

../win.rar GmbH fast, diverse, knowing and international

win.rar GmbH was founded by Öncül Kaya and Burak Canboy on 20.02.2002 in Bremen, Germany. Both students were looking forward to doing business with Ron Dwight, who was responsible for all WinRAR sales at that time.

Their task was to work out a sales and marketing system that would allow Ron Dwight and rarsoft.com to increase its internationality and its turnover. Working on a global corporate identity and creating a multilingual website was their first work in February and March of 2002. The result was the first sale of WinRAR on March 15th through www.win-rar.de, a website that was not even entered to any search engines back then.

Just after finishing this very first order, Ron Dwight suddenly passed away, leaving both students with a company and a name that were both at risk. Quickly Eugene Roshal (Russia), the developer of WinRAR was contacted to find out about the future.

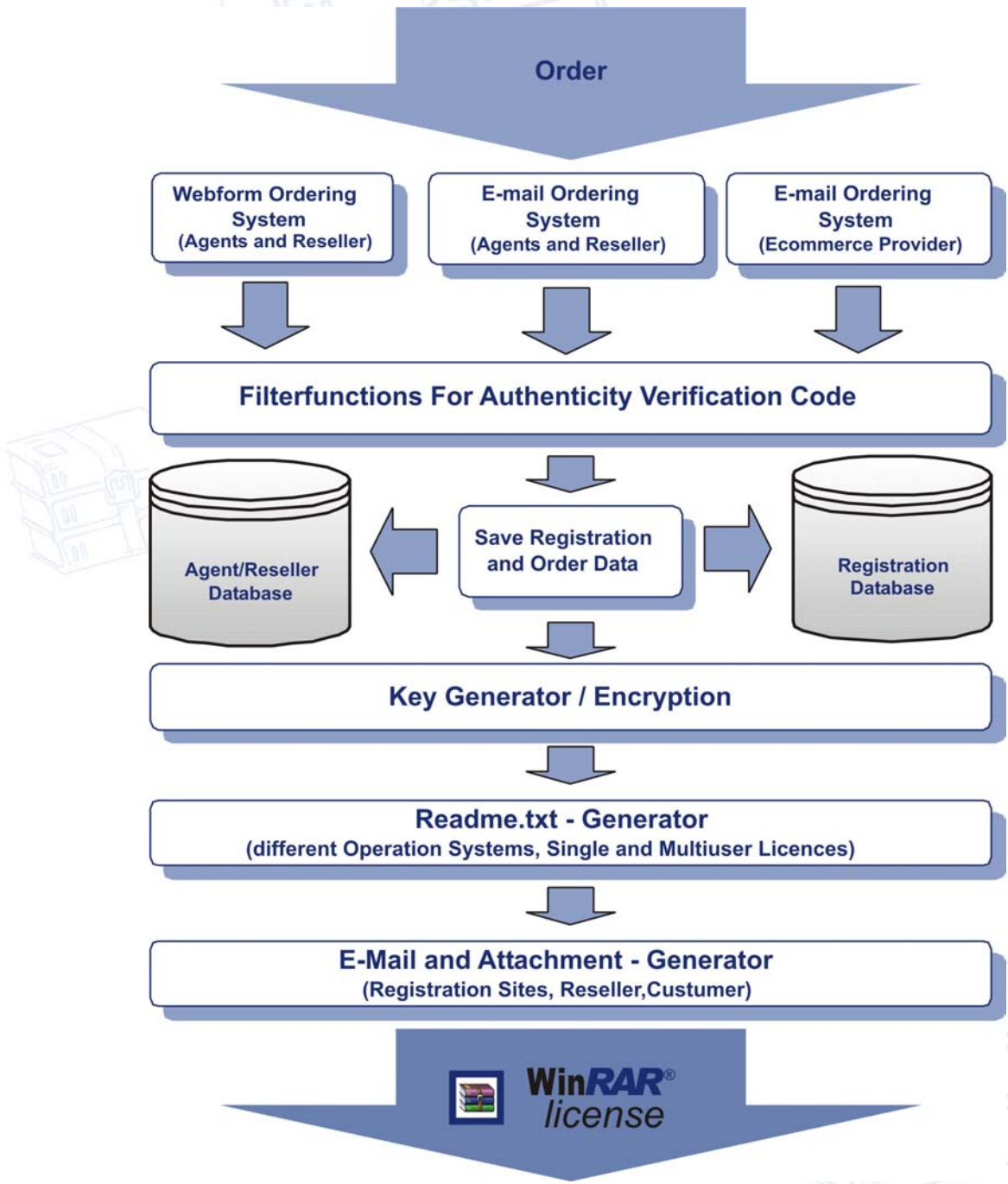


win.rar GmbH – knowing how to be and how to make happy ☺

From left to right, (top row) Burak Canboy, Matthias Wanser, (bottom row) Benjamin Ronnenberg, Gerhard Lühning, Sabine Sprinz, Öncül Kaya.

