



ASBISC Enterprises PLC

March 2015

Over 20 Years in the Distribution



ASBISC Enterprises PLC
is a leading distributor of Information and Communication
Technology products in EMEA Emerging Markets

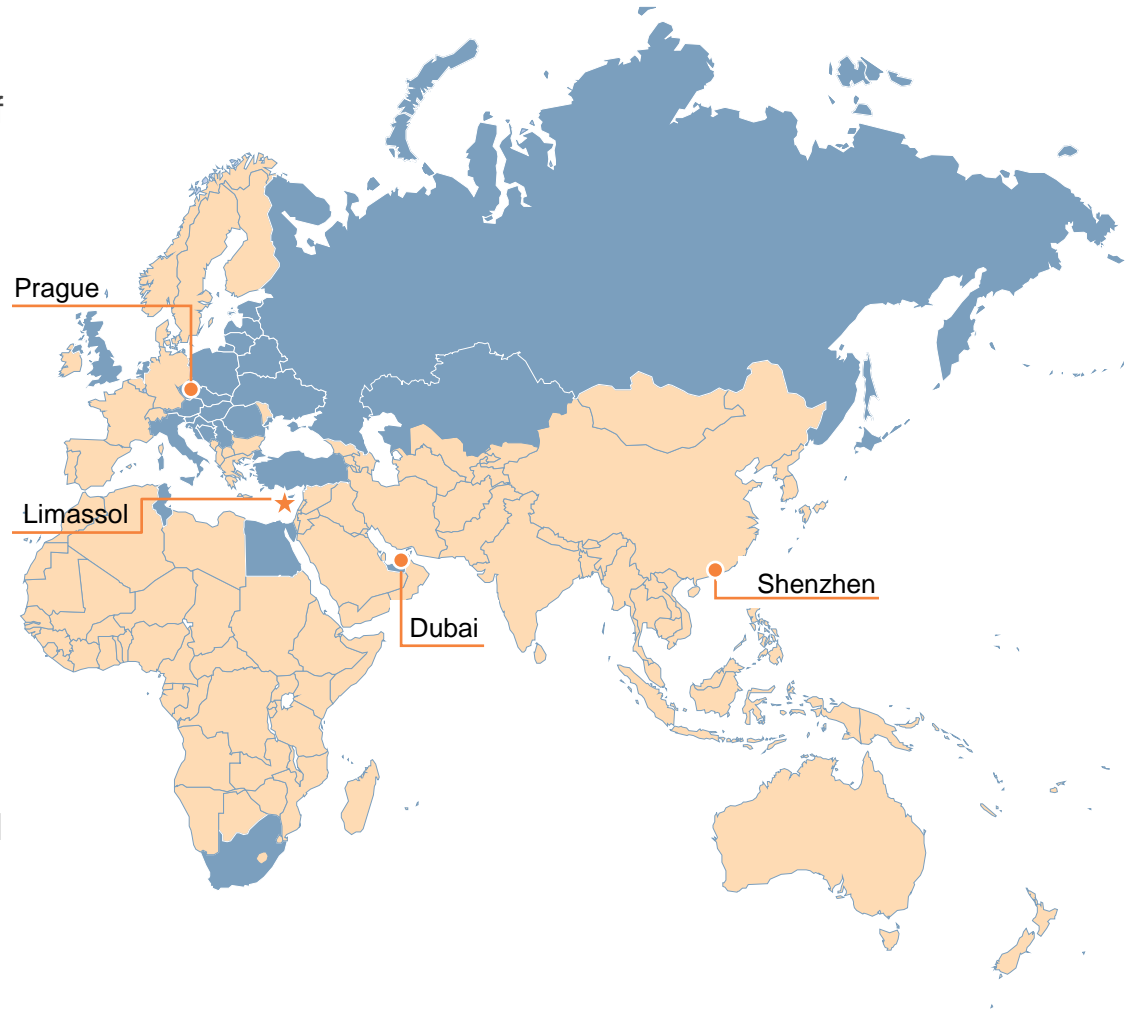
Company Highlights

- Founded in 1990
- Headquartered in Limassol (Cyprus) since 1995
- More than 32,000 active customers in over 75 countries worldwide
- Over 15,000 products in portfolio
- Distribution network presented in 26 countries
- Over 1400 employees



