

**ASBIS<sup>®</sup>**

**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

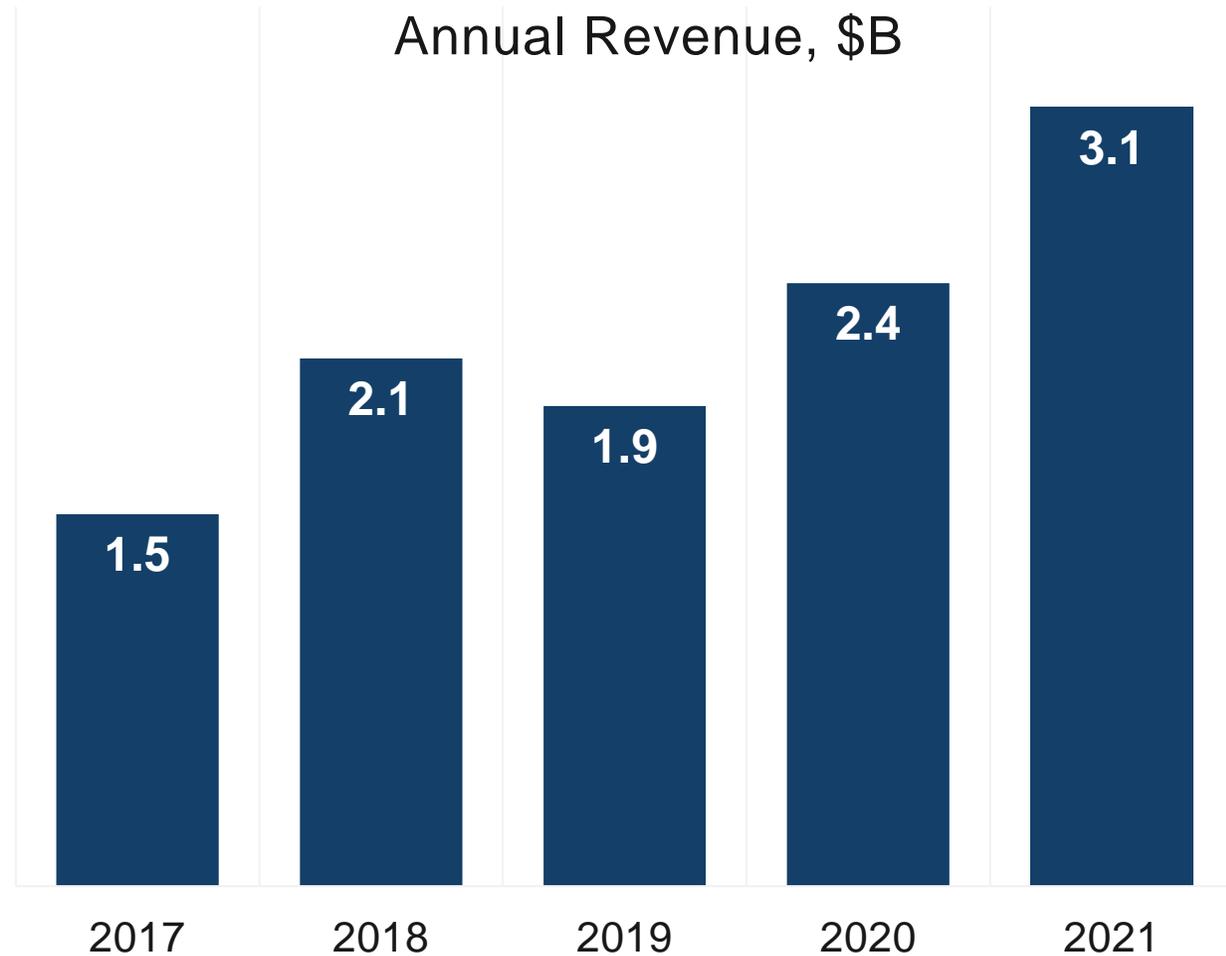
Gross Profit:

