

— a —

**santok**

product, manufacturing & distribution experts.

— z —

what to expect

let's do this

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end to end experts

who we are, what we do

# about us

## Since 1993

the Santok Group of companies specialise in the design, manufacture and distribution of branded, private label & licensed products across multiple sectors worldwide.

3+ decades in 6 slides 😊

a bit of history

# timeline

let's go

the nokia days

# 1993

## Santok

We started out in London's infamous Shepherd's Bush and soon became the UK and Europe's leading Tier 1 mobile accessory distributor for [Nokia](#) and [Motorola](#).



dawn of the millennials. brand no.1

# 1999

## stk

In 1999, we designed and developed our first brand, STK. Focused on UK design, STK's mobile accessory portfolio offered consumers a fresh, colourful and affordable take on what was considered the norm.

[stklife.com](http://stklife.com)

tech, home & lifestyle for everyone

a bit of history

# 2004



In 2004, we invested into a start-up called ThumbsUp!. Today, ThumbsUp! is the world's biggest gadgets and gifts business bringing fun, quality and value to the technology, home and lifestyle marketplace. With thousands of product lines including exclusive brand licenses, you'll find a ThumbsUp! product in almost every retailer across the globe. [thumbsup.com](http://thumbsup.com)



no.1 for mobile network operators

# 2008

## tecdesk

Commissioned by Vodafone Spain to design and develop a SIM desk phone, our brand tecdesk was born and today, is leading the SIM desk phone arena with over 3 million monthly active users and growing.

[tecdesk.com](http://tecdesk.com)

a bit of history

big on tech, low on price

# 2011

## STK smartphones

Obsessed about user experience, STK smartphones are designed in London, engineered by experts and built by craftsman for a better android experience. [stklife.com](http://stklife.com)



# 2015

## AI Software

In 2015, we knew we needed to differentiate from our competitors. So, we designed and developed a unique ai powered software that would keep STK smartphones brand new, every day.

social animal. loyal fans

a bit of history

# 2018

## WILEYFOX

In 2018, we acquired a social animal, wileyfox that believes in YOU-X, not UX. Empowering you to be yourself, we're not just making notorious smartphones, we're designing dope experiences. [wileyfox.com](http://wileyfox.com)



santok



# 2019

In 2019 when the COVID-19 outbreak first hit Wuhan in China, our supply chain partners in the far east were experiencing shortages of PPE and essential lifesaving equipment. We were able to utilise our European and USA relationships to ship PPE into the region and support the distribution effort locally. It gave us a huge advantage in understanding what essential products and equipment were needed for front liners and the general population. To further keep up with demands, we started manufacturing our own products and equipment and this is where MTK LIFE was born. [www.mtk.life](http://www.mtk.life)

keep going



the great outdoors

a bit of history

# 2021



## RUGD.

During and post the pandemic & with the rise of social media, everybody is becoming a film director of their own life story. Because of this, we have seen a huge demand in outdoor activities. RUGD. is on a mission to design and develop all the gear required for outdoor enthusiasts to power their outdoor adventures. The #OutdoorRevolution is here, & everyone's invited. [www.rugdlife.com](http://www.rugdlife.com)



Download the STK Evolve APP

# STK



Designed & built to stand the test of time (excuse the pun, we couldn't help it), STK Evolve smartwatches are durable & packed with health & fitness functions to keep users active & feeling great. With design options for both working men & fitness mums who enjoy all type of activities including simple day to day life, our smartwatches are easy to use, affordable & connect to our own design STK Evolve APP.

[www.stklife.com](http://www.stklife.com)



CONTINUED

a bit of history

# 2022



in 2018, Santok sold its stake in ThumbsUp! after taking the company from its infancy to the world's biggest gadgets & gifts business. In 2022, we took the opportunity to buy back the ThumbsUp! brands to further expand the Santok group proposition across the globe.

[www.thumbsup.com](http://www.thumbsup.com)



# 2023



Established in 2017, Mobile Reborn is a rapidly growing, market leader in refurbished technology. With over 100 years combined experience in the technology industry, Mobile Reborn is pretty clued up on all things tech! In 2023, the Santok Group purchased a majority stake in the company with the plan to scale the business further.

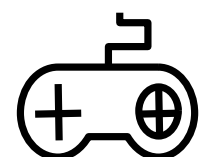
[www.mobilereborn.co.uk](http://www.mobilereborn.co.uk)

santok group

stats & facts

# stats & facts

1



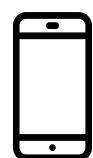
**Hundreds of Millions**

products manufactured & sold globally.



