



ASBISc Enterprises PLC

May 2015

Over 20 Years in the Distribution



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

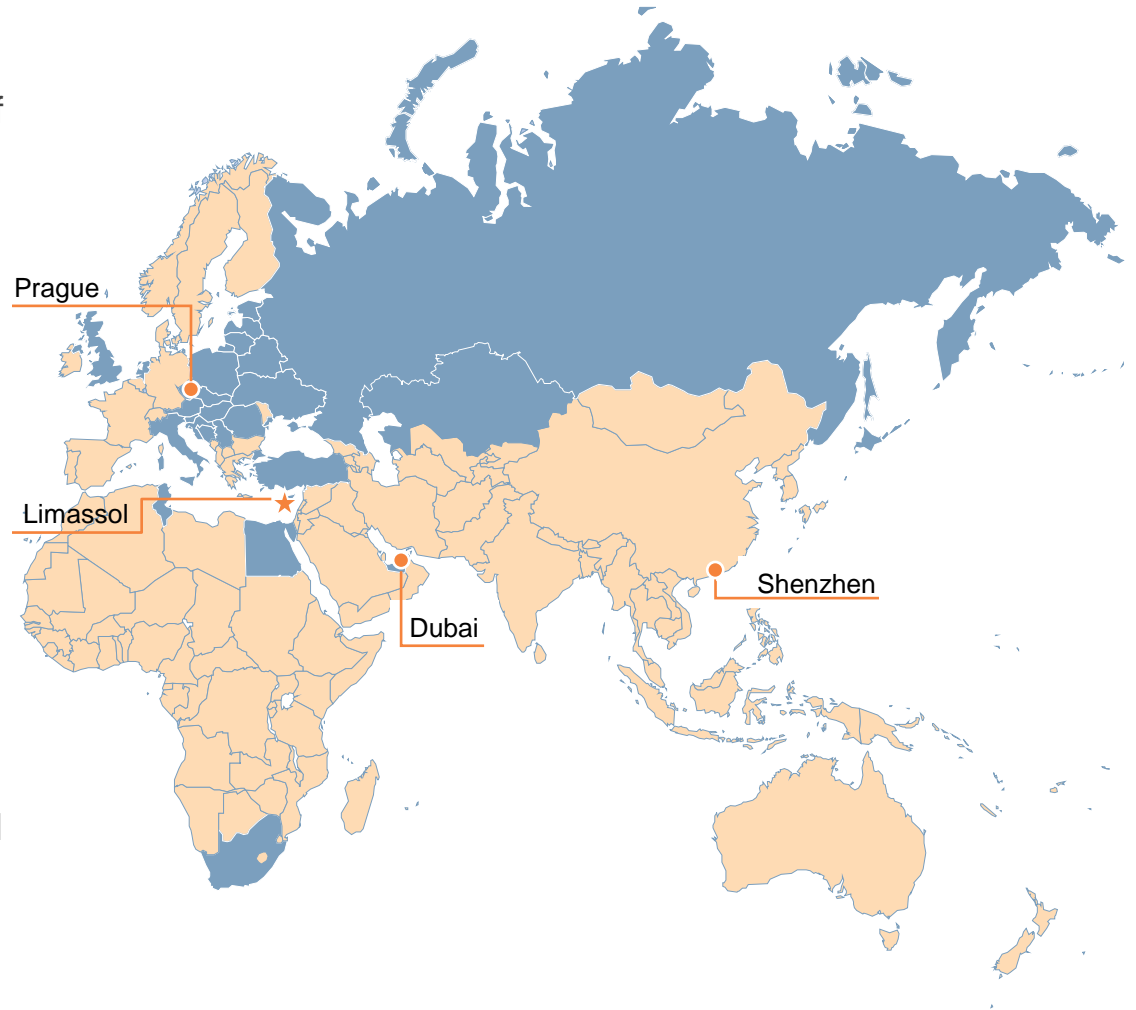
Company Highlights

- Founded in 1990
- Headquartered in Limassol (Cyprus) since 1995
- More than 27,000 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 fast 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