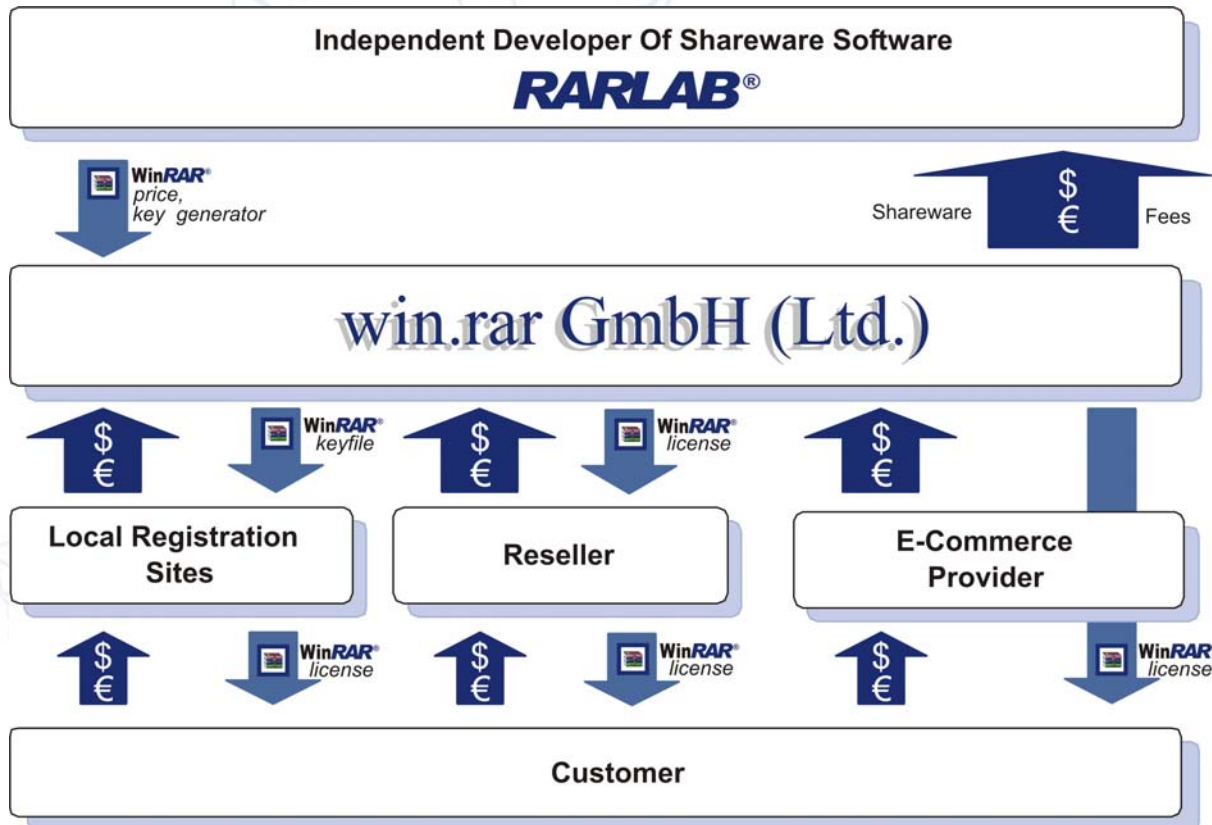


In order to keep the global sales running after rarsoft.com technology broke down, a completely new system was developed. Within only three days win.rar GmbH was able to present a working system to Eugene Roshal who gladly accepted to test the new system. Soon the financial matters were also cleared and contracts were signed on April 1st. Only 37 days after the company was founded.



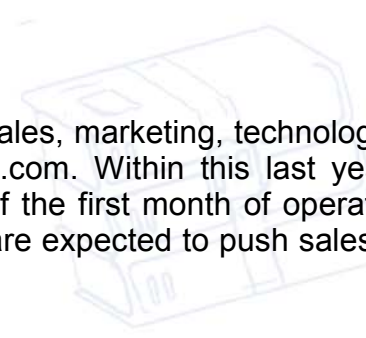


win.rar GmbH is now directly handling all support and sales requests concerning WinRAR. Within only a short period of time a standard of answering all customer questions within 24 hours was established. These fast respond-times have increased the amount of happy end-users and have strongly influenced sales figures.