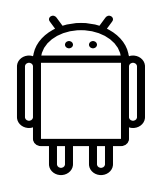
**Hundreds of Thousands**

telephony devices sold every year.



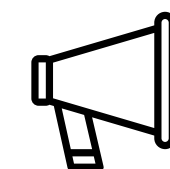
**3+ million**

mobile phones manufactured & sold globally.



**Google Android**

Google MADA licensed.



**200+ thousand**

facebook, instagram / TikTok & twitter followers.

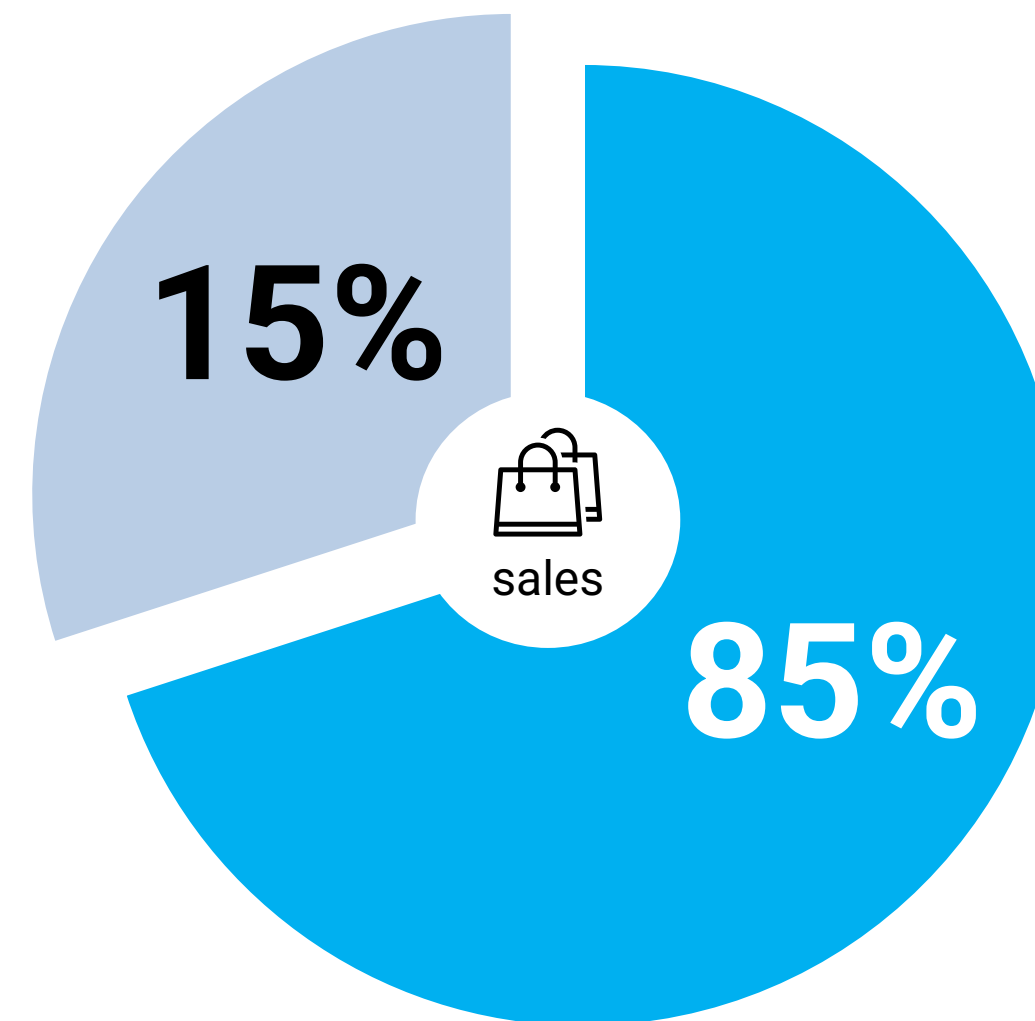
santok group

stats & facts

# stats & facts

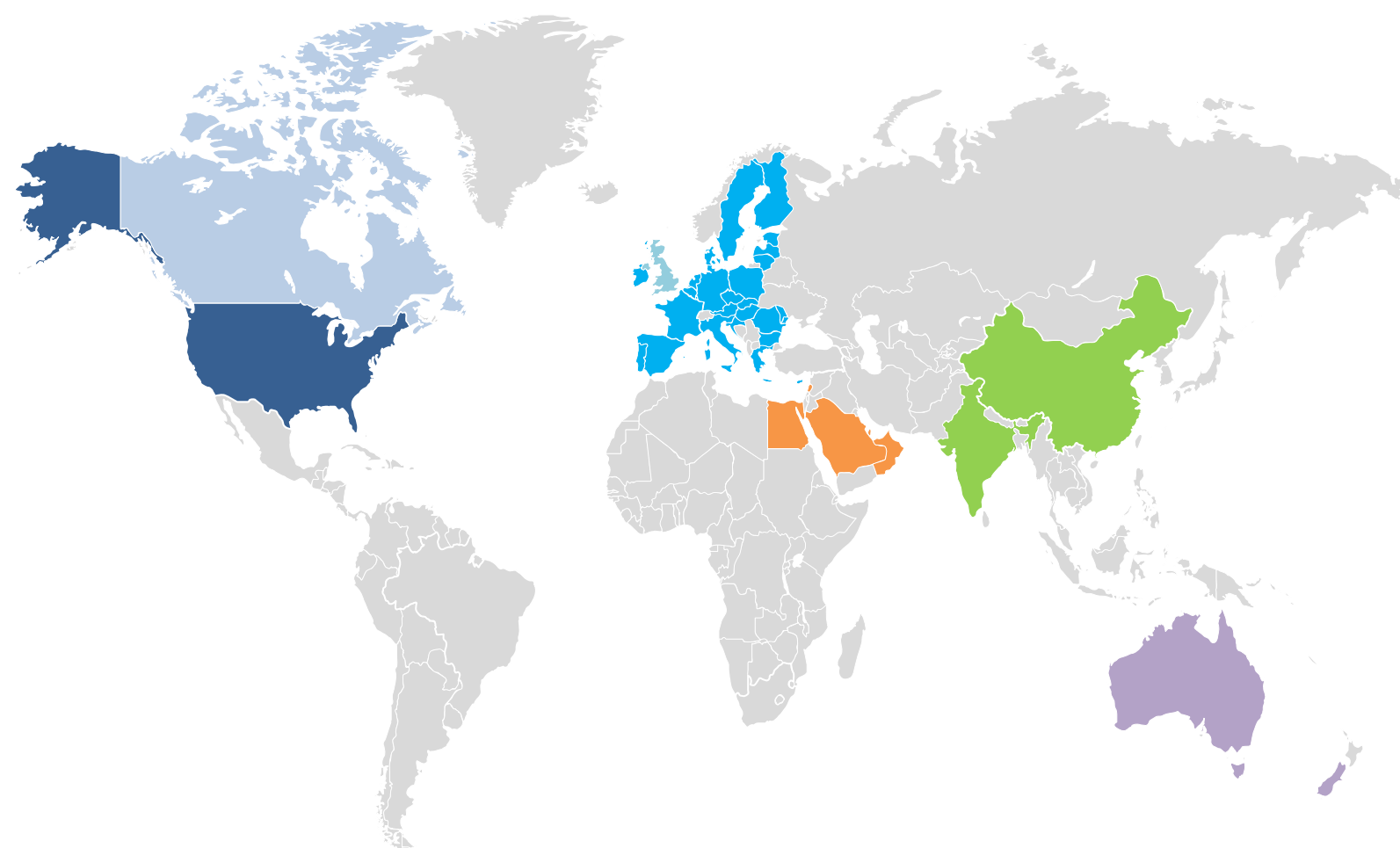
2

**online**  
B2C, Amazon  
& other 3P Platforms



**offline**  
high street,  
independent retail  
& television

- UK & Europe**
  - United Kingdom
  - Europe
- MENA**
  - GCC Countries
- Americas**
  - United States of America
  - Canada
- Oceania**
  - Australia
  - New Zealand
- Asia**
  - India
  - China



**30,000+ points of sale**

high street & independent retail stores

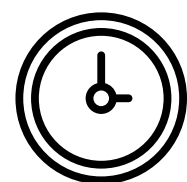


**6 distribution hubs**

our 6 distribution points allow us to service our products to customers locally, faster!

