



ASBIS[®]

SUCCESS THROUGH FOCUS

CORPORATE UPDATE

2020

30 YEARS IN IT INDUSTRY



ASBIS specializes in Value Added Distribution (VAD), B2B solutions for IT, IoT, AI and ICT products distribution from global suppliers.

Cooperating with the ICT industry giants, the Group's expert teams configure hardware products and software elements, cloud-based services and technologies to create commercially viable solutions of choice.



VISION:

Be the leading Value Add Distributor, OEM and Solutions Provider of IT, IoT, AI across CEE, FSU, MEA

MISSION is represented by focus areas:

- Develop and Market IT, IoT, AI solutions
- Excel in Volume Distribution
- Great focus to Value Added Distribution
- Grow profitably Own Brands
- Manage risks and Zero regulatory issues

ASBIS ORIGIN

1990

Founded in Minsk, Belarus

1995

Moved HQ to Cyprus



FAST FACTS ABOUT ASBIS



Subsidiaries
in 28
countries



20 000
active customers
in 56 countries



1 600+
employees



Revenue
\$ 1.9 Bn
in 2019



2
Distribution
centers



23 000
products
in portfolio



20 B2B e-shops
5 B2C e-commerce



Over
240
vendors



ASB
Listed on WSE
since 2007

FINANCIAL DYNAMICS

2018 Financial Highlights

Revenue:

\$ 2.1 B

Gross Profit:

\$ 98 M

NPAT:

\$ 12 M

2019 Financial Highlights

Revenue:

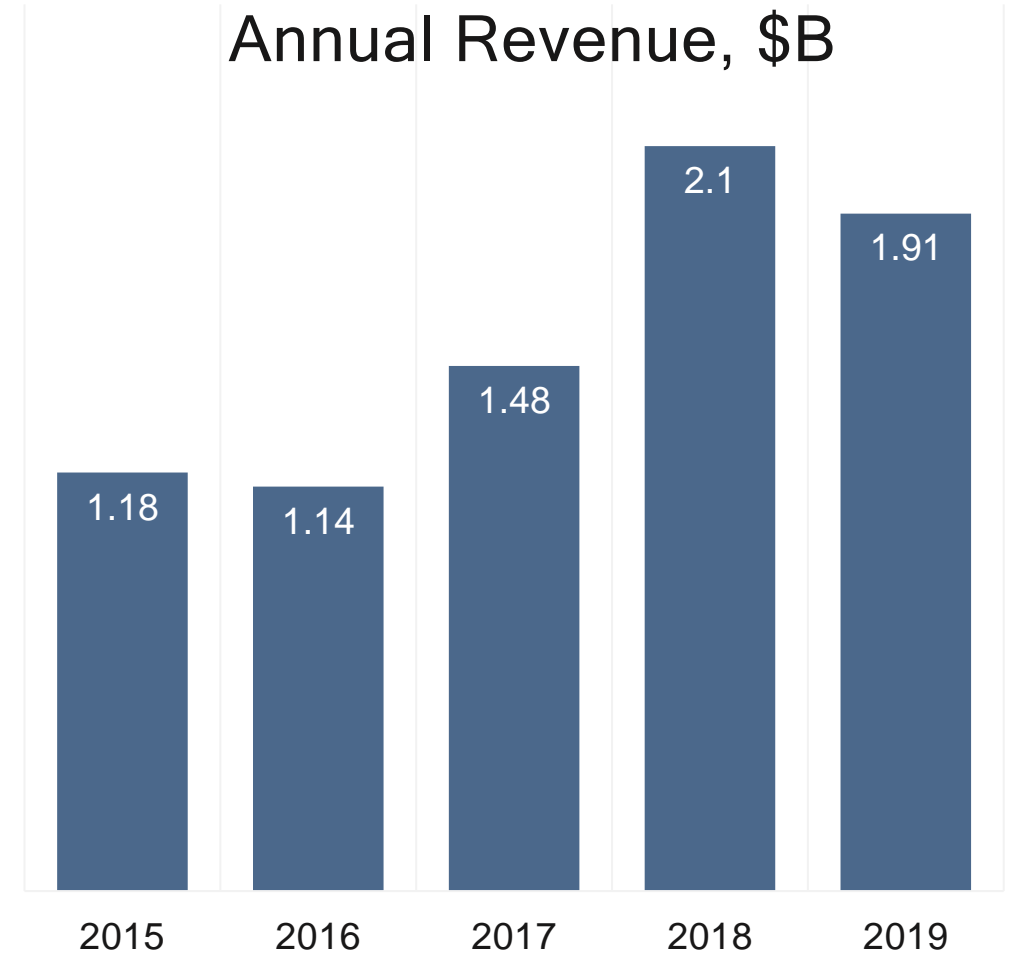
\$ 1.9 B

Gross Profit:

\$ 104 M

NPAT:

\$ 15 M



LOCAL IN 28 COUNTRIES OF EMEA

CEE

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

FSU

