

**ASBIS<sup>®</sup>**

**SUCCESS THROUGH FOCUS**

# CORPORATE UPDATE

February 2021



# OVER 30 YEARS IN IT INDUSTRY



ASBISc Enterprises Plc is a leading distributor of ICT industry products in the emerging markets of Europe, the Middle East and Africa (EMEA).

The company is based in Cyprus and specializes in the distribution of computer hardware and software, mobile solutions, IT components and peripherals, and a wide range of ICT products and digital equipment.

Combining wide range geographical operations with a wide portfolio of products the company provide "one-stop-shop" distribution model.

## 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



**1 800+**  
employees



Revenue  
**\$ 2.4 B**  
in 2020



**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

## 2020 Financial Highlights

Revenue:

**\$ 2.4 B**

▲ +23.6% YoY

Gross Profit:

**\$ 138 M**

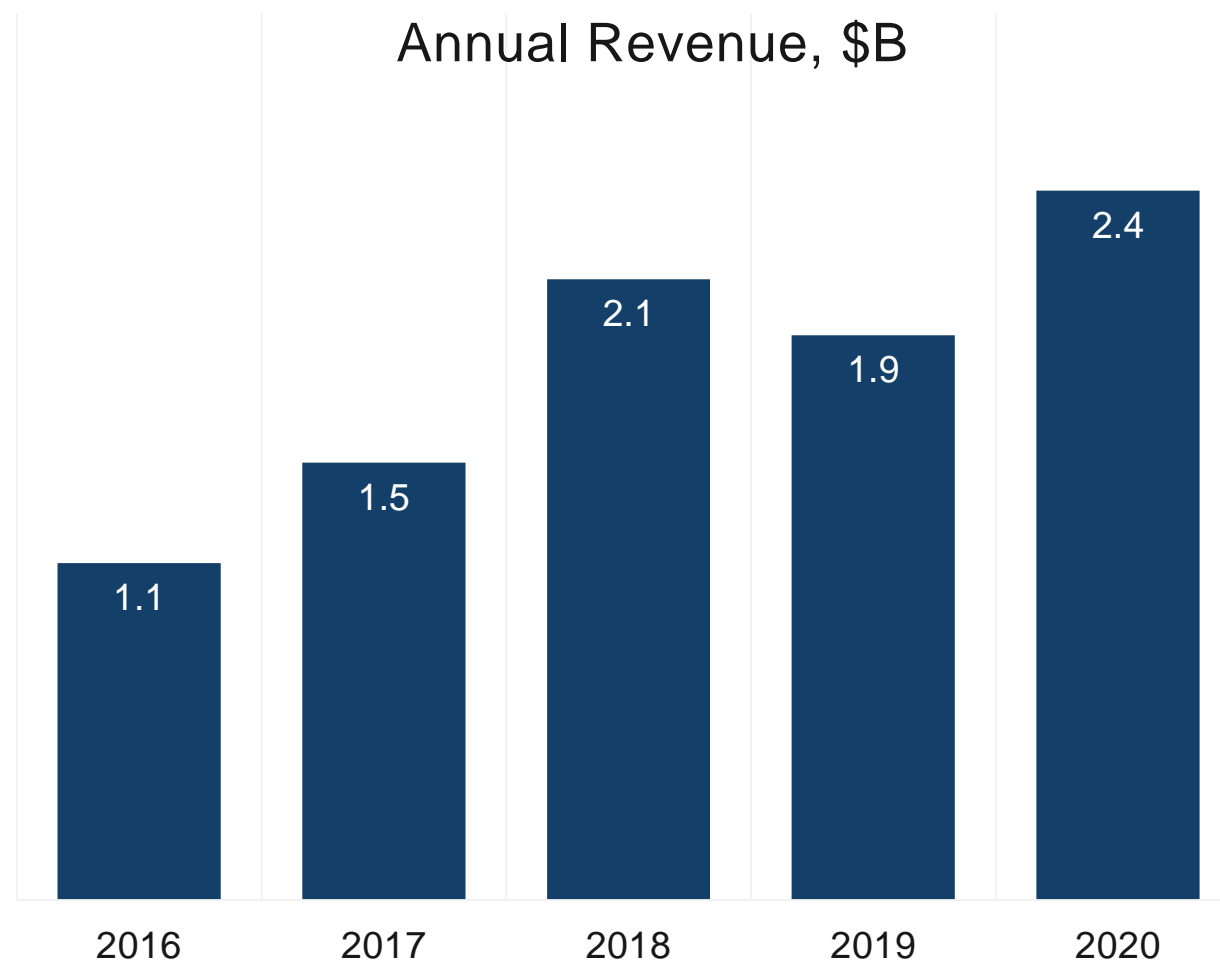
▲ +32.8% YoY

NPAT:

**\$ 36.5 M**

▲ +139.6% YoY

## FINANCIAL DYNAMICS





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

- Belarus
- Russia
- Ukraine
- Kazakhstan
- Azerbaijan
- Georgia
- Uzbekistan (2021)

# United Arab Emirates

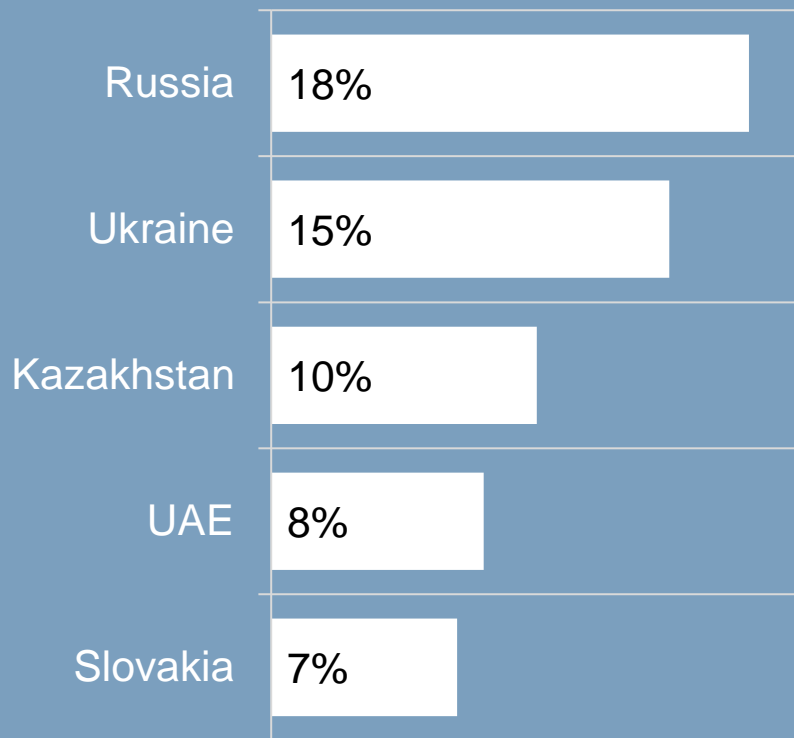
Lithuania  
Latvija  
Estonia

Morocco  
Algeria  
Tunis  
Egypt  
South Africa

Map of Europe and North Africa showing the locations of 21 countries highlighted in blue. The countries are: Rabat, Algeria, Tunis, Ljubljana, Zagreb, Sarajevo, Beograd, Sofia, Bucharest, Prague, Bratislava, Budapest, Warsaw, Vilnius, Riga, Tallinn, Moscow, Kiev, Minsk, Nur-Sultan, Tashkent, Almaty, Baku, Tbilisi, Limassol, Cairo, and Dubai.

