

The logo for ASBIS, featuring the word "ASBIS" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right.

SUCCESS THROUGH FOCUS

# CORPORATE UPDATE

2019





OVER 28 YEARS  
IN THE  
DISTRIBUTION

ASBISC Enterprises PLC 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 Add 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 27**  
countries



**30,000**  
active customers  
in 60 countries



**1,700+**  
employees



Revenue  
**\$ 2.1 Bn**  
in 2018



**2**  
Distribution  
centers



**21,000**  
products  
in portfolio



**20**  
b2b e-shops

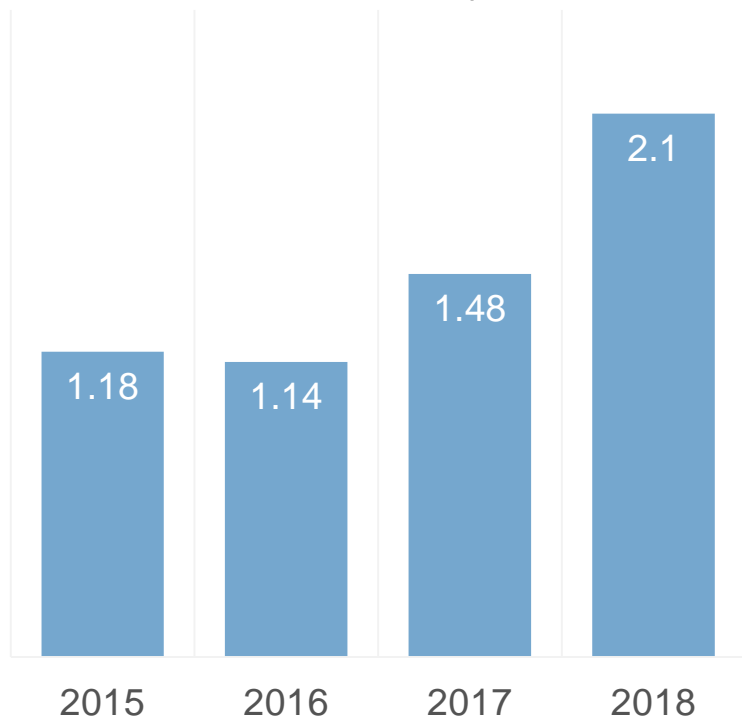


Over  
**200**  
vendors



**60%**  
transactions  
online

## Annual Revenue, \$Bn



## 2018 Financial Highlights

Revenue:

**\$ 2.1 billion**

Gross Profit:

**\$ 98 million**

NPAT:

**\$ 12 million**

# LOCAL IN 27 COUNTRIES OF EMEA

## CEE

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

## BALTIC

Lithuania  
Latvija  
Estonia

## FSU

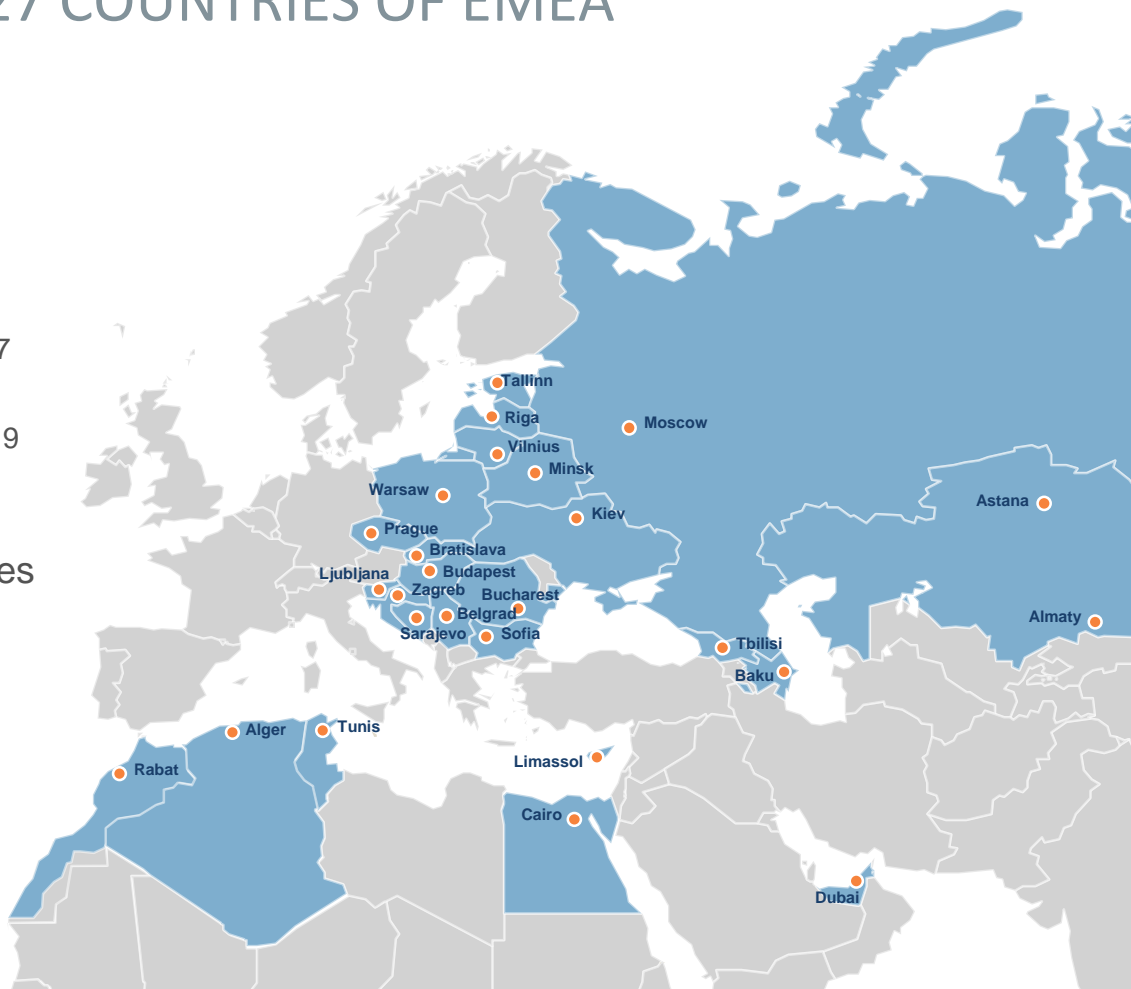
Belarus  
Russia  
Ukraine  
Kazakhstan  
Azerbaijan since 2017  
Georgia since 2018  
Uzbekistan since 2019

