

ASBIS[®]

SUCCESS THROUGH FOCUS

CORPORATE UPDATE

March 2022





OVER 30 YEARS IN IT INDUSTRY

ASBIS Group is a leading Value Add Distributor, developer and provider of IT, IoT products, solutions and services to the markets of Europe, the Middle East and Africa (EMEA) with local offices in 27 countries.

The business of ASBIS is based on four pillars: distribution of hardware and software for Client Computing and Data Centers, consumer business development, full stack in creation of world class products and complex solutions & projects to large enterprises.

FAST FACTS ABOUT ASBIS



Subsidiaries
in 27
countries



20 000
active customers
in 56 countries



2 000+
employees



Revenue
\$ 3.1 B
in 2021



2
Distribution
centers



More than
110 000
SKUs in portfolio



Headquartered in
Cyprus
since 1995



Over
240
vendors



#ASB
Listed on WSE
since 2007

2021

Revenue:

\$ 3.1 B ▲ +30% YoY

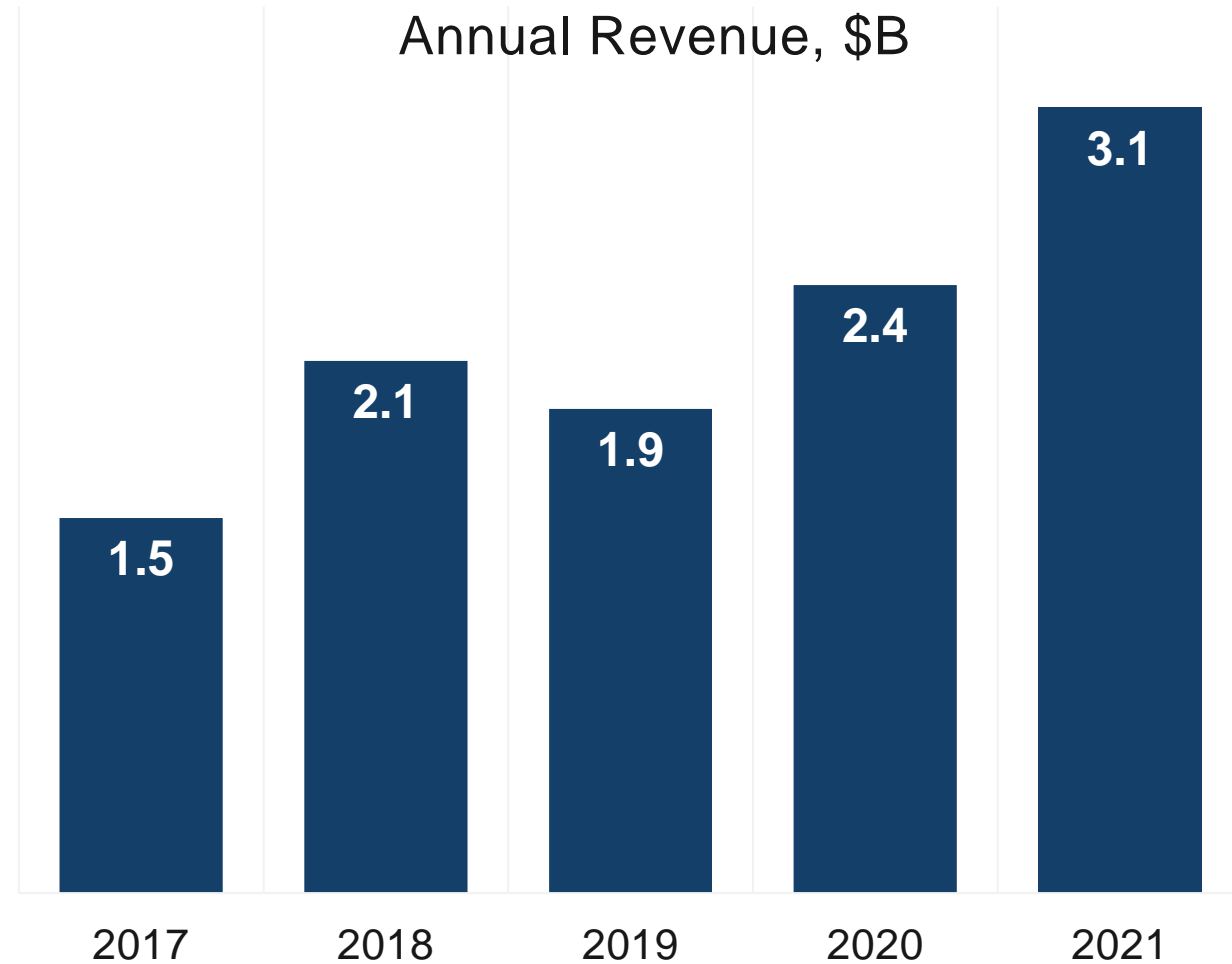
Gross Profit:

\$ 218.5 M ▲ +58% YoY

NPAT:

\$ 77.1 M ▲ +111% YoY

FINANCIAL HIGHLIGHTS



CENTRAL EUROPE

Bosnia
Bulgaria
Croatia
Cyprus
Czech Republic
Hungary
Poland
Romania
Serbia
Slovakia
Slovenia

EASTERN EUROPE

Belarus
Russia
Ukraine

BALTIC

Estonia
Latvija
Lithuania

CAUCASUS

Armenia
Azerbaijan
Georgia

CENTRAL ASIA

Kazakhstan

MIDDLE EAST

United Arab
Emirates

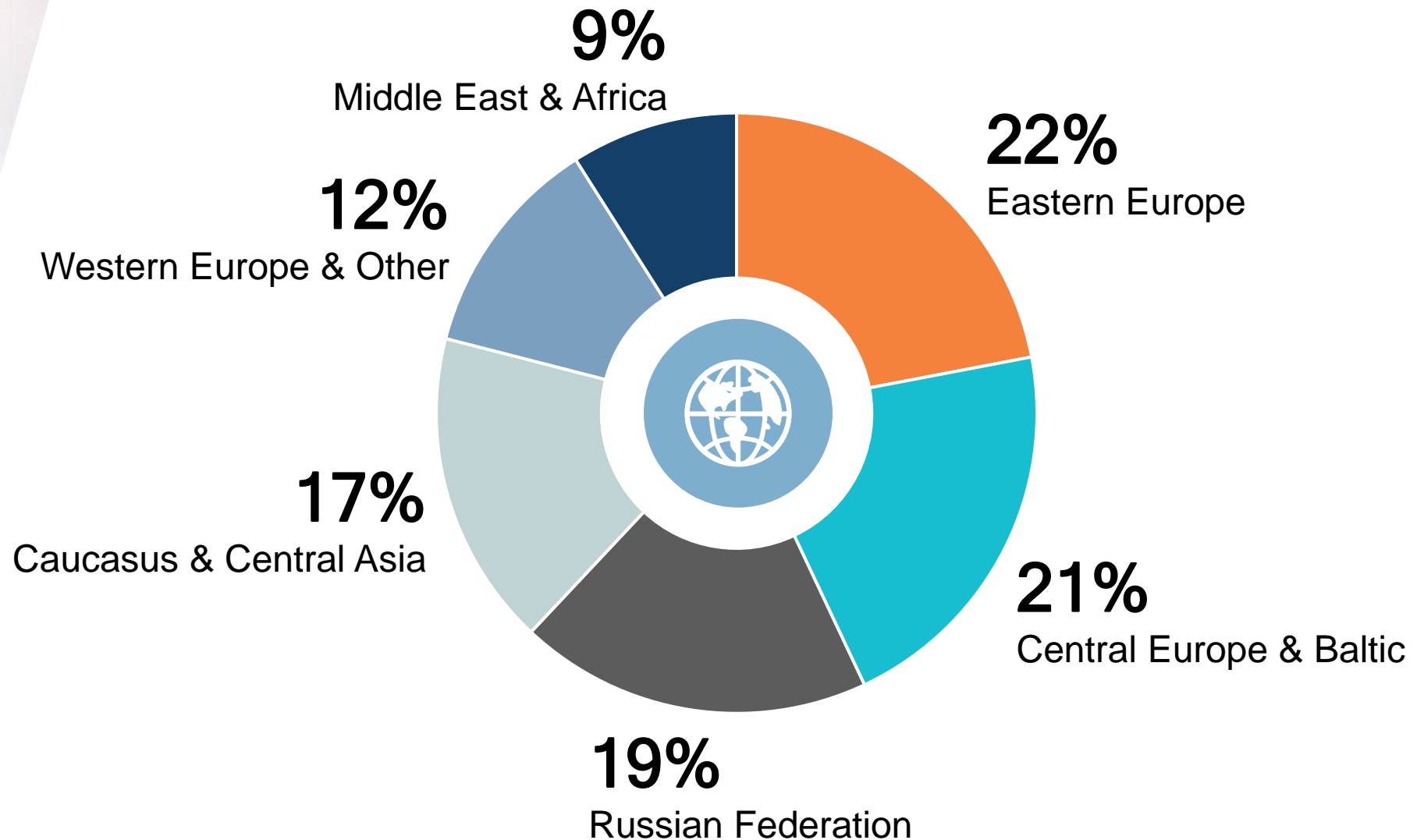
AFRICA

Algeria
Egypt
Morocco
South Africa
Tunis

SUBSIDIARIES IN 27 COUNTRIES OF EMEA



EXPERT IN DISTRIBUTION ON EMEA MARKETS



COMPANY KEY BUSINESS DIRECTIONS



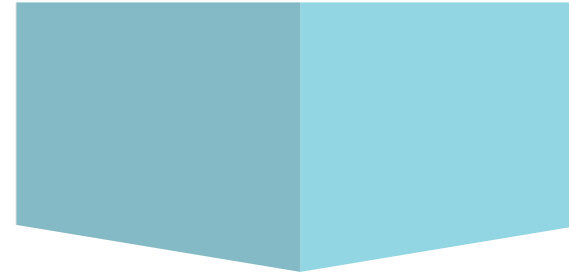
IT DISTRIBUTION

More than 110 000 IT products from leading manufacturers



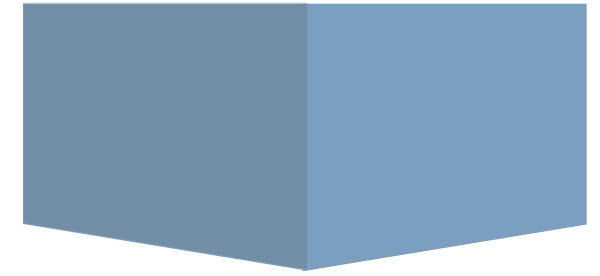
CONSUMER BUSINESS

E-commerce, Retail, trade-in business and services



ASBIS OWN BRANDS

Research & Development, manufacturing and go to market strategy



ENTERPRISE SOLUTIONS

All-round IT solutions for diverse vertical markets



A BROAD BUSINESS PORTFOLIO

SERVERS & STORAGE

AsRock, AIC, ASUS, Ceph, Chenbro, Cisco, Dell, EMC, ExaGrid, Excelero, Gigabyte, HPE, IBM, Infinidat, Infortrend, Inspur, Intel, Nexenta, OSNexus, Overland, PNY, Promise, Pure Storage, QCT, QNAP, Scality, Seagate Storage, StorageCraft, Stratus, Supermicro, Synology, Tandberg, Tintri, Tyan, VAST Data, VMware vSAN, Weka, Western Digital

NETWORKING & NETWORKING SECURITY

A10 Networks, Broadcom, Check Point, Cisco Systems, Dell EMC, HPE, Intel, MikroTik, Mimosa Networks, NVIDIA Networking, QLogic, SonicWall, TP-Link, Ubiquiti