# EXPERT IN DISTRIBUTION ON EMEA MARKETS

## TOP 5 countries of the Group by revenue



**54%**  
Countries of Former  
Soviet Union

**24%**  
Central  
& Eastern Europe



**12%**  
Middle East & Africa

**9%**  
Western Europe & Other countries

■ The breakdown by regions in the twelve-month period ended December 31<sup>st</sup>, 2020



# COMPANY KEY BUSINESS DIRECTIONS



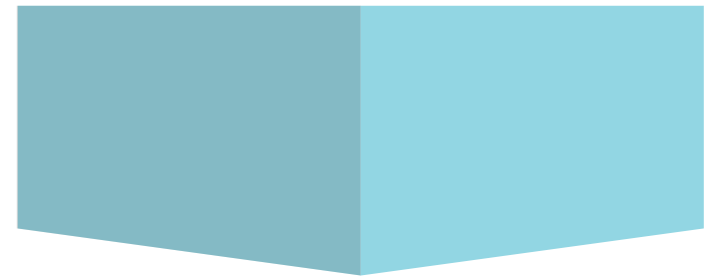
## IT DISTRIBUTION

More than 110 000 IT products from leading manufacturers



## SOLUTIONS AND PROJECTS

All-round IT solutions for diverse vertical markets



## ASBIS OWN BRANDS

Research & Development, manufacturing and go to market strategy





# A BROAD BUSINESS PORTFOLIO

## **SERVERS & STORAGE**

AIC, Cisco, Dell EMC, Gigabyte, HPE, IBM, Infinidat, Infortrend, Intel, Panasas, Pure Storage, QCT, Seagate Storage, Supermicro, Tyan, Western Digital

