

ASBIS®

SUCCESS THROUGH FOCUS

CORPORATE UPDATE

2018



ASBIS Enterprises PLC specializes in Value Added Distribution (VAD), B2B market solutions 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.



**OVER 25 YEARS
IN THE DISTRIBUTION**



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 Add Distribution
- Grow profitably Own Brands
- Manage risks and Zero regulatory issues

THE GROUP AT A GLANCE



ORIGIN

Founded in 1990,
headquartered in
Cyprus since 1995



SOLID

\$ 1.48 billion
revenue in 2017



CUSTOMERS

Over 30,000
customers in 60
countries



TEAM

1,300 employees
with expertise of
local markets



OFFICES

24 subsidiaries
all over EMEA
region



DISTRIBUTION

local stock points
in each country of
presence



LOGISTIC

Two distribution
centers in Czech
Republic and UAE



ONLINE

Real time
availability and
pricing

BROAD GEO COVERAGE AND SCALABILITY

FSU

Russia
Ukraine
Belarus
Kazakhstan
Azerbaijan

CEE

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

BALTIC

Latvia
Lithuania
Estonia

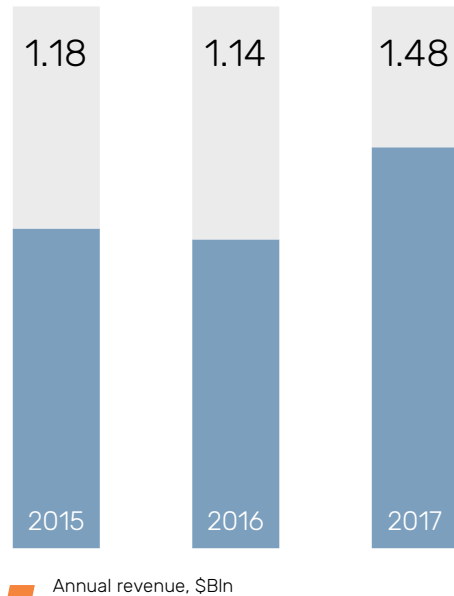
MIDDLE EAST

United Arab
Emirates

AFRICA

Egypt
Algeria
Morocco
South Africa
Tunisia

FINANCIAL HIGHLIGHTS 2017



The company is listed on Warsaw Stock Exchange since October 2007 under ticker symbol ASB

Revenue:

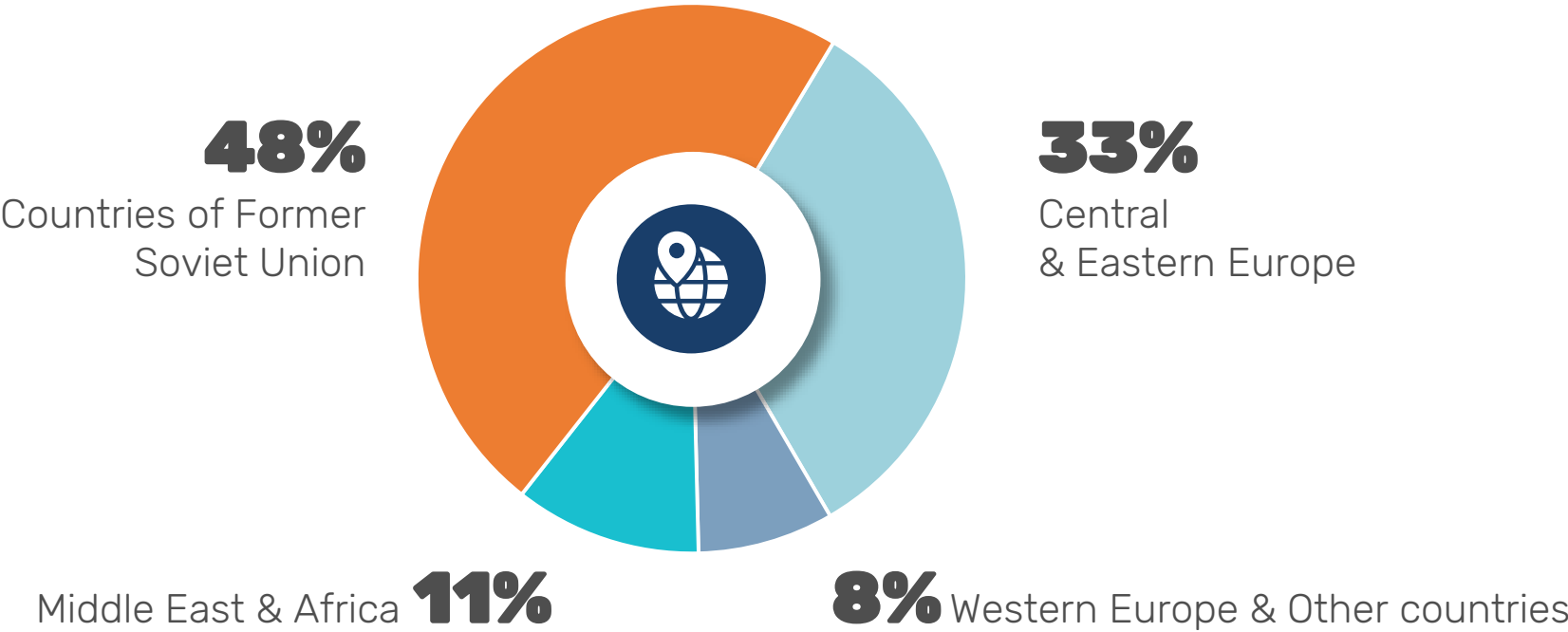
\$ 1.48 billion

NPAT:

\$ 6.9 million

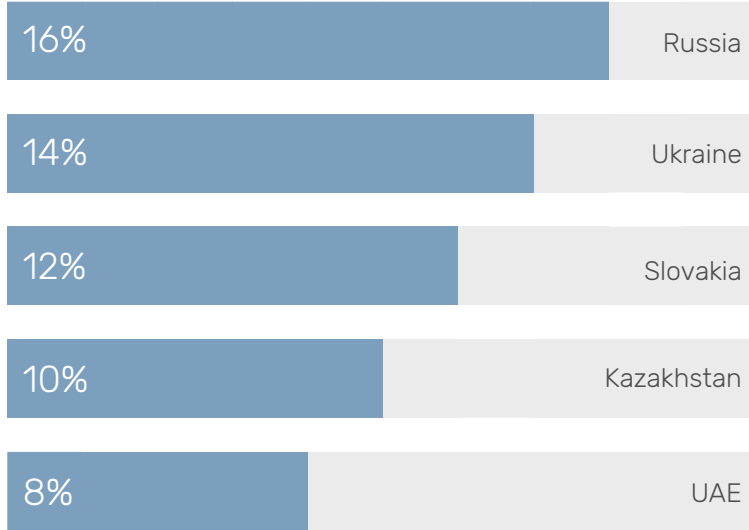
ASBIS®

EXPERT IN DISTRIBUTION ON EMEA MARKETS



■ The breakdown by regions in the twelve month periods ended December 31th, 2017

BIGGEST SINGLE MARKETS



■ The breakdown by countries in the twelve month periods ended December 31th, 2017

TOP 5

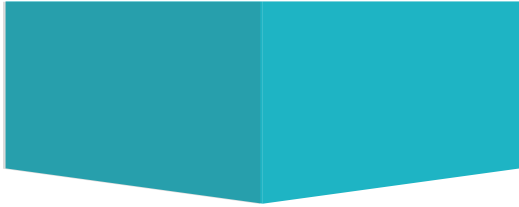
countries of the Group by revenue : Russia, Ukraine, Slovakia, Kazakhstan, United Arab Emirates

DISTRIBUTED PRODUCT GROUPS



■ The breakdown by product lines in the twelve month periods ended December 31th, 2017

COMPANY KEY BUSINESS DIRECTIONS



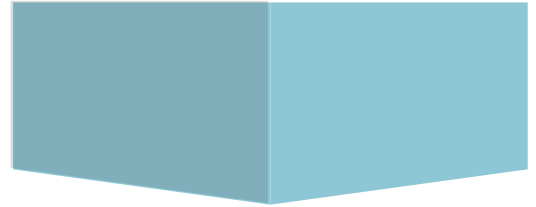
PRODUCT DISTRIBUTION

More than 110 000 IT
products from leading
manufacturers



VALUE ADDED DISTRIBUTION

All-round IT
solutions for diverse
vertical markets



PROFESSIONAL SERVICES

Customer service,
expertise and resources
to realize business ideas



A BROAD BUSINESS PORTFOLIO



SERVERS & STORAGE

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

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, Silicon Power

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, Wware, IBM, Adobe, Kaspersky, Eset, AVG, DRWeb, Kerio, McAfee, Nexenta, Maxta, Blackberry, Storagecraft, Compuverde

OEM

Prestigio, Canyon

ONE - STOP - SHOP DISTRIBUTOR

Over 110,000 products in portfolio from more than 150 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

WIDE CUSTOMER BASE

- 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

> **30,000** active customers



> **50,000** in the database

EXPERIENCED MANAGEMENT TEAM AND LOCAL EXPERTIZE



27 years

in IT industry and counting

- Local teams with strong expertise and understanding of the diverse markets in which they operate
- VAD Expert Teams with rich background of participation in local and international projects

ONLINE B2B MARKETPLACE

B2B E-SHOPS

serving customers
across EMEA

20

110,000

PRODUCTS

in full-scale online
catalogue real-time
availability, pricing and
automatic supply reservation

API CONNECTION

for e-tail and
retail partners



60%

TRANSACTIONS

in the Group
made online



ONLINE

E-Warranty

VENDORS AND INDUSTRY AWARDS

★ 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
- Top Lenovo Distributor in Slovakia
- Best SMB Distributor in MEA, Reseller ME 2017 HOT 50
- Consumer Tech Distributor of the Year in SEE, EMEA Channel Academy

★ 2016

- Best Intel PLM Distributor
- IT Distributor of the year in MENA, Channel World Awards
- Highest YoY Growth in NSG Segment, Intel
- ESET Best Distributor of the Year in Slovakia
- TP-LINK Broadline Distributor in MENA
- Value Added Distributor of the Year in Slovakia, Channel World magazine

★ 2015

- Best Distributor, EMEA Channel Academy
- Best IBM Distributor of the Year
- CIPA International Investment Awards
- Components Distributor of the Year in Middle East, VAR COC Awards
- Hewlett-Packard Retail Distributor of the Year in Middle East
- Channel Excellence, Channel ME Awards

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SUCCESS THROUGH FOCUS

COMPANY HEADQUARTERS

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