Belarus
Russia
Ukraine
Kazakhstan
Azerbaijan
Georgia
Uzbekistan (2020)

MIDDLE EAST

United Arab Emirates

AFRICA

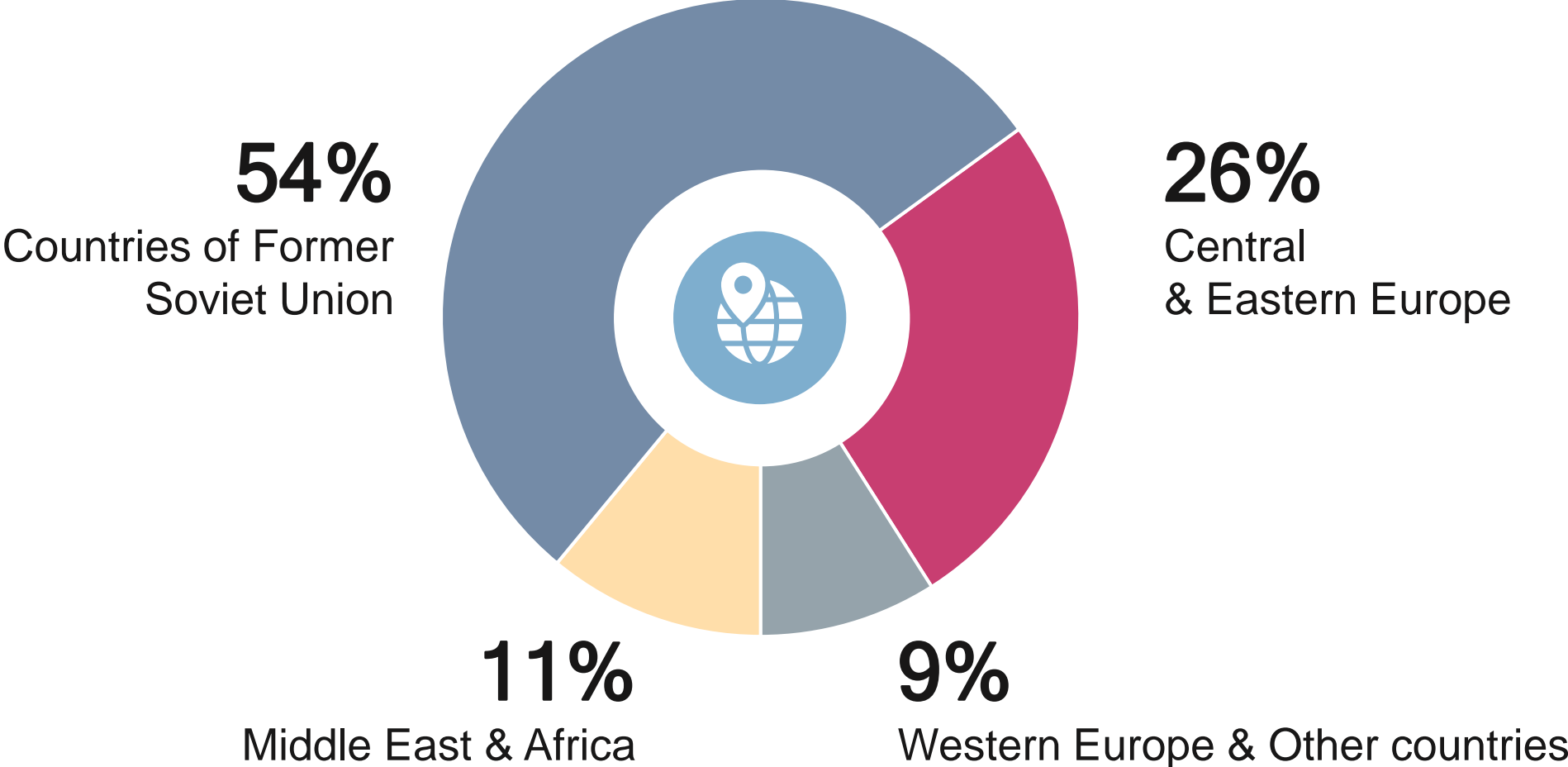
Morocco
Algeria
Tunis
Egypt
South Africa