**\$ 218.5 M** ▲ +58% YoY

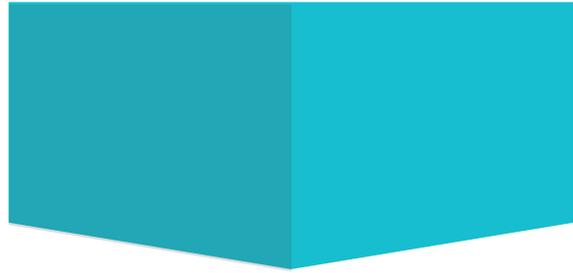
NPAT:

**\$ 77.1 M** ▲ +111% YoY

## FINANCIAL HIGHLIGHTS

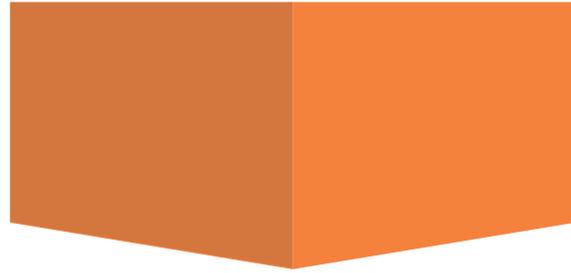


# COMPANY KEY BUSINESS DIRECTIONS



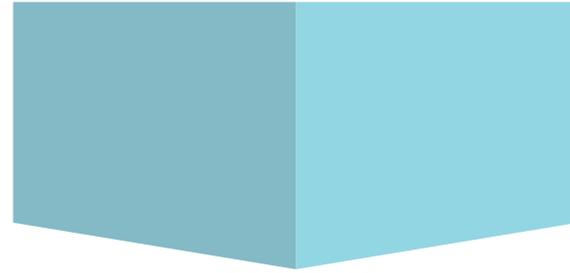
## IT DISTRIBUTION

More than 110 000 IT products from leading manufacturers



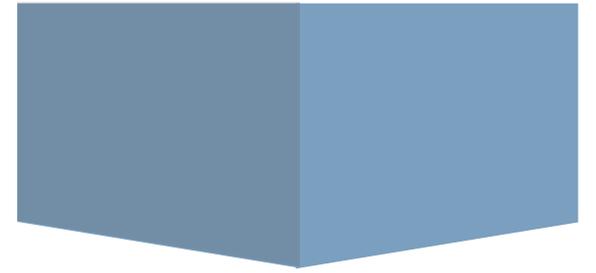
## CONSUMER BUSINESS

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, D3 Security, 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**

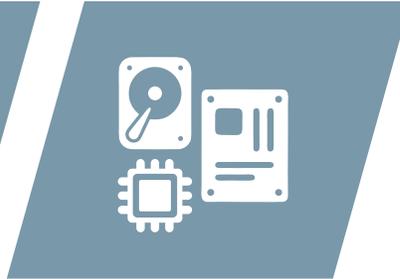
ABBYY, Arcserve, Avast, BlackBerry, Eset, Ivi, Macpaw, Micro Focus, Microsoft, Nexenta, Oracle, VMware, Yandex

