

ASBIS[®]

SUCCESS THROUGH FOCUS

CORPORATE UPDATE

March 2023





OVER 30 YEARS IN IT INDUSTRY

ASBIS Group is a leading Value Add Distributor, developer, and provider of ICT, IoT, and Robotic products, solutions, and services to the markets of Europe, the Middle East, and Africa (EMEA).

Tech and innovations are very much in the DNA of ASBIS. Therefore, there are several business directions: Distribution of hardware and software for Client Computing and Data Centers, Complex Solutions and Projects to Enterprises, ASBIS Robotic Solutions, Consumer Distribution, Premium Retail Business Unit, Trade-In Business Unit, and Corporate Venture Investments.

COMPANY BUSINESS DIRECTIONS

ICT Distribution



ICT & IoT Solutions to Enterprises



ASBIS Robotic Solutions



Consumer Distribution



Premium Retail
Business Unit



Trade-In Business Unit



Corporate Venture
Investments



FAST FACTS ABOUT ASBIS



Subsidiaries
in 28
countries



20 000
active customers
in 60 countries



2 200+
employees



Revenue
\$ 2.7 B
in 2022



4
Distribution
centers



More than
110 000
SKUs in portfolio



Headquartered in
Cyprus
since 1995



Over
240
vendors



#ASB
Listed on WSE
since 2007

2022

Revenue:

\$ 2.7 B ▼ -13% YoY

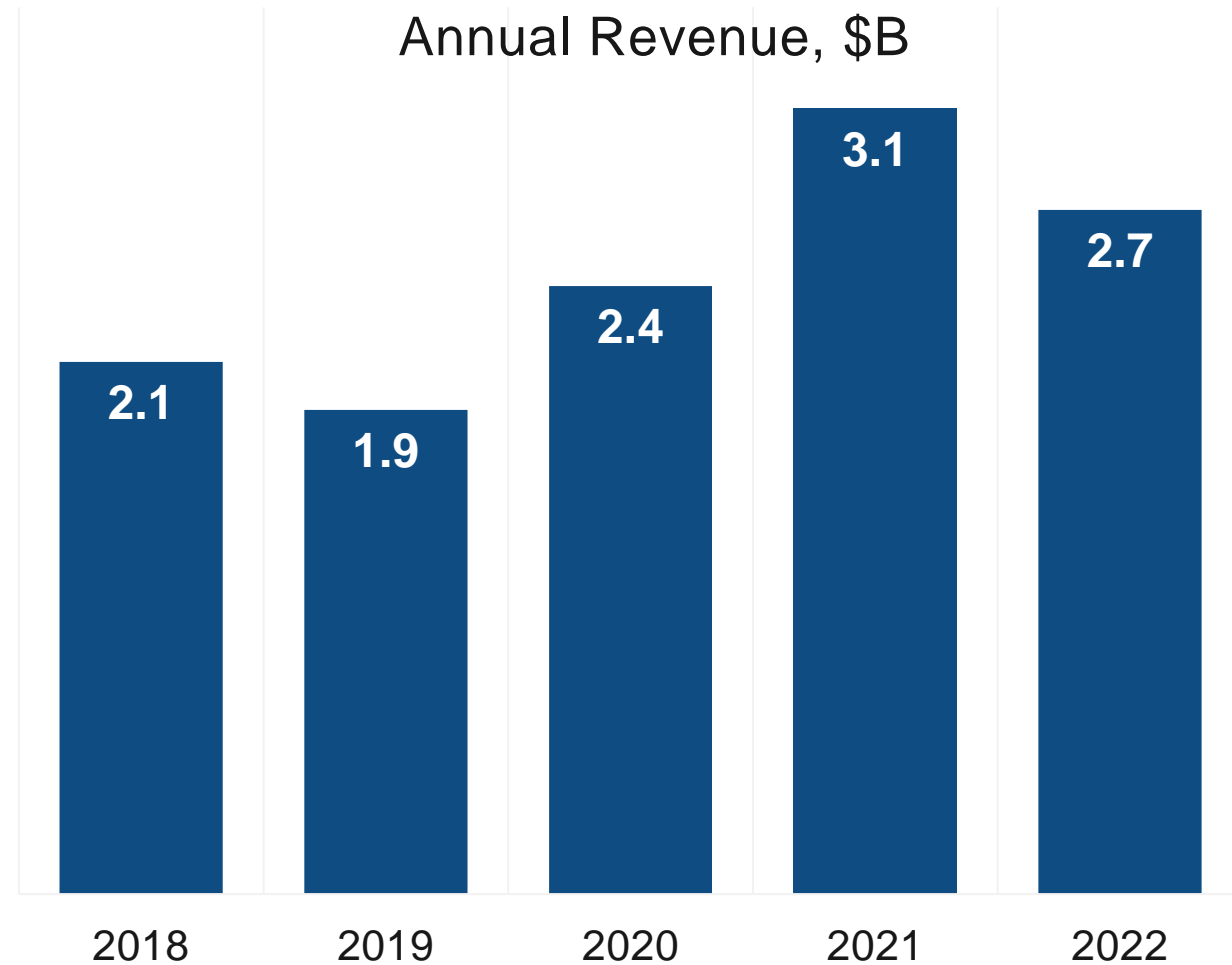
Gross Profit:

\$ 227.8 M ▲ +4% YoY

NPAT:

\$ 75.9 M ▼ -2% YoY

FINANCIAL HIGHLIGHTS



BROAD GEO COVERAGE

- 63 000 m² of storage space across EMEA
- 4 Distribution Centers
 - Czech Republic
 - UAE
 - Georgia
 - South Africa
- 30 Stock points in 20 countries
- Presence in over 30 countries of EMEA

WESTERN EUROPE

Germany, Greece, Spain, the Netherlands, United Kingdom

CENTRAL & EASTERN EUROPE

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

BALTIC STATES

Estonia, Latvija, Lithuania

CAUCASUS & CENTRAL ASIA

Armenia, Azerbaijan, Georgia, Kazakhstan, Uzbekistan

MIDDLE EAST

United Arab Emirates

AFRICA

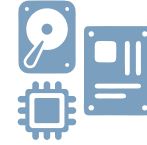
Algeria, Egypt, Morocco, Nigeria, South Africa, Tanzania, Tunisia

*The list of focus countries, where ASBIS has representatives/offices

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

A BROAD BUSINESS PORTFOLIO

SERVERS & STORAGE

AsRock, AIC, ASUS, Ceph, Chenbro, Cisco, Dell EMC, Gigabyte, HPE, IBM, Infinidat, Infortrend, Inspur, Intel, Nexenta, OSNexus, Overland-Tandberg, PNY, Promise, Pure Storage, QCT, QNAP, Scality, Seagate Storage, StorageCraft, Stratus, Supermicro, Synology, Tintri, Tyan, VAST Data, VMware vSAN, Weka, Western Digital

NETWORKING & NETWORKING SECURITY

A10 Networks, Broadcom, Check Point, Cisco Systems, D3 Security, Dell EMC, Edgecore, 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 Solutions, TCL, Thomson

SOFTWARE

ABBYY, Arcserve, Avast, BlackBerry, Eset, IVI, Macpaw, Micro Focus, Microsoft, Nexenta, Oracle, VMWare

PROJECT DISTRIBUTION



A-BRAND & WHITE BOX SERVERS

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



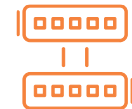
NETWORKING & SECURITY

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



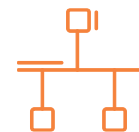
STORAGE SOLUTIONS

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, IoT, 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