## MIDDLE EAST

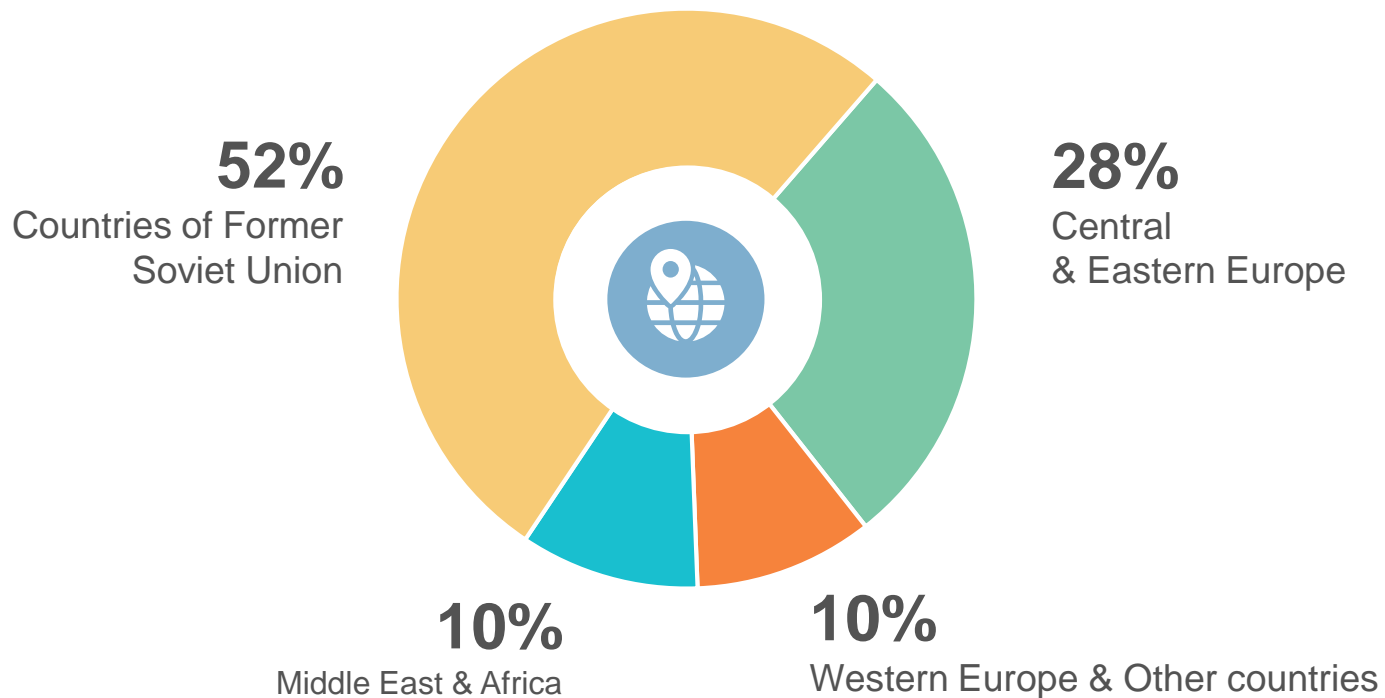
United Arab Emirates

## AFRICA

Morocco  
Algeria  
Tunis  
Egypt  
South Africa

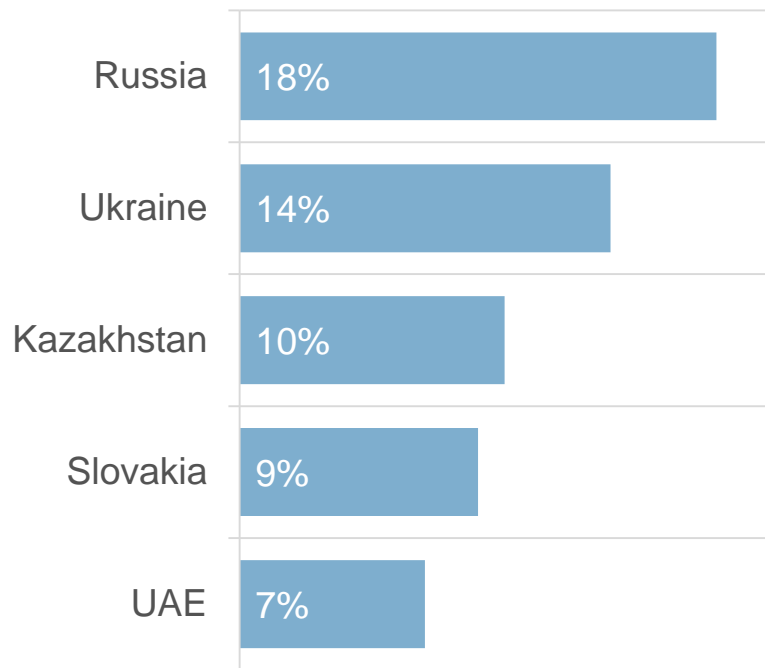


# EXPERT IN DISTRIBUTION ON EMEA MARKETS



▪ The breakdown by regions in the twelve month periods ended December 31th, 2018





## TOP 5

countries of the Group by revenue:

Russia, Ukraine, Kazakhstan,  
Slovakia, United Arab Emirates

■ The breakdown by countries in the twelve month periods ended December 31th, 2018