# ONE - STOP - SHOP DISTRIBUTOR

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



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



- Business solutions, Servers, enterprise storage and networking



- Desktops, laptops, tablets and smartphones of top brands



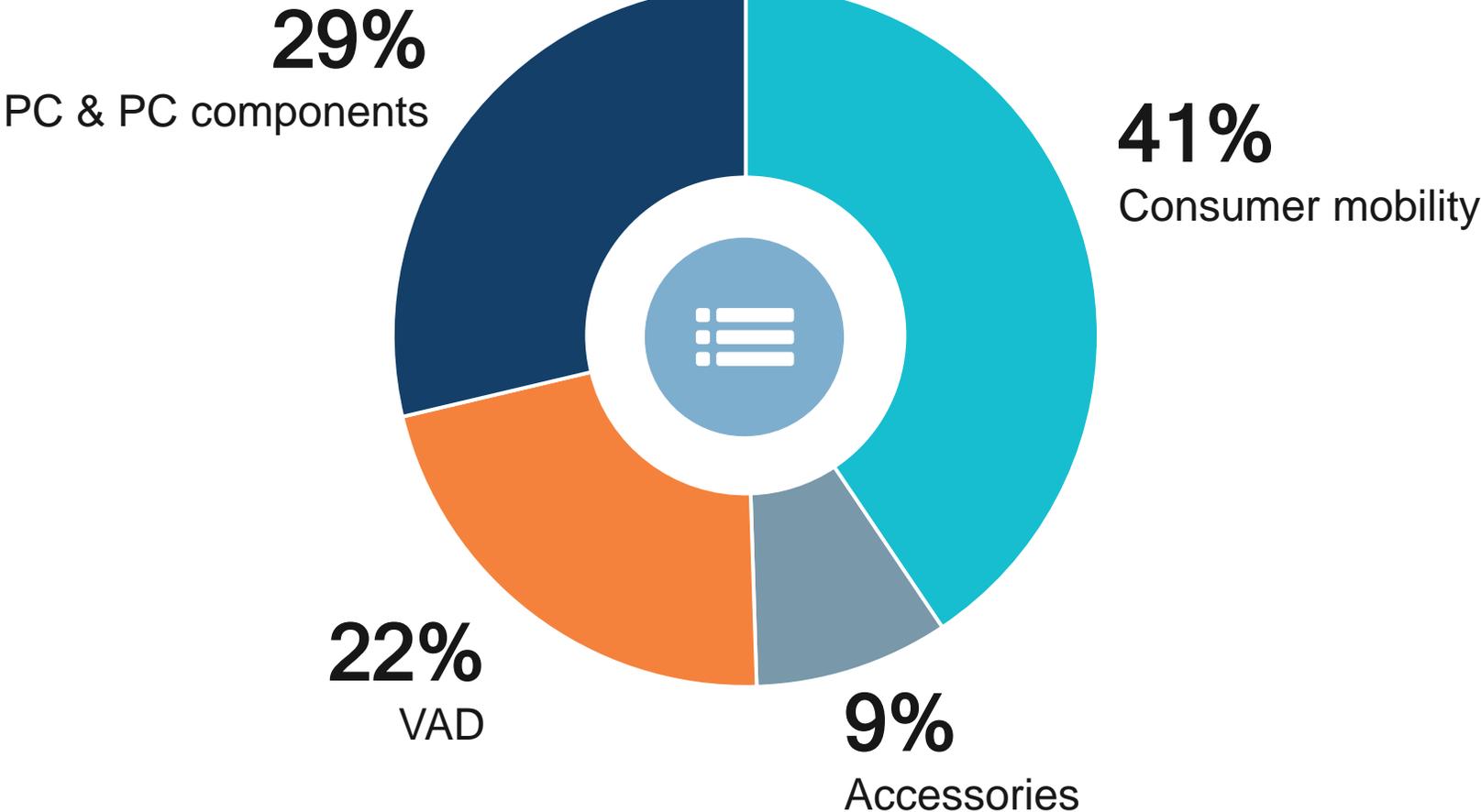
- Trusted supplier to datacenters, CSP, ISV Integrators and VARs



- 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



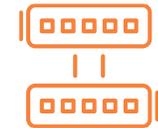
## **NETWORKING & SECURITY**

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



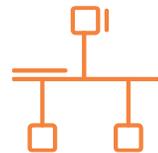
## **STORAGE SOLUTIONS**

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 и 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