DATA CENTER INFRASTRUCTURE

APC by Schneider Electric, Eaton, Legrand, Vertiv

COMPONENTS

AMD, Asus, Crucial, Gigabyte, Intel, Kingston, Micron, MSI, PNY, Samsung, Sandisk, Sapphire, Seagate, Solidigm, Toshiba, Transcend, TUL, Western Digital, XFX

SMARTPHONES & TABLETS

Apple, Asus, Lenovo, Prestigio, Samsung

DESKTOP & LAPTOP PC

Acer, Apple, Asus, Dell, Hewlett Packard, Gigabyte, Lenovo, Toshiba

COMPUTER PERIPHERALS AND ACCESSORIES

Canyon, Logitech, Prestigio

GAMING GEAR

Canyon Gaming, Corsair, Cougar, HyperX, Logitech G, Lorgar, Razer, SteelSeries

DOMESTIC APPLIANCES

Aeno, Haier, TCL

TV, AUDIO, VIDEO CONFERENCING

B&O, Haier, JBL, Logitech, LOEWE, Prestigio, TCL, Thomson

SOFTWARE

ABBYY, Arcserve, Avast, BlackBerry, Eset, IVI, Macpaw, Micro Focus, Microsoft, Nexenta, Oracle, VMware, Yandex

ONE - STOP - SHOP DISTRIBUTOR

- Over 110,000 products in portfolio from more than 240 vendors



- Business solutions, Servers, enterprise storage and networking



- Trusted supplier to datacenters, CSP, ISV Integrators and VARs



- Full range of Server and Desktop components, blocks and peripherals

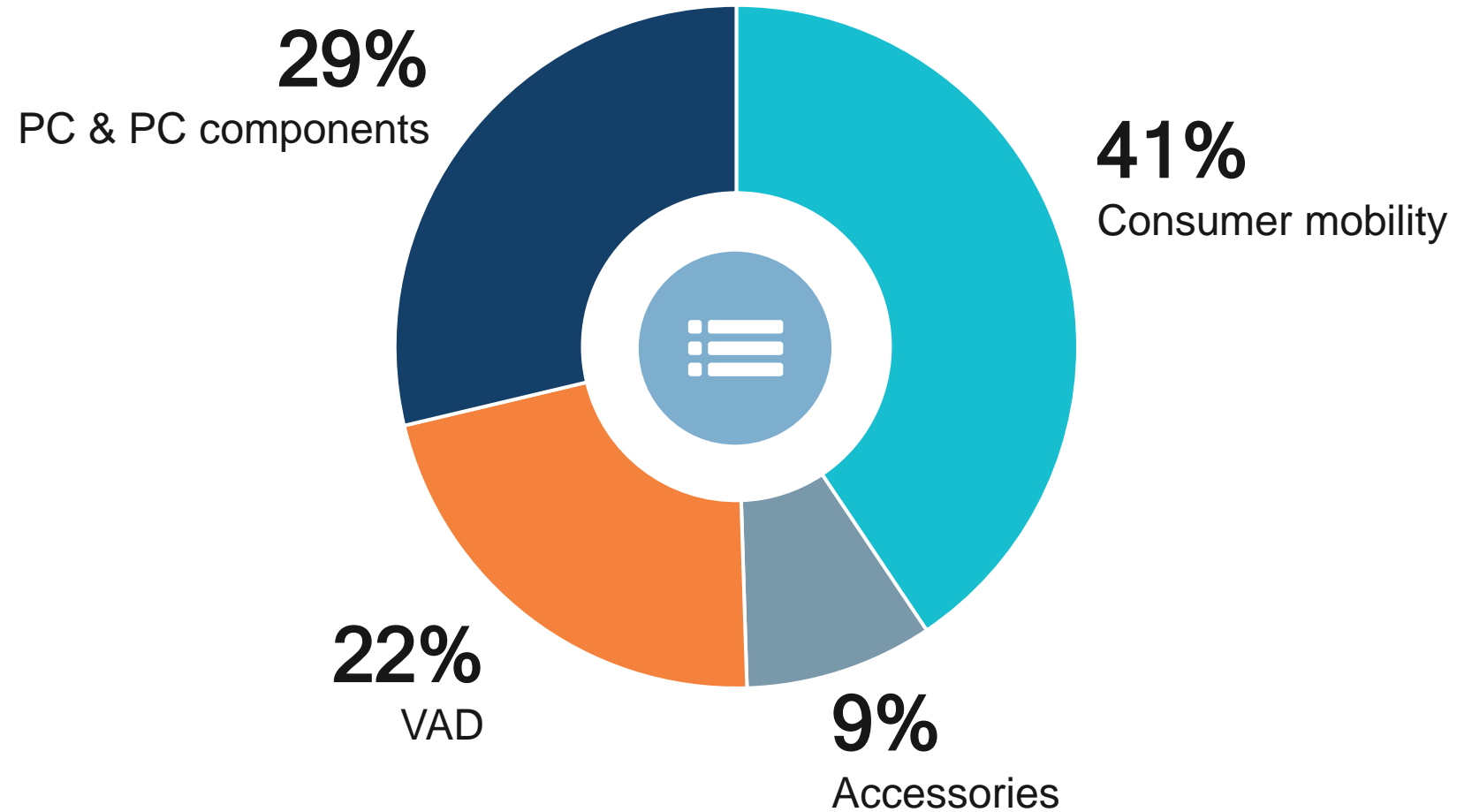


- Desktops, laptops, tablets and smartphones of top brands



- Broad assortment of products and brands to e-tail, retail and specialized shops

DISTRIBUTED PRODUCT GROUPS

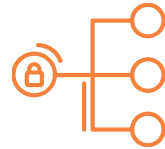


PROJECT DISTRIBUTION



A-BRAND & WHITE BOX SERVERS

Leverage future-ready technology for servers, storage, networking, passive infrastructure, systems management and software



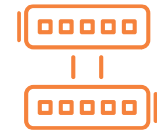
NETWORKING & SECURITY

Solutions to organize networking among computing devices and systems, to exchange information and share resources securely