# COMPANY KEY BUSINESS DIRECTIONS



## IT, IoT, AI SOLUTIONS

All-round IT solutions for  
diverse vertical markets



Sales projects



Professional services



## OEM

Pan-regional OEM in  
Enterprise and Consumer  
Electronic across EMEA



Consumer



Commercial



## DISTRIBUTION

More than 110 000 IT  
products and 200+ brands  
from leading manufacturers



Resellers



R/E tail

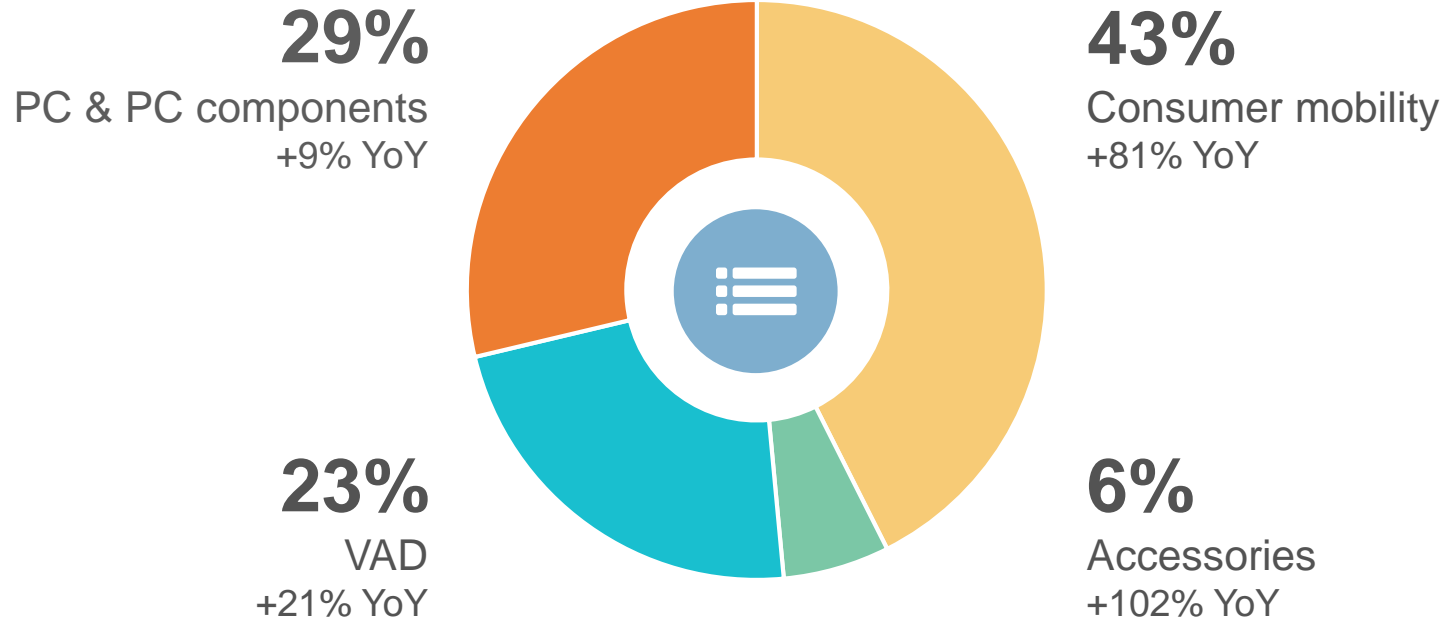


# ENTERPRISE SOLUTIONS BY ASBIS

- Intelligent Digital Signage
- RFID based solutions
- e-Price labels
- Electronic Distribution Platform
- One stop shop for Data Centers
- Embedded, industrial CU
- Video Conferencing
- Video Surveillance
- IoT Platform
- Industrial IoT
- Industrial Automation
- IT Security & MDM
- Mobile payments
- Business Intelligence + AI
- Apple Enterprise solutions
- Infrastructure and IT VAD services



# DISTRIBUTED PRODUCT GROUPS



• The breakdown by product lines in the twelve month periods ended December 31st, 2018

# 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, 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, 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 products in portfolio from more than 200 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



**> 60,000** in the database

# VENDORS AND INDUSTRY AWARDS

## 2018

- Lenovo TOP Distributor of 2018 in Slovakia
- Volume Distributor of the year, MEA, Reseller ME

## 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



The logo for ASBIS, featuring the word "ASBIS" in a bold, blue, serif font with a registered trademark symbol (®) to the upper right.

SUCCESS THROUGH FOCUS

ASBISC Enterprises PLC  
43, Kolonakiou Street,  
Diamond Court  
4103, Ayios Athanasios,  
Limassol, Cyprus

+357 2 58 57 101  
marcomm@asbis.com  
asbis.com