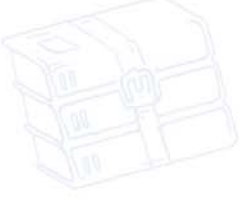
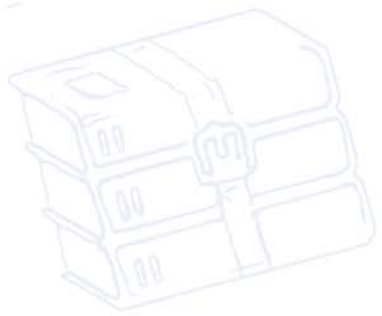
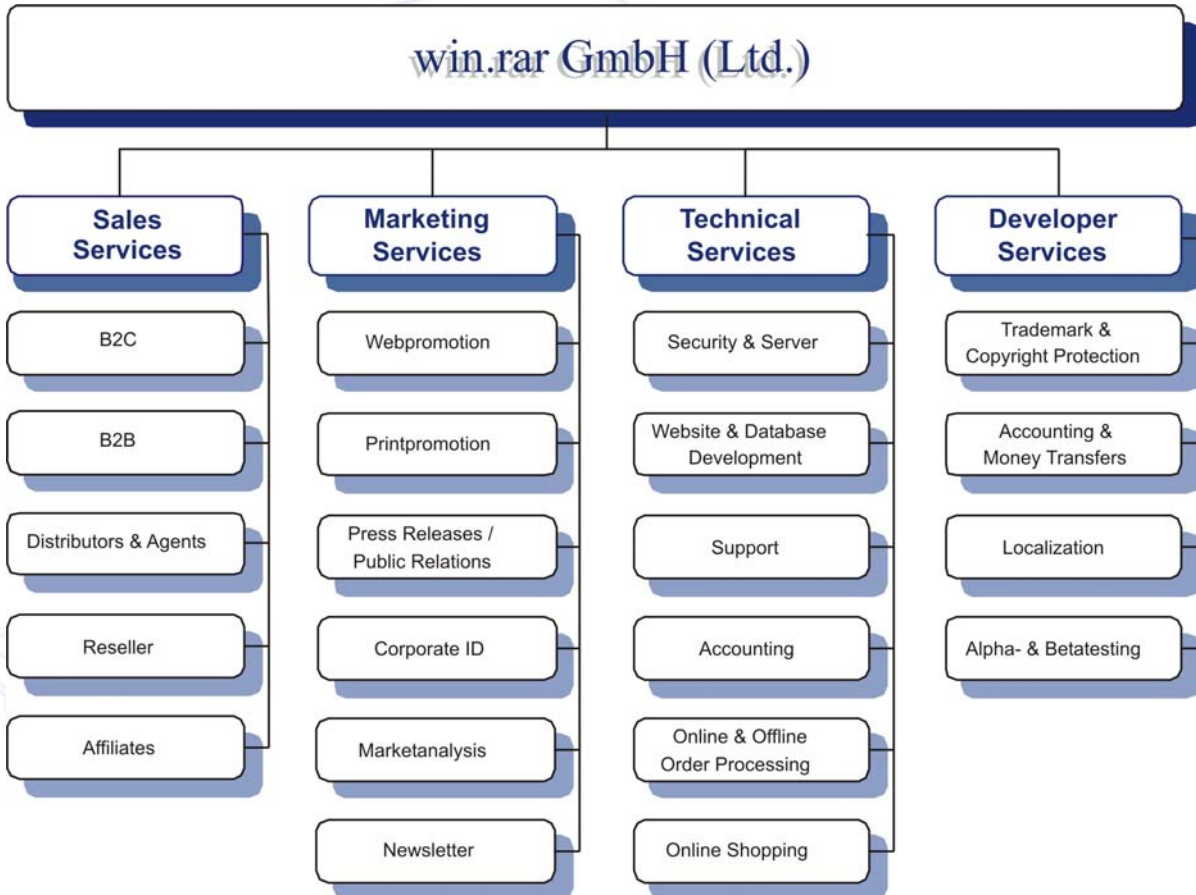
All support experiences have been manifested in an online knowledge base on www.win-rar.com. This knowledge base is freely available to everyone. During the last couple of weeks win.rar GmbH has completely restructured and has optimized the internal technical structure. Domain-server, mailrouting and the cost-efficient download-servers were thoroughly tested concerning their security and reliability.