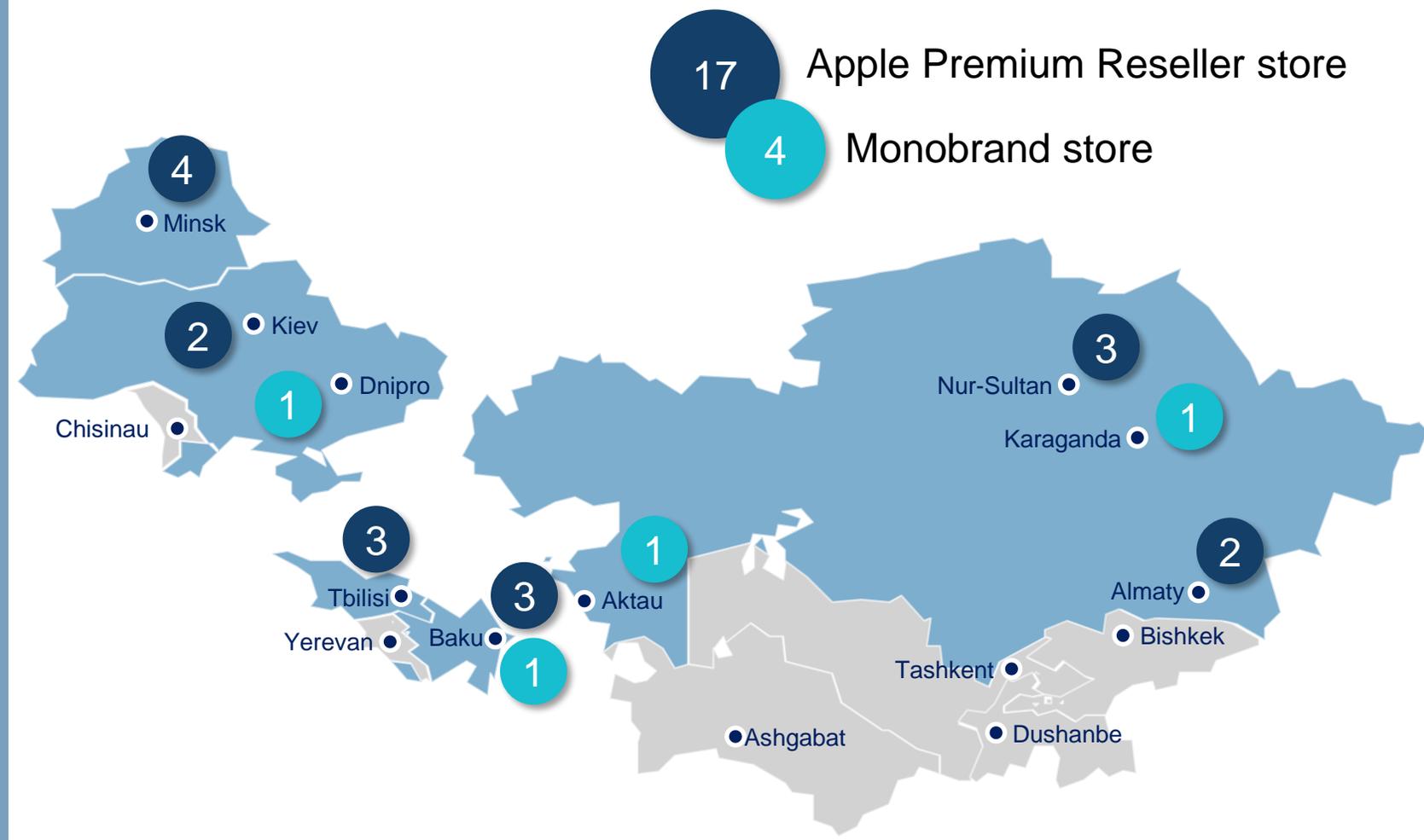
# APPLE: ASBIS APR INVESTMENTS

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

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Canyon is a dynamically growing brand of high-quality and stylish, yet affordable mobile accessories, computer gadgets and wearables. [www.canyon.eu](http://www.canyon.eu)

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

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Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level. [www.lorgar.eu](http://www.lorgar.eu)

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AENO is a young dynamic brand of smart household appliances. [www.aeno.com](http://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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**ASBISC ENTERPRISES PLC**

43, Kolonakiou Street,  
Diamond Court  
4103, Ayios Athanasios,  
Limassol, Cyprus

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