Broad Geo Coverage and Scalability

- Presence in 26 countries: expertise and deep knowledge of local markets
- 31 in-country stock points: continuous availability of most demanded products
- 3 disti centres: in the Czech Rep., the U.A.E. and China provided 1-3 weeks logistics of full ASBIS portfolio to the local channel partners
- Central logistic management and shared ERP system: online delivery tracking and reduced shipping costs



Full CEE Geo Coverage

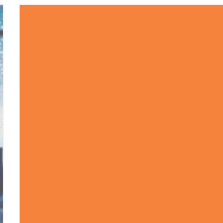
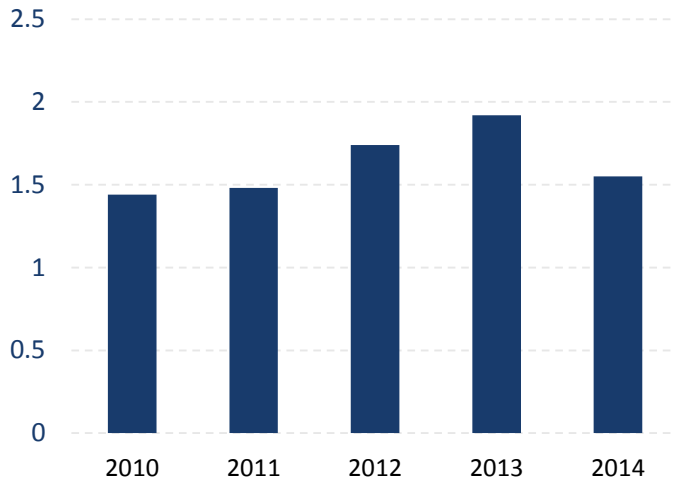
- Full CEE coverage: local offices in key cities
- In-country stock points: continuous availability of most demanded products
- Local Teams: local language communication and deep knowledge of local market



Financial Highlights 2014

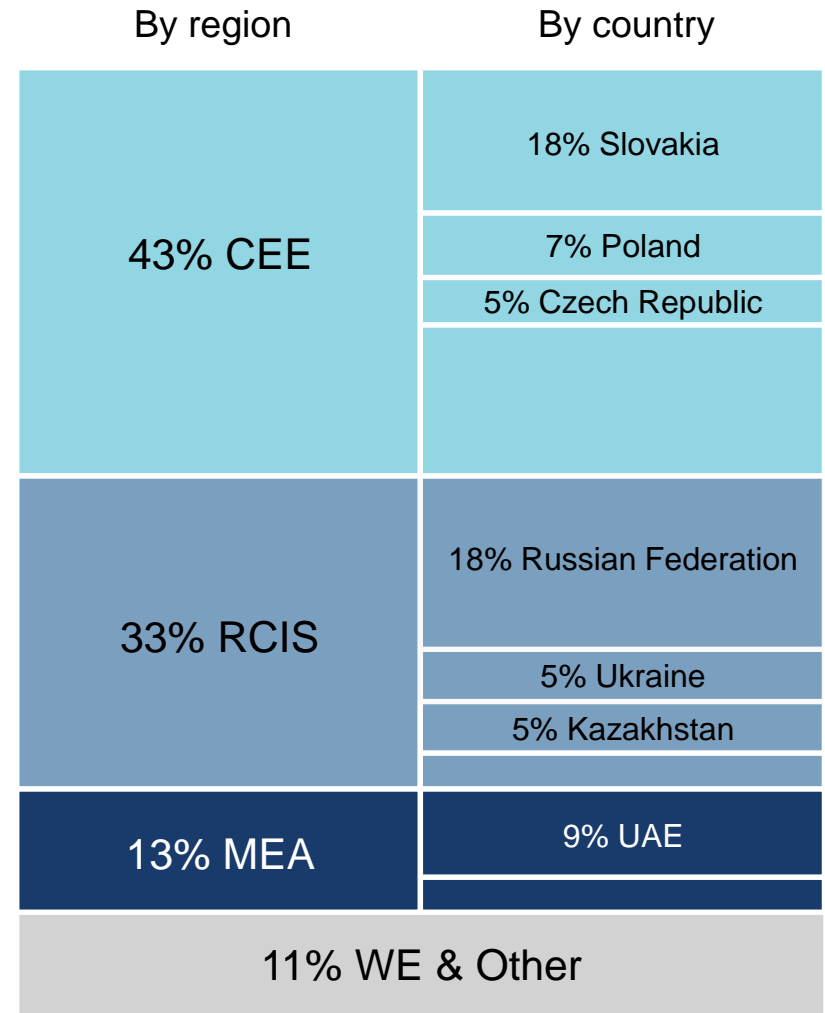
- REVENUE: \$ 1.55 billion
- NET PROFIT: \$ 979 thousands
- EBITDA: \$ 19,134
- Listed on WSE since Oct'2007
- Ticker Symbol: ASB

