to leave the least footprint on the environment by using state-of-the-art technology, supporting environmentally friendly “GREEN PURCHASES” and managing our operations wisely. Develop a “GREEN CULTURE” by respecting traditions and improving the environmental attitudes and knowledge of our employees.



**ONLINE STORE:**

[gobicashmere.com](http://gobicashmere.com)  
[gobicashmere.com/de](http://gobicashmere.com/de)  
[gobicashmere.com/fr](http://gobicashmere.com/fr)

[gobicashmere.com/us](http://gobicashmere.com/us)

[gobicashmere.cn](http://gobicashmere.cn)  
[gobi.tmall.com](http://gobi.tmall.com)

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