

OVERVIEW

ASBIS is engaged in sales and distribution of IT components, server and mobile building blocks and peripherals to distributors, OEMs, retailers, e-tailers and resellers. Its customers are located mainly in Central and Eastern Europe, the Former Soviet Union, North and South Africa and the Middle East.

ASBIS at a Glance

- **Leading IT distributor across EMEA markets**
- Particularly strong in the Former Soviet Union (nearly 50% of sales), the Czech Republic, Slovakia, Romania, Poland and the Middle East
- **Incorporated in Limassol (Cyprus) in 1995**
- Top ranking (1 to 3 place), preferred regional distribution partner for Intel, AMD, Seagate, Samsung, Microsoft
- **Wide product and IT component portfolio, distributed on a 'one-stop-shop' basis, including CPUs, HDDs, other components, laptops, peripherals, accessories, and software**
- Increasing share of private label, high-margin products and accessories marketed under Prestigio and Canyon brands
- **Distribution network physically present in 25 countries**
- Reaches 24,000 customers in 70 countries owing to unique B2B on-line solution applied to over 50% of sales value
- **Experienced management and strong operational and financial controls**
- IPO: Listed on Warsaw Stock Exchange since October 2007 under ticker ASB
- **Over 1,000 employees**
- 60 per cent of transactions and more than 50 per cent of revenues are transacted or generated online
- **CAGR of 25.5% over the period 2000-2007**

Corporate Headquarters

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Financial Highlights 2007

- Revenues up 39% to US\$ 1.397 billion
- Gross profit up by 43% to US\$ 68 million. Gross profit margin up to 4.9%
- EBITDA up by 54% to US\$ 28 million and EBITDA margin up to 2%
- Net profit increased by 69% to US\$ 19 million
- Earnings per share of US\$ 0.38, up 92% over 2006
- Private brands total revenues increased by 34% to US\$103 million
- ASBIS appointed Toshiba distributor in Saudi Arabia
- ASBIS appointed Dell distributor in Russia, Bulgaria, and Middle East

Vision

To be the most successful distributor of building blocks and components to the Information Technology market

Mission

Consistent growth in shareholder value executed by:

- the motivation of a world-class and skilled employees organization
- the creation of exceptional customer and vendor relationships, and
- being innovative, and a highly integrated distribution part of the global supply chain to the Information Technology market

Competitive Strengths

1. Broad geographic coverage in CEE combined with local presence
2. Experienced management team combined with local expertise
3. Critical mass of operations
4. One-stop-shop

ASBIS Group Fact Sheet

Board of Directors

John Hirst
Non-Executive Chairman

Siarhei Kostevitch
Chief Executive Officer

Marios Christou
Chief Financial Officer

Constantinos Tziamalis
Director of Credit and Investor Relations

Laurent Journoud
Director - Executive Vice-President, Sales and Marketing

Paul Swigart
Non-Executive Director

Corporate Overview

ASBIS Group is one of the leading distributors of Information Technology products in Central and Eastern Europe, the Baltic States, the Former Soviet Union, the Middle East and Africa, combining a broad geographical reach with a wide range of products distributed on a "one-stop-shop" basis.

ASBIS' main focus is on the following countries: Poland, Czech Republic, Slovakia, Romania, Croatia, Slovenia, Serbia, Hungary, Russia, Ukraine, United Arab Emirates, Jordan, Yemen, Oman and Qatar.

ASBIS distributes **servers, desktop PCs, laptops and networking** to assemblers, system integrators and retailers. The company's product portfolio encompasses a wide range of **IT components, blocks and peripherals**, and mobile IT systems. ASBIS currently purchases the majority of products from leading international manufacturers, including **Intel, Hitachi GST, AMD, Seagate, Samsung and Microsoft**. In addition, a growing part of revenue is comprised of sales of IT products under private labels, **Prestigio and Canyon**, which together accounted for 7.4% of ASBIS' total revenues in 2007, compared to 5.8% in 2005.

In 1995 ASBIS incorporated a holding company in Cyprus and set up its headquarters in Limassol. The Cypriot headquarters support through **four master distribution centers** (located in the Czech Republic, the Netherlands, Finland and the United Arab Emirates), a network of **31 warehouses** located in **25 countries**. This network supplies products to ASBIS' in-country operations and directly to its customers in approximately 70 countries. In 2007 ASBIS served more than 20 thousand customers in more than 70 countries.