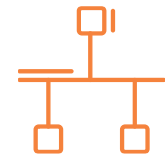
STORAGE SOLUTIONS

Solutions for clients and Data Centers. Based on Flash, SSD, HDD from market leaders. Optimized for your applications



INFRASTRUCTURE

Integrate and automate all your critical IT functions



SERVICES

Professional services in Project management, IT strategy development, process and infrastructure analysis, maintenance and training.

BUSINESS SOLUTIONS



DIGITAL SIGNAGE

Displays, Totems, video walls, shelf displays accompanied with powerful DS content management system, promo planning and amazing interactive analytics



INTERNET OF THINGS

IoT platform for cloud or on-premise, IoT Routers, sensors, loS, Android apps allow to make scenarios triggered by events or time settings. Solutions for Home, Office, Industrial IoT needs



VIDEO SURVEILLANCE

Extract the value and intelligence from the video content captured – gain insights , manage traffic or provide more efficient operations.



POINT OF SALES

Change the way you interact with customers. Implement modern solutions, save costs while delivering a flexible and new experience.



MODERN WORKPLACE

Mobile Office, productivity tools, Mac, iPad, iPhone for business. Efficient and secure solutions



COLLABORATION

Video Conferencing, Interactive Boards, Remote workplaces, Connected client devices combined in turnkey solutions according your needs



RFID SOLUTIONS

Real-time data collection about objects at all stages of business process.



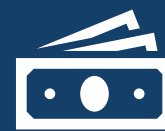
REMOTE DEVICE MANAGEMENT

Solution makes mobile device management simple and secure, enhancing employee productivity with reduce IT support enquiries.