# stats & facts

3



## 3+ decades

product, manufacturing and distribution



## 200+ years

combined internal experience



## UK Headquarters

South Ruislip, Middlesex

8 miles from London Heathrow Airport

14 miles from Central London

1 mile from the motorway for UK distribution

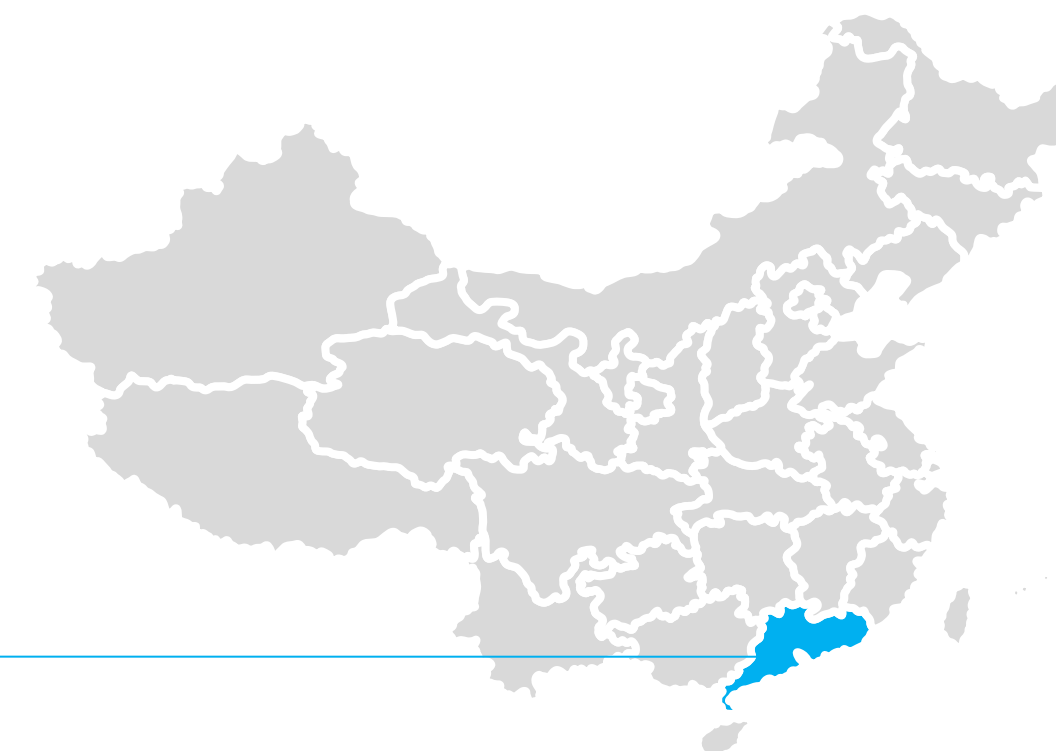
26 thousand square foot facility

## China & Hong Kong

### Headquarters

China - Futien, Guangdong

Hong Kong - San Po Kong



a new age of consumers

online & offline need each other

# consumer trends

## products for everyone

we work closely with our online and retail partners to understand their consumer demographics, buying habits and trends to enable us to design and manufacture products that are relevant.