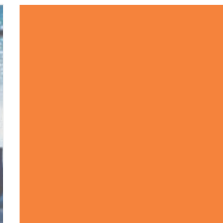
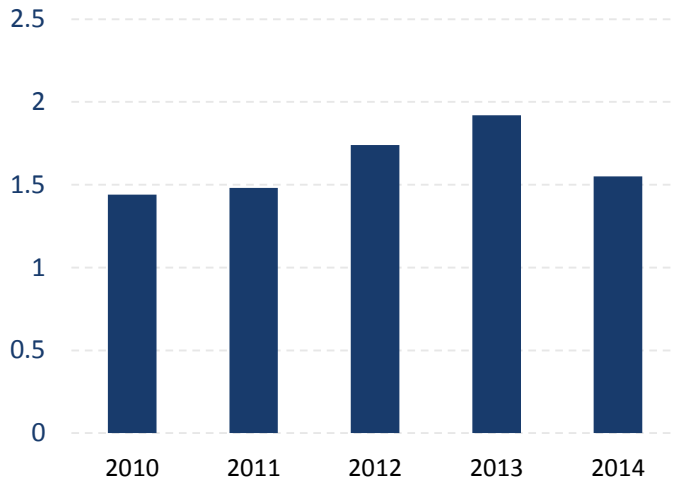
- Full CEE coverage: local offices in key cities
- In-country stock points: continuous availability of most demanded products
- Local Teams: local language communication and deep knowledge of local market



Financial Highlights 2014

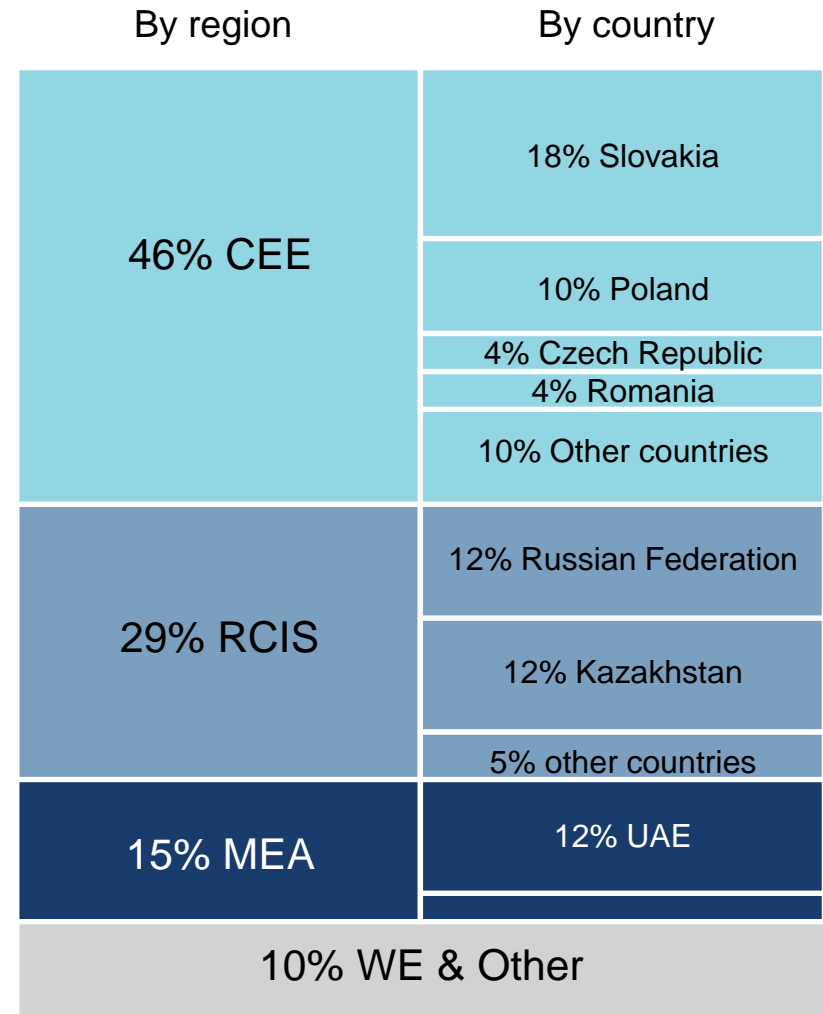
- REVENUE: \$ 1.55 billion
- NET PROFIT: \$ 979 thousand
- EBITDA: \$ 19,134 thousand
- Listed on WSE since Oct'2007
- Ticker Symbol: ASB