BALTIC

Lithuania
Latvija
Estonia



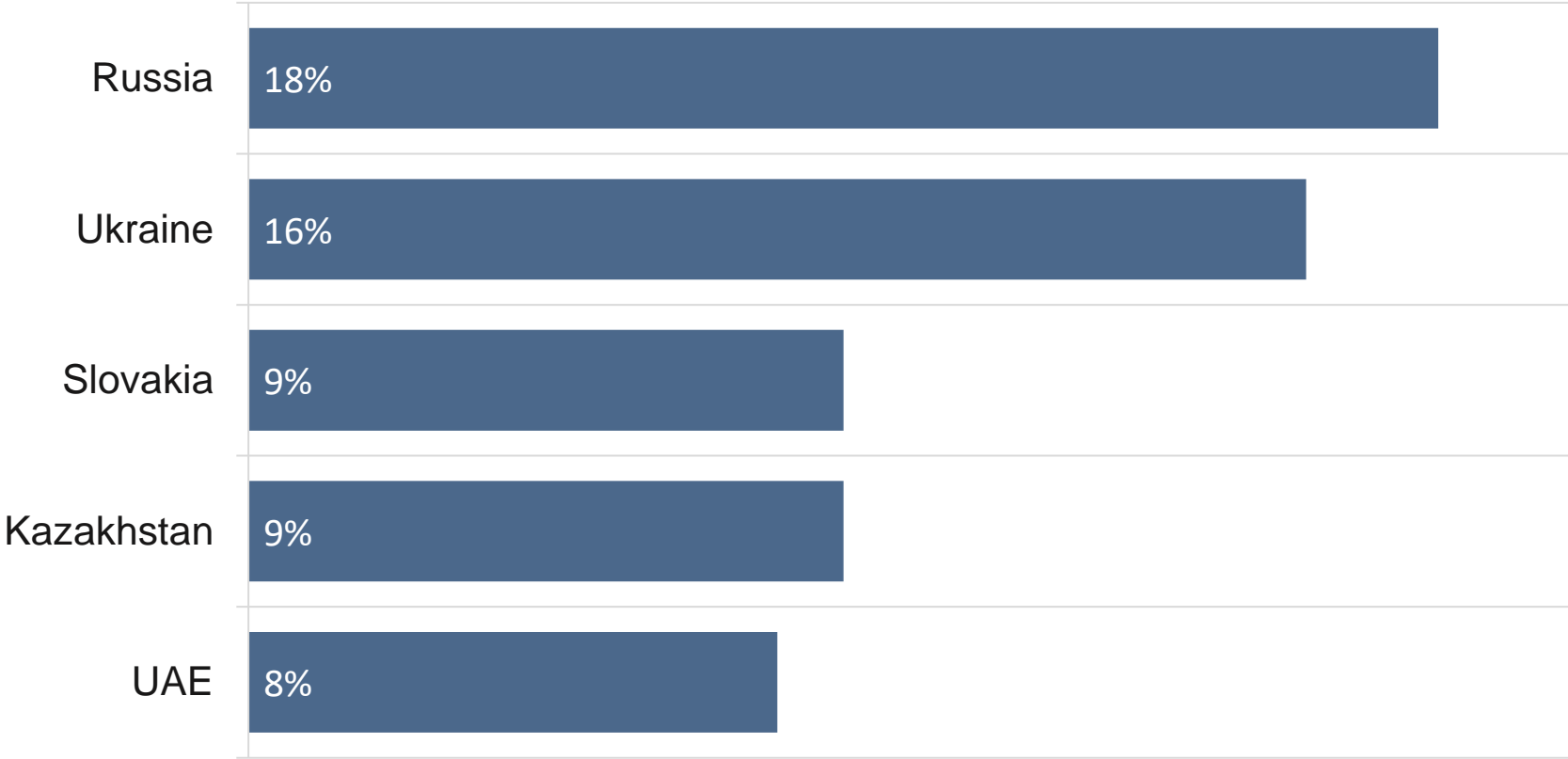
EXPERT IN DISTRIBUTION ON EMEA MARKETS



■ The breakdown by regions in the twelve-month period ended December 31st, 2019

BIGGEST SINGLE MARKETS

TOP 5 countries of the Group by revenue



▪ The breakdown by countries in the twelve month periods ended December 31th, 2019

VAD PROJECT BUSINESS



DIGITAL SIGNAGE

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



STORAGE SOLUTIONS

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



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.



INTERNET OF THINGS

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



COLLABORATION

Video Conferencing, Interactive Boards, Connected client devices combined in turn key solutions according your needs



CLOUD

With cloud solutions, you could increase your business flexibility and cut IT costs simultaneously with on-demand computer capacity.



HIGH PERFORMANCE COMPUTING

Process data and perform complex calculations at the highest operational rate for computers.



MODERN WORKPLACE

Mobile Office, productivity tools, Mac, iPad, iPhone for business. Affordable



SOFTWARE DEFINED INFRASTRUCTURE

Integrate and automate all your critical IT functions.



GDPR

Incorporate the General Data Protection Regulation (GDPR) in your company.



DATA CENTERS

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

ASBIS OWN BRANDS



Wide selection of electronics for home, education and business.

Prestigio products: televisions, tablets, laptops, smartphones, DVRs, Multiboards, interactive displays, electronic price tags and RFID-based technologies.

In 2019 world's first touchpad on keyboard Click&Touch appeared on the market.

prestigio.com



Canyon is a dynamic lifestyle worldwide brand that offers a wide range of stylish and trendy multimedia, mobile accessories, and computer peripherals designed for youth.

Created in line with latest fashion trends the cutting edge accessories from Canyon help young people to express themselves and underline their individuality.