The corporate headquarters are home to ASBIS' centralized purchasing department and global control function, which centrally monitors and controls the Group's global activities, including purchasing, warehousing and transportation operations. In line with ASBIS' strategy of focusing on automation and innovation in order to increase cost-efficiency, in 2002, the company began developing the **IT4Profit platform**, an online purchasing platform for electronic trading with customers (B2B). Within this platform, the company also implemented its **end-to-end online supply chain management system**, in order to effectively manage its multinational marketplace and to increase automation and reporting transparency both internally and vis-a-vis its suppliers. Dealings through the IT4Profit online platform have grown to represent approximately 50% of revenues in 2007.

ASBIS Group combines the **international experience** of the central management team with the **local expertise** of its offices in each of the 25 countries in which it operates. With a broad local presence, the company has developed in-depth knowledge and understanding of **fast-growing IT markets** in regions such as Central and Eastern Europe and their diverse cultural, linguistic and legal landscape, which may form significant barriers to entry for most of international competitors. This advantage has helped ASBIS to **quickly and cost-effectively penetrate emerging markets** and strengthen its competitive position not only in Eastern Europe and Former Soviet Union, but also in the Middle East and Africa.

Primary lines of business:

- 1 Distribution of IT components and blocks from a variety of suppliers such as Intel, Hitachi GST, Seagate, AMD, etc.
- 2 Distribution of servers, desktop and mobile PCs from worldwide manufacturers (Dell, Toshiba and others).
- 3 Sales of private label consumer products (*LCD monitors/TVs, data storage devices, MP3/video players, GPS systems, webcams, DVD players, VoIP phones, digital fashion and sports accessories*) under own brands, **Canyon** and **Prestigio**.

Products

The distributed products are divided into various categories:

(i) central processing units, (ii) hard disk drives, (iii) memory modules, which include random access memory and flash memory modules, (iv) mainboards and VGA cards, (v) software, (vi) peripherals, which are external or internal devices attached to a computer for added functionality such as a scanner or a printer, (vii) PC-mobile, which are mainly laptops, (viii) display products such as LCD TVs and monitors, (ix) optical and floppy drives, which include DVD drives, (x) desktop computers, (xi) servers and server blocks, (xii) accessories and multimedia, (xiii) networking products, and (xiv) other products, special customer orders and products purchased by subsidiaries to service local customers.

In 2007, ASBIS sold, among other products, approximately **4.3 million CPUs**, **4.0 million HDDs** and **2.9 million memory modules** (including both RAM and flash memory modules), either sourced from leading industry manufacturers or sold under own private brands. These compared to approximately 3.4 million CPUs, 3.3 million HDDs and 2.0 million memory modules in 2006.

ASBIS' Most Notable Awards

2007

- **Intel:** Outstanding quarter-on-quarter growth in Russia and CIS
- **Intel:** Highest Motherboard Revenue Growth in Russia, CIS and CEE
- **XpertVision:** Best Partner of the Year

2006

- **Info-Tek:** The #1 Partner in the EMEA Region
- **PQI:** 2005 Outstanding Service and Partnership of the Year
- **Kingston:** Outstanding Business Achievement
- **Transcend:** The Highest Growth Award
- **Intel:** The Highest Mobile Sales Mix in Russia and CIS Region
- **Intel:** The Highest Mix of Server Revenue of All Distributors in Central and Eastern Europe

2005

- **Info-Tek:** Golden Partner of the Info-Tek Corporation
- **HEXON:** NCP Most Supporting Customer
- **Tripp Lite:** The Distributor of the Year

2004

- **Samsung:** The Fastest Growing Distributor of TFT-LCD Modules in EMEA
- **PQI:** Regional Distributor of the Year
- **Transcend:** For Continuous Partnership
- **Intel:** Most Innovative & Efficient Mobile Demand Creation Programs in CEE
- **Intel:** Most Innovative & Efficient Mobile Demand Creation Programs in CIS
- **Intel:** Best Year on Year Revenue Growth on Intel DP Servers in CIS Region

2003

- **Seagate:** Most Successful Distributor in Eastern Europe and the FSU
- **A-Data:** Excellence in Distribution 2003 / For Best Achievements and Continued Partnership
- **Hitachi GST:** Valued Distribution Partner

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