Revenue, \$ Bln



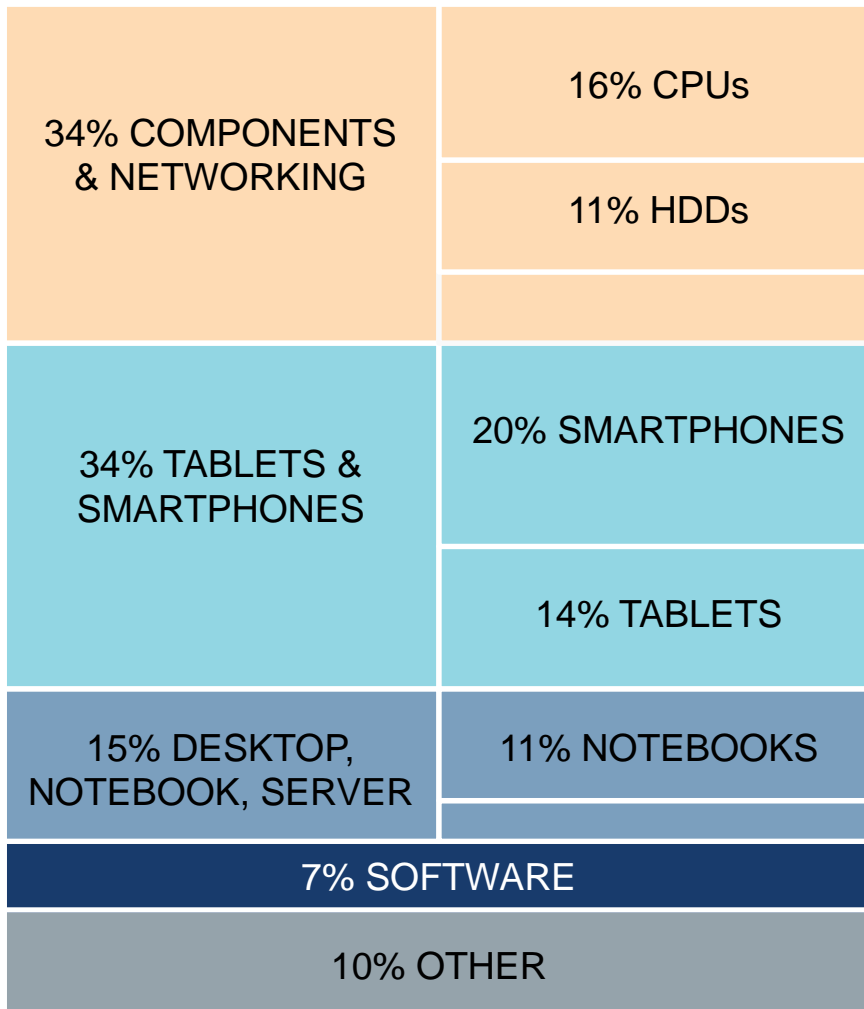
Expert in distribution in EMEA Emerging Markets

- Information and Communication Technology products and solutions
- Full coverage of EMEA Emerging Markets
- Biggest single markets: Russia, Slovakia and the U.A.E.



• The breakdown by region & by country in the twelve month periods ended Dec 31st , 2014

Expert in distribution in EMEA Emerging Markets



Economic Profit strategy through Focus on

Leading global IT components vendors:

- CPU: INTEL, AMD
- HDD: Seagate, HGST, Western Digital, Toshiba
- Memory, Networking, Graphics

Top international brands:

- Tablets & Smartphones: Apple, ASUS, Blackberry, GSmart, Lenovo, Prestigio
- PC, Notebooks & Servers: Acer, ASUS, IBM, Hewlett-Packard, Dell, Lenovo, Toshiba
- Software: Microsoft, Cisco, Kaspersky, AVG, Oracle