## **NETWORKING**

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

Cisco, Microsoft, Oracle

## **OEM, ODM, OBM**

Canyon , Perenio, Prestigio

## **SMARTPHONES & TABLETS**

Apple, Asus, Lenovo, Prestigio, Samsung

## **DESKTOP & LAPTOP PC**

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

## **GAMING GEAR**

Canyon, Corsair, Cougar, HyperX, Logitech G, Razer

## **TV, AUDIO, VIDEO**

## **CONFERENCING**

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

## **SOFTWARE**

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

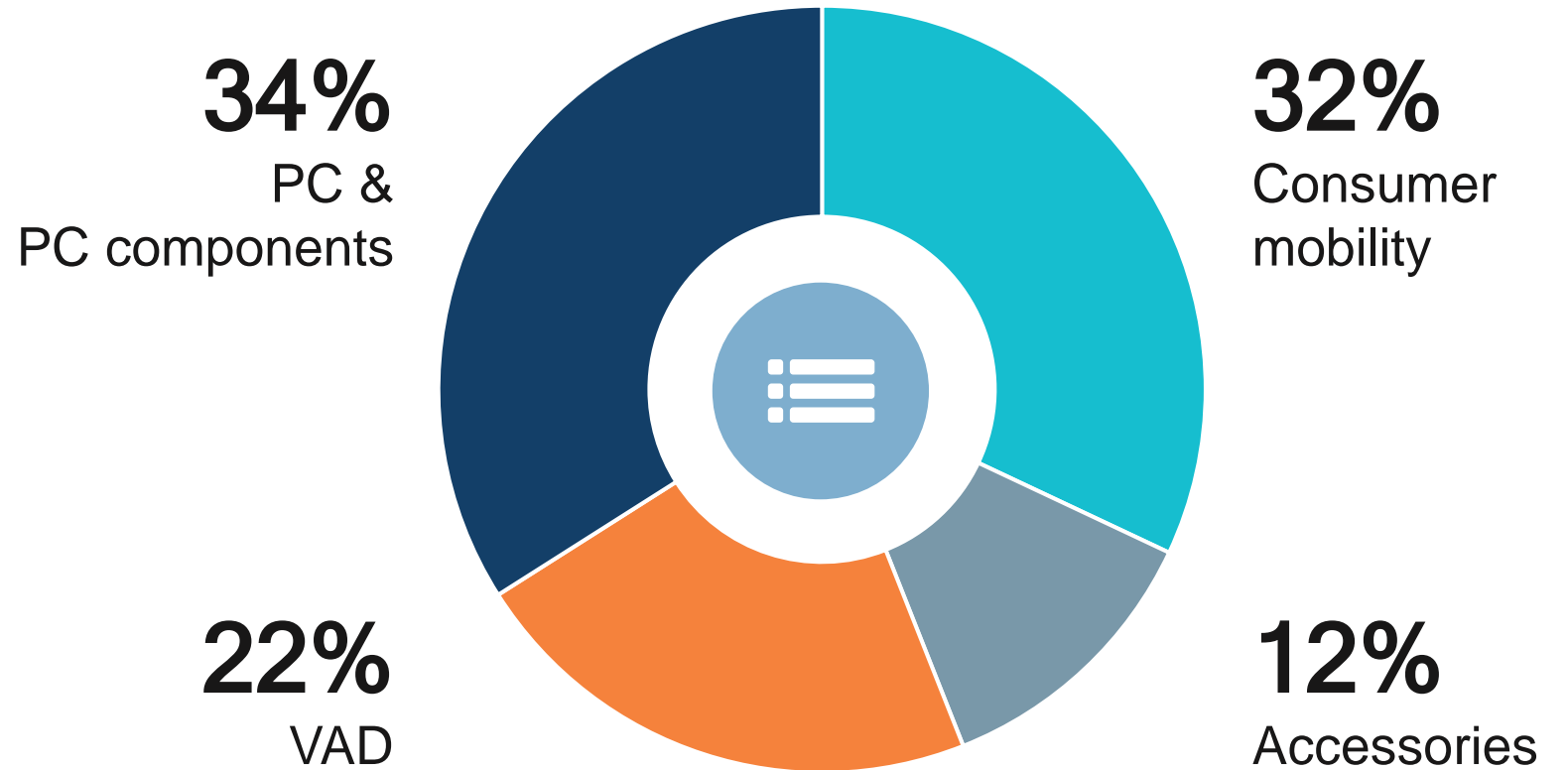
# ONE - STOP - SHOP DISTRIBUTOR

- 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

# DISTRIBUTED PRODUCT GROUPS



• The breakdown by product lines in the twelve-month periods ended December 31st, 2020



# SOLUTIONS AND 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, Remote workplaces, Connected client devices combined in turnkey 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. Efficient and secure solutions



## 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



Prestigio is an international brand that has been offering a wide range of consumer electronics for home, education, and business for 20 years. The company sells products in 30 countries around the world

Prestigio introduced the world's first interactive keyboard with touchpad on keys, as well as smart speakers, portable acoustic systems, hidden wireless chargers, graphene-based power banks, and this is just the beginning.

The company's slogan for launching new products is 'The art of hi-tech', as special attention is paid to innovation, high-quality premium materials, and modern technology.

[www.prestigio.com](http://www.prestigio.com)



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

Being found in the Netherlands in 2003, it has grown to a full-scale consumer electronics brand. It has offices in 16 countries and its products are sold in more than 26 countries all across the globe.

Canyon believes that YOU CAN change this world for the better - your creativity, your stories, your eco-position, tolerance, humanity, your desire to help and share, your mindful consumption are your contribution to this world.

[www.canyon.eu](http://www.canyon.eu)



Perenio is an innovative tech company, creating solutions, based on our own platform and know-how for the brand noble mission to the benefit of humanity including categories:

- Smart Health for intelligent protecting from viruses
- Smart Home for more comfortable interaction with a household appliance
- Smart Energy for a more conscious and economical use of electricity.

Perenio ecosystem includes its own base software platform and a wide range of connected smart devices.

[www.perenio.com](http://www.perenio.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 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



- **Enterprise Distributor of the Year 2020 Award,**  
Dell EMC, ASBIS Slovakia
- **Distributor of the Year 2020 Award,**  
DELL EMC, Bosnia
- **Best Distributor 2020 Award,**  
Reseller Excellence Awards 2020, ASBIS Middle East
- **Success of the 2020 Award,**  
HPE Operated by Sophela, ASBIS Belarus VAD team
- **TOP DISTRIBUTOR PC & Compute 2020 Award,**  
GEC Awards 7.0, ASBIS Middle East
- **Value Added Distributor of the year Award,**  
ChannelWorld Awards 2019, ASBIS Slovakia
- **The largest HP distributor 2019 Award,**  
HP Inc, ASBIS Slovakia





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