canyon.eu

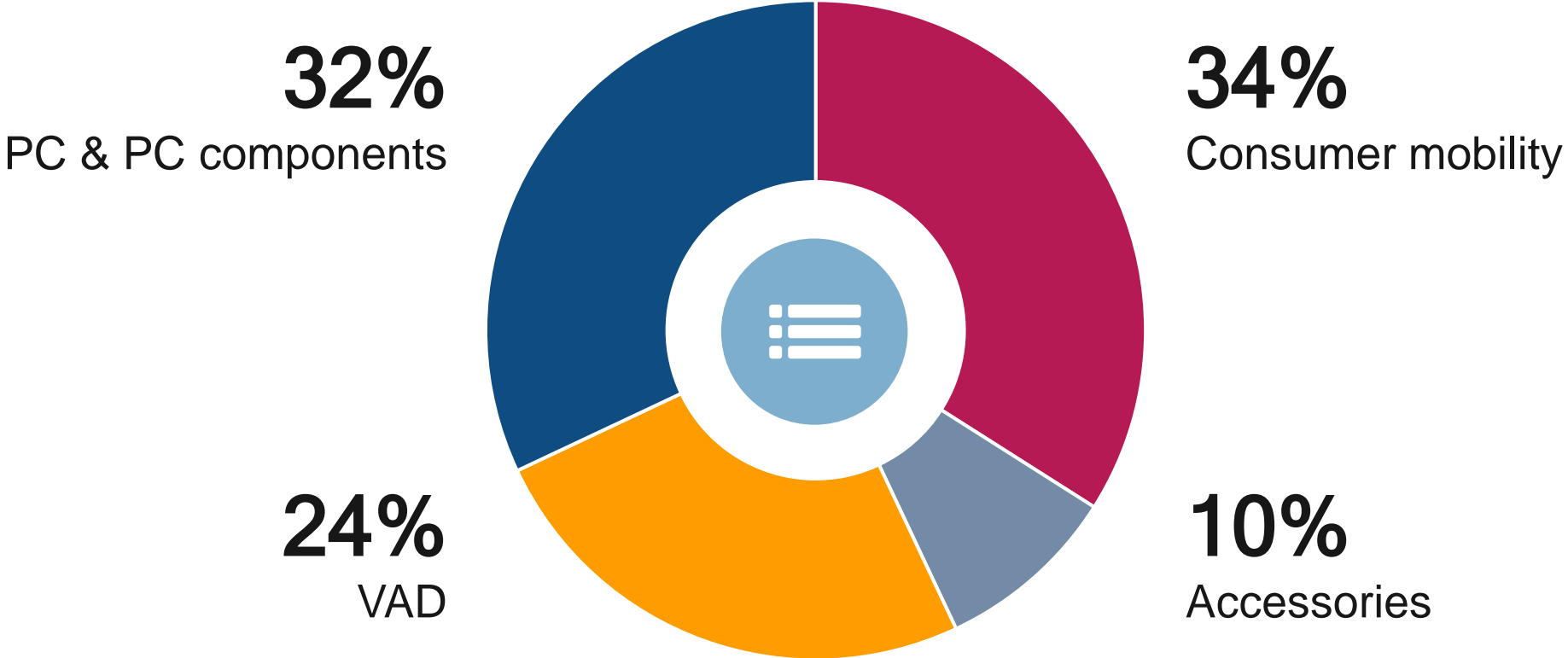


Perenio IoT is an innovative company that develops and manufactures building control and security systems.

The primary product is the Perenio building control system, a fully functional ecosystem for protecting your home and property.

perenio.com

DISTRIBUTED PRODUCT GROUPS



• The breakdown by product lines in the twelve month periods ended December 31st, 2019

A BROAD BUSINESS PORTFOLIO



SERVERS & STORAGE

Dell EMC, Intel, Supermicro, HPE, Gigabyte, QCT, AIC, Tyan, IBM, Cisco, Infinidat, Western Digital, Clusterstor, Infortrend, Accelestor

NETWORKING

Mellanox, HPE, Dell EMC, Intel, Qlogic, TP-link, Cisco, Ubiquiti, D-Link, Netgear, Sonicwall, Mikrotik, Zyxel

COMPONENTS

Intel, Seagate, AMD, Western Digital, Crucial, Micron, HGST, Toshiba, Kingston, Qlogic, Adaptec, LSI, XFX, Sapphire, Transcend, Asus, Gigabyte, MSI, Samsung, SanDisk

CLOUD SERVICES

Microsoft, Oracle, Cisco

SMARTPHONES & TABLETS

Apple, Asus, Prestigio, Lenovo, Samsung

DESKTOP & LAPTOP PC

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

SOFTWARE

Microsoft, Oracle, VMware, IBM, Adobe, Kaspersky, Eset, AVG, DRWeb, Kerio, McAfee, Nexenta, Maxta, Blackberry, Storagecraft, Compuverde

OEM

Prestigio, Canyon, Perenio

ONE - STOP - SHOP DISTRIBUTOR

- Over 110,000 SKUs 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

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 10 000 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

2019

- ASBIS Group named Enterprise Distributor of the Year by Seagate
- The largest HP distributor of the year in Slovakia
- DELL EMC Best Enterprise Distributor of the Year in Slovakia
- Value Added Distributor of the Year in MEA by TP-Link

2018

- Lenovo TOP Distributor of the year in Slovakia
- Volume Distributor of the year, MEA, Reseller ME
- TOP Distributor. Storage in MEA from GEC Awards
- VAR ICT Champion Distributor Award in MEA

2017

- Strongest Enterprise Device Growth 2017 in Eastern Europe, Western Digital
- Highest YoY Growth in NSG Segment, Intel
- Highest YoY Growth in DCG Segment, Intel
- Best SMB Distributor in MEA, Reseller ME 2017 HOT 50
- Consumer Tech Distributor of the Year in SEE, EMEA Channel Academy



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