CONSUMER DISTRIBUTION



- **PRODUCT FOCUS:** PC Peripherals and Gaming, TV and Home Appliance, Premium Audio-Video Products, Printing Solutions, Electronic Software Distribution



- **MAXIMIZE SELL-OUT** by increasing our supply planning and allocation efficiency via Collaborative Planning, Forecasting, and Replenishment process with our key retail partners



- **COVERING ALL KEY E-TAIL AND RETAIL** across our region within E-Tail, Consumer Electronics, Telco, DIY, FMCG, Specialized Hi-Fi and Gaming retail, Apple Resellers, etc.



- **DATA MANAGEMENT** allows to measure efficiency for our promoters in each POS and improves the efficiency of sell-out driven activities



- **MARKETING STRATEGIES**, including digital and offline communications, are based on the data insights and benchmarks for sustainable business development



- **OWN ELECTRONIC DISTRIBUTION PLATFORM** performing over 3M transactions annually through 31000 integrated POS with products of strategic vendors, plus own brands

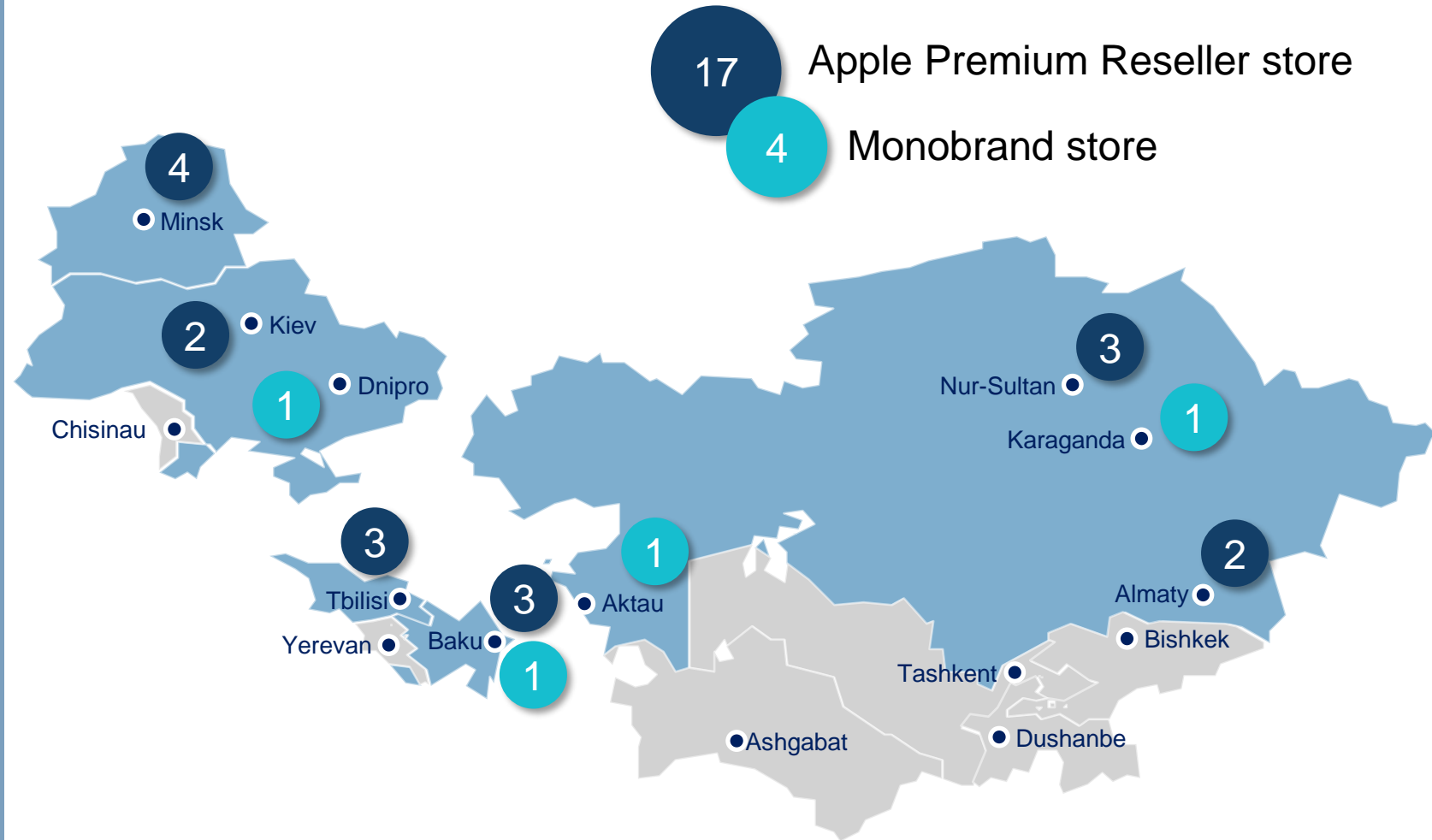
APPLE: ASBIS APR INVESTMENTS

ASBIS is an authorized distributor of Apple products in 11 countries including:

- Armenia
- Azerbaijan
- Belarus
- Georgia
- Kazakhstan
- Kyrgyzstan
- Moldova
- Tajikistan
- Turkmenistan
- Ukraine
- Uzbekistan

As an Apple Premium Reseller, ASBIS operates 17 stores in five countries.

In 2022 ASBIS plans to open another 6 new stores.



- Tablets and Notebooks
- Smart devices and accessories
- Innovative solutions for business and education
- Smart watches
- Power banks
- Accessories for computers and mobile devices
- IoT routers
- Small domestic appliances
- Gaming devices

ASBIS OWN BRANDS



Prestigio is an international brand that has been offering a wide range of consumer electronics for home, education, and business for 20 years. www.prestigio.com



Canyon is a dynamically growing brand of high-quality and stylish, yet affordable mobile accessories, computer gadgets and wearables. www.canyon.eu



Perenio is a tech brand, specialized in the IoT and created a multifunctional IoT router Elegance and smart plug Power Link from hardware to software and platform. www.perenio.com



Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level. www.lorgar.eu



AENO is a young dynamic brand of smart household appliances. www.aeno.com

EXCELLENCE IN OPERATIONS



ASBIS Group's management team consists of experienced executives, providing the Group with strong expertise and understanding of the diverse markets in which it operates.



With a strong presence in countries where the Group operates the company provides deep knowledge of various cultural, linguistic and legal landscapes.



Own central distribution centers in CZ and UAE with 15 000 m2+ combined storage capacity. Logistic teams and warehouses in countries of operations offering local processing, storage and prompt deliveries.



360° insurance approach: Credit insurance, Cargo insurance, Product insurance, FX risk management. International underwriters consider ASBIS Group a low risk.



In-depth understanding of fast-changing ICT markets and experience in various distribution channels: assemblers, system integrators, large enterprises, government, SMB, online and retail chains.



Master Distributor and Authorized Distributor status from leading worldwide vendors with beneficial contract terms providing additional advantages to next level partners.



VENDORS AND INDUSTRY AWARDS

- **Marketing Partner for year 2021 (EMEA)**
INFINIDAT Channel Partner Award, ASBIS
- **The Best Enterprise Distributor East Europe FY2021**
Western Digital Partner Awards 2021, ASBIS
- **The Best Volume Distributor of the Year 2021**
Channel Partners Conclave and Awards, ASBIS Middle East
- **Distributor of the Year 2021 Award,**
Dell Technologies, ASBIS Slovakia
- **Best Distributor in Surveillance FY2020**
TOSHIBA Star Awards, ASBIS Middle East
- **Channel Services Delivery Excellence**
Dell EMC Partner Award 2021, ASBIS Slovakia
- **ICT Distributor of the Year 2021**
“ICT Champion Awards” GITEX 2021, ASBIS Middle East
- **TOP DISTRIBUTOR PC & Compute 2021 Award,**
GEC Awards 8.0, ASBIS Middle East





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SUCCESS THROUGH FOCUS

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