Distributed Product Groups

COMPONENTS & NETWORKING

AMD, INTEL, SEAGATE, HGST, WESTERN DIGITAL, KINGSTON, QLOGIC, SAPPHIRE, SILICON POWER, TOSHIBA, TRANSCEND, TP-LINK, CISCO, UBIQUITI, D-LINK, NETGEAR, LINKSYS, MIKROTIK, ADAPTEK, PROMISE, ZYXEL

NOTEBOOKS AND PCs

APPLE, DELL, LENOVO, HEWLETT PACKARD, TOSHIBA, ACER, ASUS, FUJITSU

BRANDED SMARTPHONES AND TABLETS

APPLE, ASUS, BLACKBERRY, GIGABYTE, PRESTIGIO, LENOVO, SAMSUNG

SOFTWARE

MICROSOFT, ORACLE, VMWARE, ADOBE, KASPERSKY, ESET, AVG, DRWEB, KERIO, MCAFEE

SERVERS

IBM, DELL, HEWLETT PACKARD, CISCO, FUJITSU, SUN, SUPERMICRO, INTEL, XYRATEX, NETGEAR

PERIPHERALS, IMAGING, ACCESSORIES

AOC, APC, BELKIN, CANON, CANYON, CYGNETT, EATON, EPSON, GRIFFIN, KONICA MINOLTA, LEXMARK, LG, LOGITECH, MELLANOX, MICROLAB, OKI, PHILIPS, SAMSUNG, SONY, XEROX

“One stop shop” Distributor

- More than 15,000 products in portfolio from over 150 vendors
- Full range of IT components, blocks and peripherals, mobile ICT systems
- A-branded finished products like desktop PCs, laptops, tablets, smartphones, servers and networking.
- Strong focus on communication devices, smartphones and tablets
- One-Stop-Shop: complete solutions to assemblers and system integrators
- One-Stop-Shop: broad assortment of products and brands to retail and specialized shops



Experienced Management Team and Local Expertize



ASBIS Group's management team consists of experienced executives. The CEO of ASBIS has been with the Group since its inception in 1990, while a number of its key executives have worked with the Group for longer than ten years. In addition, ASBIS' regions and subsidiaries are managed by local experienced managers, which provides the Group with strong expertise and understanding of the diverse markets in which it operates.

Wide Customer Base



- More than 32,000 active customers and over 75,000 – in the database
- All Channels covered: assemblers, system integrators, local brands, SMB, online and retail chains
- In-depth understanding of fast-changing ICT markets
- Knowledge of diverse cultural, linguistic and legal landscapes
- Focus and unique competence in Consumer space

Online B2B marketplace

- More than 25 b2b e-shops
- > 55% of transactions online
- Full-scale online catalogue
- Detailed product descriptions
- Real-time availability and pricing
- Order placement at any moment, 24 hours a day / 7 days a week
- Automatic supply reservations
- Online e-warranty

The image displays three overlapping screenshots of the ASBIS B2B Marketplace website. The top screenshot shows the homepage with a search bar, navigation menu, and featured product categories like 'Prestigio products', 'Prestigio solutions', and 'IT components'. The middle screenshot shows a search results page for 'Smartphone' with a list of products including 'PRESTIGIO GRACE PSP757', 'PRESTIGIO GRACE X3 PSP345 DUO', and 'PRESTIGIO GRACE X3 PSP347 DUO'. The bottom screenshot shows a detailed product view for the 'PRESTIGIO GRACE X3 PSP345 DUO' smartphone, highlighting features like 'Ultra slim body (only 5.5 mm) made of glass and metal' and 'Super AMOLED display'.

Marketing support

- Variety of incentive and loyalty programs for our partners
- Joint marketing activities and exclusive offers
- Efficient supervision and execution of Vendor's marketing programs
- ASBIS Bonus Club (ABC) – incentive program for sales teams of our retail partners



Vendors and Industry Awards

2014

Government of Cyprus

CIPA International Investment Awards 2014

Lenovo

Top Distributor FY 2013/2014 in Slovakia

VAR COC Awards

Components Distributor of the Year in Middle East

Channel ME Awards

Retail Distributor of the Year in Middle East

EMEA Channel Academy

2014 Awards: Channel Excellence

2013

IBM

IBM Distribution Partner of the Year 2013 in Slovakia

Seagate

EMEA Distributor of the FY2013

Intel

In Recognition of Smartphone and Tablet Engagement in 2013

2012

WSE

For the Outstanding Investor Relations

DELL

Distributor of the Year 2011 in Ukraine

AMD

Distributor of the Year in EMEA Fast Growing Markets