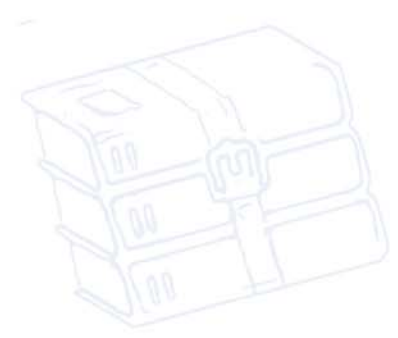
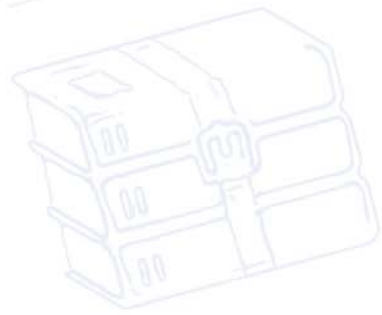
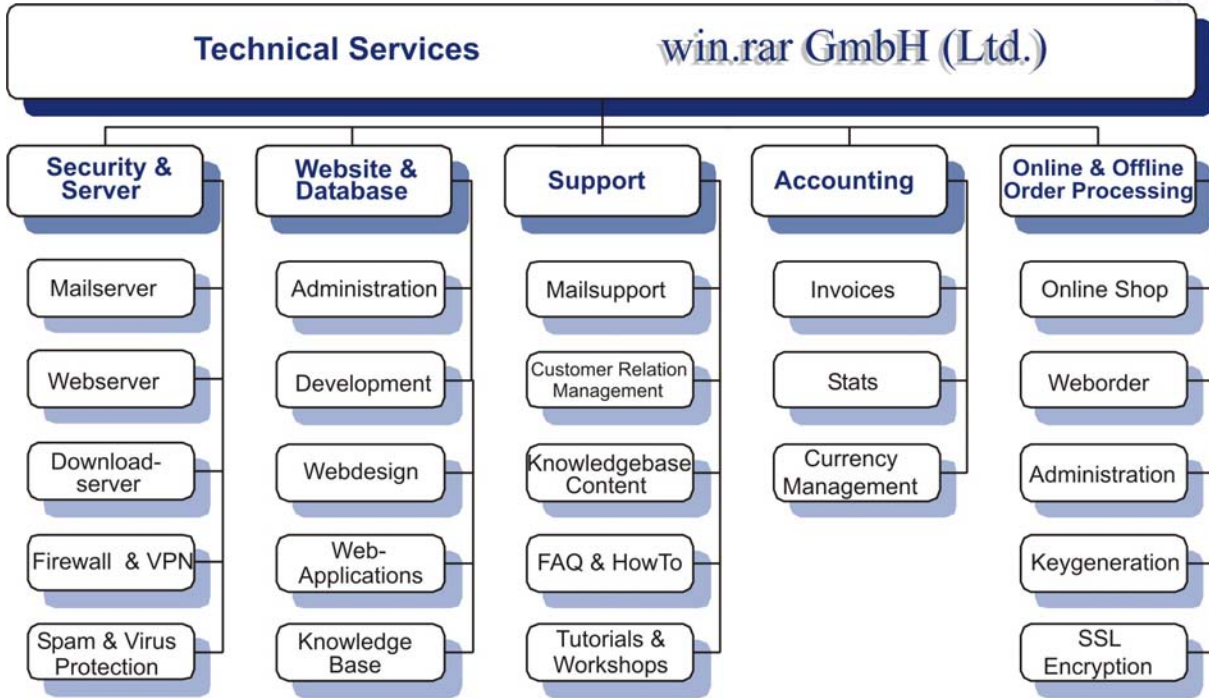
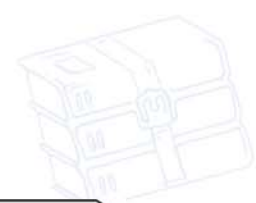
Since April 1st, 2002 win.rar GmbH is responsible for all sales, marketing, technology and support concerning WinRAR, RARLAB.COM and rarsoft.com. Within this last year the new system was able to increase global sales to 117% of the first month of operation in April 2002. Additional marketing efforts planned for 2003 are expected to push sales even more.

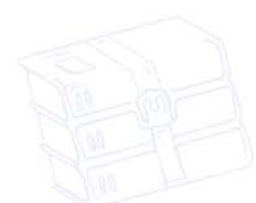




../ win.rar GmbH: “Do you need any help?”







../More Questions? We'll be happy to assist!



We at win.rar GmbH support WinRAR customers globally . If you have any further questions on WinRAR, RARLAB.COM or win.rar GmbH – just visit our site www.win-rar.com, send us an e-mail or contact one of our local registration sites in your country.

We are always looking forward to hearing from you!

Burak Canboy
../Managing Director