### alphas

0–12 yrs

*still growing, process things faster and want things now.*



### gen z

13–26 yrs

*hyper connected lifestyle and open minded.*



### millennials

27–42 yrs

*cash poor and time poor.*



### gen x

43-58 yrs

*purchase from brands they trust.*



### baby boomers

59-77 yrs

*spending more time on social and online.*



we're all connected

social media is the new trend spotter

# digital influence

Trend Setters

 YouTube



**alphas**  
0-12 yrs

 TikTok



**gen z**  
13-26 yrs

  
 TikTok



**millennials**  
27-42 yrs

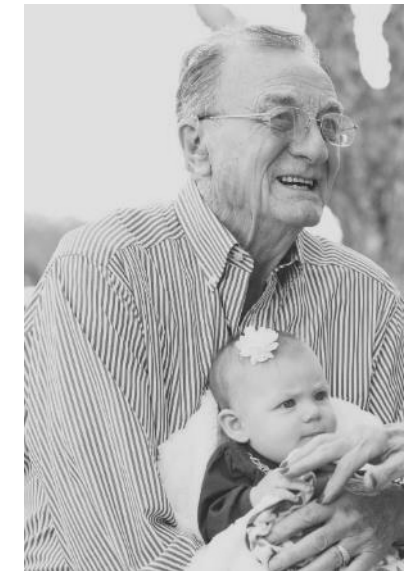


facebook



**gen x**  
43-58 yrs

facebook



**boomers**  
59-77 yrs

data on tap

# intelligent insights

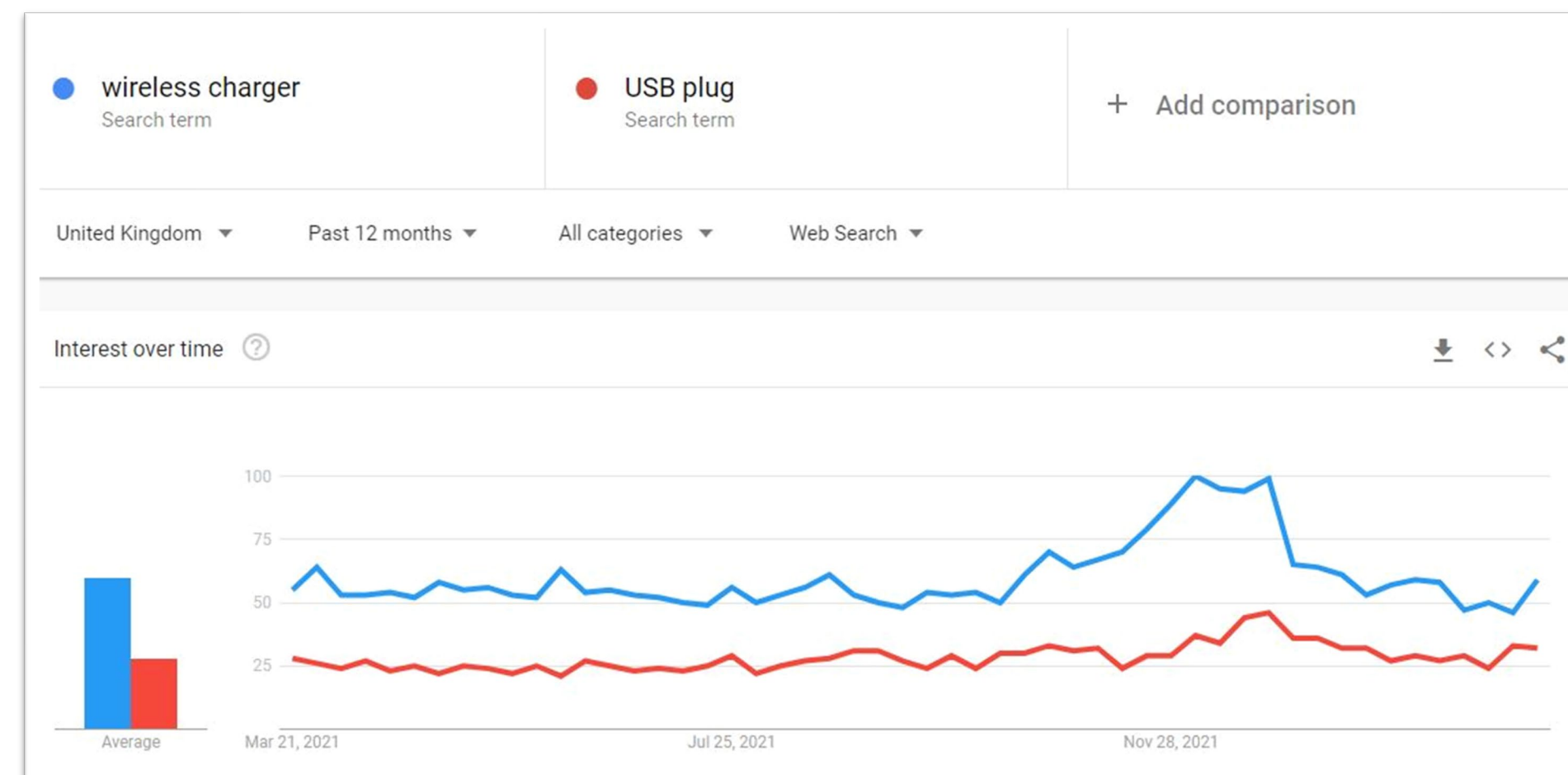
*'wireless charging' is already surpassing 'USB plug' in terms of online consumer search results.*

it's what you do with what you know that counts



**we see it coming first** 😊

we use some of the most advanced software developed by the world's biggest tech companies to predict product trends to maximise on consumer demands all over the world.





who we've worked with

online & offline retail

# we're trusted



press &amp; media

making noise

# shout outs



"build that punches well above its weight"



"seriously good value for money buy"



"A budget phone that defies expectations"



"the best-looking and nicest-feeling handsets"



mobility excellence award 2015



"hell of a lot of bang for your buck."



"You get a lot for your money"



"a smartphone for the savvy"



"A new kid on the smartphone block that just dropped a sensational debut"



mobile news awards 2017 / 2018



"A budget phone that defies expectations"



"Best £100 smartphones you can find"



"This British-made smartphone brand could be a low-cost iPhone beater"



"Brit startup budget 'droid is the mutt's nuts"



mobility excellence award 2017

we don't bite

contact us

**get in  
touch**

**santok group**

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