Revenue, \$ Bln



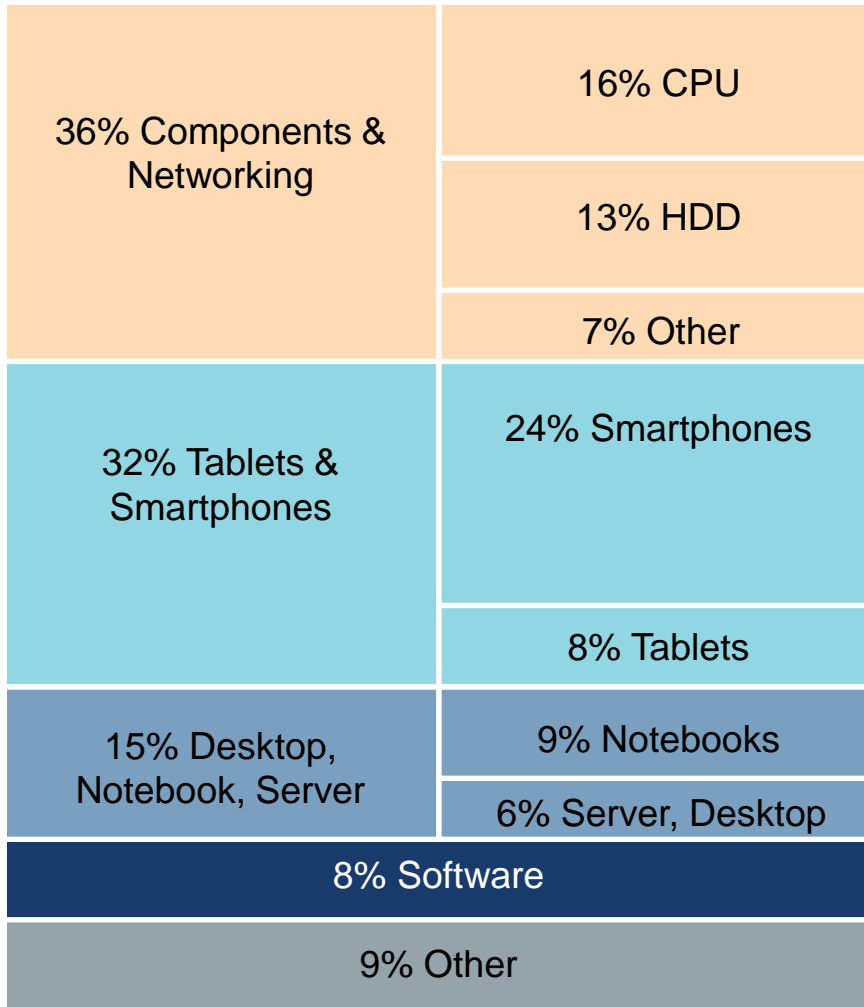
Expert in distribution in EMEA Emerging Markets

- 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 three month periods ended March 31st , 2015

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

• The breakdown by product lines in the three month periods ended March 31st , 2015

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.
- focus on communication devices, smartphones and tablets
- One-Stop-Shop: complete solutions to assemblers and system integrators
- Broad assortment of products and brands to retail and specialized shops



Wide Customer Base



- More than 27,000 active customers and over 50,000 – 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

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.

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 two screenshots of the ASBIS B2B Marketplace website. The top screenshot shows the homepage with a search bar, navigation menu, and product categories like 'Prestigio products', 'Prestigio solutions', and 'IT components'. The bottom screenshot shows a product listing page for 'Prestigio Grace' smartphones, with a detailed view of the 'Prestigio Grace' smartphone showing its specifications and features.

