

A dream comes true

He started as a retailer with his own sex shop 20 years ago. Today his company is one of the main wholesalers in Eastern Europe. But the Hungarian businessman Zoltán Bódy still has grand plans.

The year 1990 has been history-charged, especially in Eastern Europe, where people were forced to rearrange their life due to the changing business environment. The decision to found a company took a lot of courage at that time. And if this company is even supposed to be part of a branch that's not really established in the own country, most people would back away from such a plan. All but Zoltán Bódy, general manager of the Hungarian erotic wholesaler "Debra Net Ltd." Right after the fall of the Iron Curtain he started to look for a good business concept. The opening of Hungary's first sex shop in Budapest inspired him to initialise a similar shop in Debrecen, which is the country's second biggest city. Later on he started working as a wholesaler in Romania, more precisely in Brasov. The first two syllables of both cities were the basis for the name of today's Eastern European market leader – "Debra Net Ltd". The business in Debrecen went well but as an experienced entrepreneur Bódy realised quickly that the



Family ties:
Erika Bódyne Melega,
Zoltán Bódy, ...



... Árpád Bódy and
Enikő Bódyne Nádra-Loggó (f.l.t.r.)

prices of Hungarian suppliers were absolutely excessive. In the years to come he started to have a dream: He wanted to become a wholesaler himself. One that offers everything the (erotic retailer's) heart could wish for and for a reasonable price. But in the early 1990s it was impossible to simply work at the computer in order to check the internet for low priced foreign suppliers. And that's why he took on to regularly go by car all the way to Munich to extend his assortment with German products. A journey, that takes more than ten hours.

Such exhausting and debilitating journeys would have been almost impossible to realise without the support and strength of his family. And this is what he always had. Regarding the management he can completely rely on his wife and business partner Erika and her analytical and disciplined operating principles. "We have the perfect collaboration" says the businessman and he obviously treasures their teamwork. His brother Árpád and his wife Enikő are an integral component of "Debra Net Ltd." as well. It's a real family-run business. That's why it's not a surprise that Zoltán Bódy shut down the business for three years when he was desperately needed by his family in 1995. Afterwards they started building up the business again, which took a lot of patience, clannishness and optimism. These were the three things that helped "Debra Net Ltd." to overcome financial problems and finally the company domicile in Hencida was bought. Hencida is a village in East Hungary with a population of 1.500. Today "Debra Net Ltd." has 18 employees who are taking care of the constantly growing customer base from all over Europe. Bódy is very happy about his company and its development: "It looks like a dream has come true and it's not over yet." He is especially proud of the reliable delivery conditions. Starting with a value of 500 Euros, the

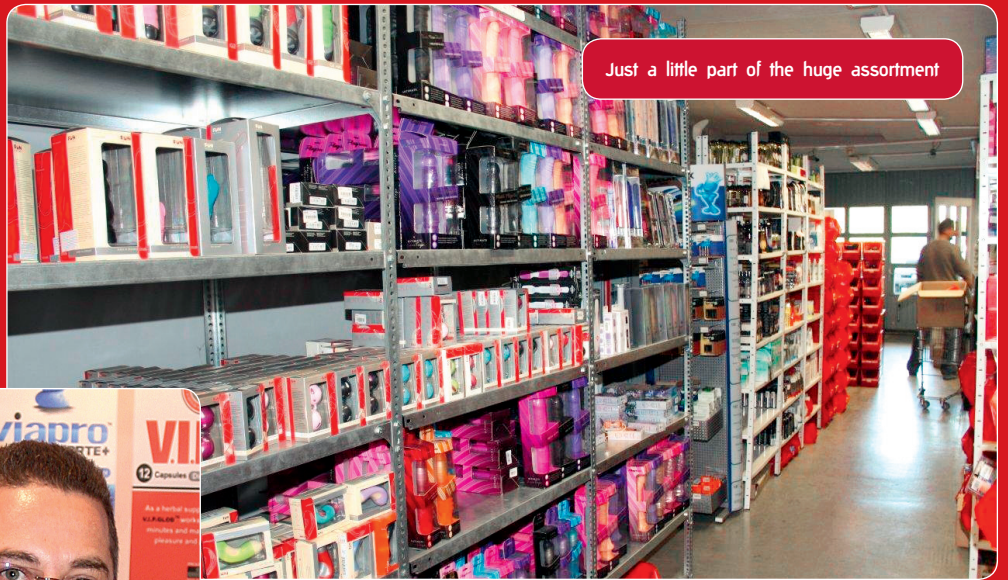


In the Country: The family's beautiful control centre

delivery within three to four days in every European country is guaranteed – without any extra charge. The assortment includes 40.000 articles that are described in no less than ten languages on the company's website. Furthermore the website is very well organised and structured regarding product categories, suppliers, prices and quantities. If a requested product is out of stock at the present time or not part of the assortment at all, it will quickly be purchased by the flexible and diligent employees. "Our job is not to buy and sell goods, but to help our partners to be successful", is the name of the game according to Zoltán Bódy.

Success proves him, to be right as the significant growth of 2009/10 shows. The diversified assortment certainly is one of the reasons behind the success. It does not only include own products but also those of which "Debra Net Ltd." owns the exclusive distribution rights. There are e.g. several kinds of underwear, lubricants in various flavours and very effective nutritional supplements concerning erectile dysfunctions. Especially the nutritional supplements are highly demanded. In some sex shops the share of sales is about 70 percent.

Even though "Debra Net Ltd." has to be considered as a wholesaler in the first place, it's every once in a while involved



Just a little part of the huge assortment



General manager of "Debra Net Ltd." has grand plans

with Zoltán Bódy's high requirements regarding quality and novelty value. "Tongue Pearl" was designed to enormously enhance the pleasure of oral sex. In order to achieve an even better overview of the multi-faceted assortment and the reasonable prices, the website's optimisation is in progress until 2011. Still, its accessibility will not be interfered.

in the development of new products. That was the case with "Tongue Pearl" as well. This stylish, elastic, soft and smooth jewellery, which is decorated with little beads and free of phthalates, complied

with Zoltán Bódy's high requirements regarding quality and novelty value. "Tongue Pearl" was designed to enormously enhance the pleasure of oral sex. In order to achieve an even better overview of the multi-faceted assortment and the reasonable prices, the website's optimisation is in progress until 2011. Still, its accessibility will not be interfered. But there's not only the internet used in order to establish new contacts and to keep in touch with customers. "Debra Net Ltd." regularly attends trade exhibitions in Eastern European countries like Romania, Bulgaria and, of course, Hungary. The fact that the company attended the eroFame in Berlin proves as well that it establishes its reputation outside of Eastern Europe and that the new EU member states can be expected to remain as business partners for the future. For a better insight into "Debra Net's" diverse assortment, take a look at the website www.debranet.com. As a reseller you can be registered without any problems in order to receive further information regarding the range of goods and ordering. Furthermore Enikő Bódyne Nádra-Loggó will answer any questions via Fon +36-20-538-50-60.



There was a large crowd: "Debra Net Ltd." at the Hungary Erotic Show



Another writing system, same company: "Debra Net Ltd." at the Bulgaria Eros Show