ASBIS B2B Marketplace

ASBIS news
Dell Unveils New Features for Dell Precision Mobile Workstations
Dell LAPTOP MONITOR
Dell Reveals Updated Portfolio of Consumer Devices
Dell Browse the new DELL Product

BROWSE online catalogue by product type
Enter keywords
Select product type
Select manufacturer

Prestigio products
Prestigio solutions
IT components

ASBIS Enterprises Ltd
43 Kolesnikov Street, Diamond Court
4103 Limassol, Cyprus

PERSONAL
Language: English
Show 20 lines [1-20] [21-40] [41-60] [61-80] [81-100] Total 133 lines found

PRODUCT TREE
A/D Board for LCD Monitor
Adapters
Air conditioners
Alarms
Applications (Server) License
Bluetooth Adapter
Bluetooth Hands Free
Bluetooth Headset
CPU Desktop
CPU Mobile
CPU Server
Cables
Cables Audio Video
Cables HDMI
Cables Parallel
Cables USB
Cables VGA
Car Video Recorder
Carrying Case
Cellular Phone
Chargers and batteries
Connector
Peripherals

Dummy article
Product: PPS75BLACK Price: 0, USD

PRESTIGIO GRACE PSP757 (Single-sim, 5.99" FHD 1080x1920, Dual Gorilla Glass, Octa Core HT5512 1.7GHz, Android 4.4, RAM 2GB+48MB 1GB, 13MP AP+5MP PF, 2300 mAh) Black Retail
Product: PPS757BLACK Price: 471.04, USD

PRESTIGIO GRACE X3 PSP345 DUO (Dual sim,4.5" FVWGA 480x854 IPS, Quad Core 1.3GHz, Android 4.4, RAM 1GB + 48MB 8GB, 5.0MP FH+5.0MP AF, 1650 mAh battery) Blue Retail
Product: PPS345DUOBLUE Price: 0, USD

PRESTIGIO GRACE X3 PSP345 DUO (Dual sim,4.5" FVWGA 480x854 IPS, Quad Core 1.3GHz, Android 4.4, RAM 1GB + 48MB 8GB, 5.0MP FH+5.0MP AF, 1650 mAh battery) White Retail
Product: PPS345DUOWHITE Price: 130.47, USD

PRESTIGIO GRACE X3 PSP470 DUO (Dual sim,4.7" IPS qHD 540x960, Full laminated, Dual Core 1.3GHz, Android 4.4, RAM 1GB + 48MB 8GB, 5.0MP AP+5.0MP RC with LED, 1800 mAh battery) Blue Retail
Product: PPS470DUOBLUE Price: 0, USD

PRESTIGIO GRACE X3 PSP470 DUO (Dual sim,4.7" IPS qHD 540x960, Full laminated, Dual Core 1.3GHz, Android 4.4, RAM 1GB + 48MB 8GB, 5.0MP AP+5.0MP RC with LED, 1800 mAh battery) White Retail
Product: PPS470DUOWHITE Price: 0, USD

PRESTIGIO MUZE A3 PSP342 DUO (Dual sim,4.5" IPS FVWGA 480x854, Quad Core 1.3GHz, 1.9G, 1200 mAh battery) Black Retail
Product: PPS342DUOBLACK Price: 0, USD

PRESTIGIO MultiPhone PAP310 DUO (Dual sim,3.5" HVGA 320x480 TFT, HT5570 5.5mm, 1.9G, 1200 mAh battery) Black Retail
Product: PAP310DUO Price: 84, USD

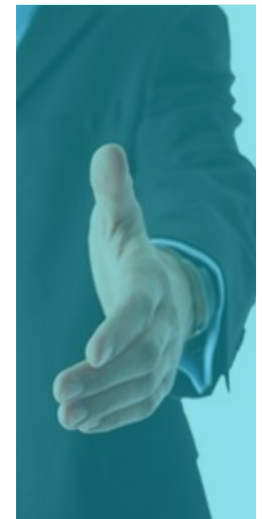
PRESTIGIO MultiPhone PAP400 DUO (Dual sim,4" HVGA 480x800 TFT, HT5570 5.5mm, 1.9G, 1200 mAh battery) Black Retail
Product: PAP400DUO Price: 84, USD

ASBIS B2B Marketplace
B2B Marketplace > Smartphone > Prestigio > PPS757BLACK

Product Information
General Information
Prestigio Grace
A SMARTPHONE TOO SLIM TO BE SEEN
• Ultra slim body (only 5.5 mm) made of glass and metal
• 5.0" FullHD (1920x1080) Super AMOLED display
• Superior imaging: 13.0 MP AP + 5.0 MP camera
• Powerful 1.7 GHz Octa Core CPU + 2 GB RAM
• Android 4.4 KitKat

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