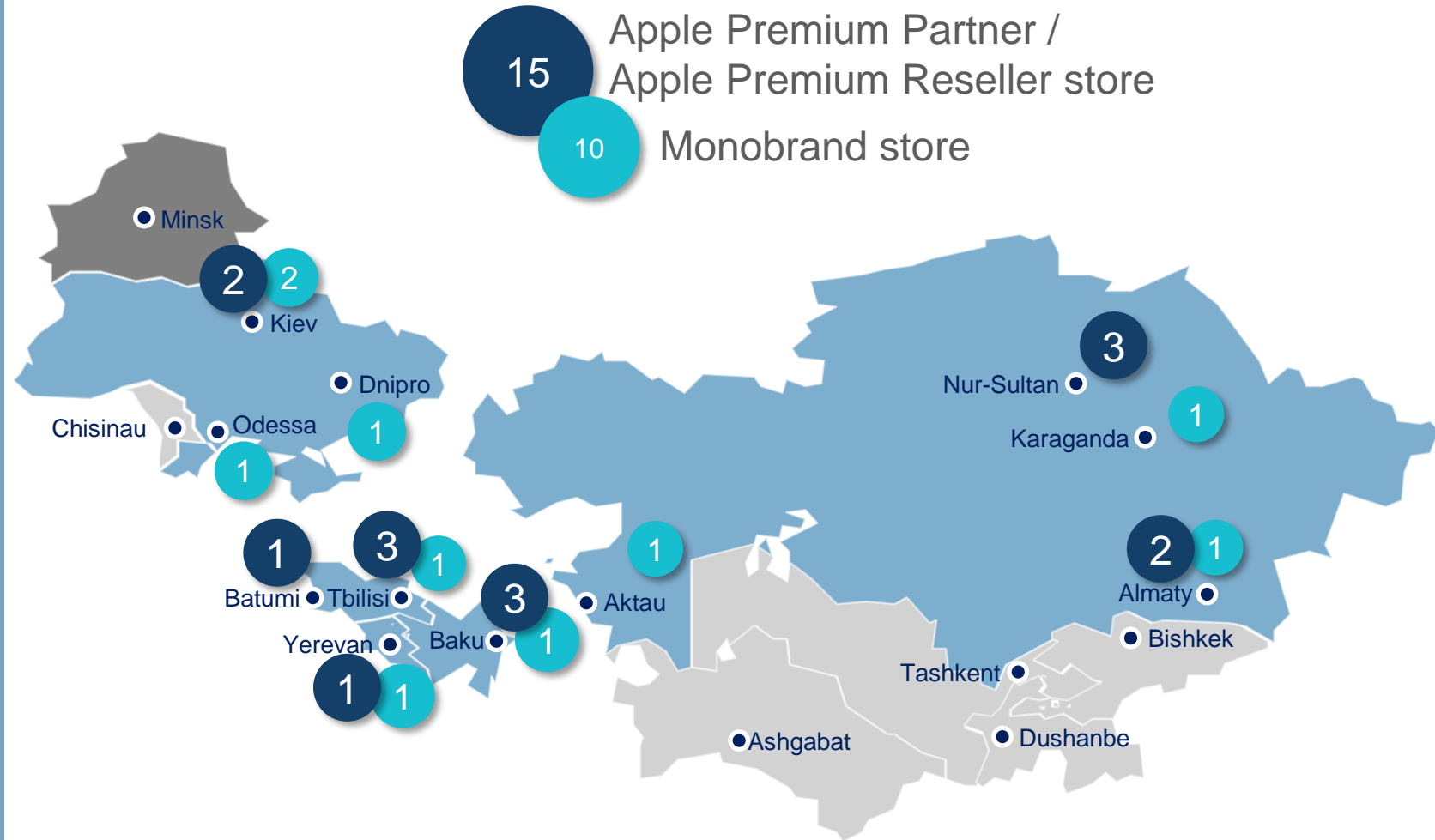
MARKETING STRATEGIES, including digital and offline communications, are based on the data insights and benchmarks for sustainable business development



OWN ELECTRONIC DISTRIBUTION PLATFORM performing over 3M transactions annually through 31000 integrated POS with products of strategic vendors, plus own brands

PREMIUM RETAIL BUSINESS UNIT

- ASBIS is an authorized distributor of Apple products in 10 countries including:
 - Armenia
 - Azerbaijan
 - Georgia
 - Kazakhstan
 - Kyrgyzstan
 - Moldova
 - Tajikistan
 - Turkmenistan
 - Ukraine
 - Uzbekistan
- As an Apple Premium Partner / Apple Premium Reseller, ASBIS operates 15 stores in four countries.



ASBIS OWN BRANDS



Prestigio Solutions specializes in the production and delivery of innovative technological solutions for business and education. www.prestigio-solutions.com

A E N O

AENO is a young dynamic brand of smart household appliances. www.aeno.com



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



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



Perenio is a tech brand, specializing in the IoT and created a multifunctional IoT router Elegance and smart plug Power Link from hardware to software and platform. www.perenio.com



Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level. www.lorgar.eu



TRADE-IN BUSINESS UNIT

We increase the life cycle of devices and create a positive user experience

Breezy is the leader in Trade-In, recycling, and refurbishing of devices. We contribute to the closed-loop economy, thus lowering the negative impact on the environment.

B2C: Trade-In for Retail & E-commerce

We implement Trade-In in retail chains and increase sales revenue offline and online

B2B: Trade-In and buyback of devices for business

We help to upgrade companies' computer equipment more often and at minimum costs

The new generation of Refurbished

Our own production of refurbished devices with an extensive network of partner stores

ASBIS ROBOTICS SOLUTIONS

We provide efficiency to your business by using robots on operations tough to people

AROS (ASBIS Robotic Solutions) is the division of ASBIS Group specializes on design, development, marketing, distribution, and services of collaborative and industrial robotic solutions tailor-made as per complex needs of enterprises.

Complex solutions to bring efficiency in next areas:

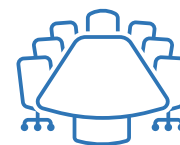
- **Cleaning:** Make innovations responsible for cleanliness
- **Service:** Serve clients without queuing
- **Industrial:** Improve quality control, optimize efficiency, and increase productivity
- **Education:** Increase passion for learning
- **Delivery:** Focus on enhanced service delivery
- **Logistics:** Move materials without physical guides
- **Security:** Identify security threats with high accuracy

ASBIS HI-TECH CLUSTER

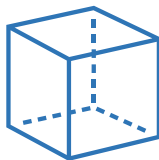
12,000 m² indoor space in two floors.
Limassol, Cyprus



Office spaces



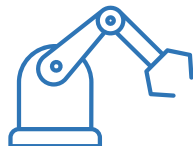
Convention center



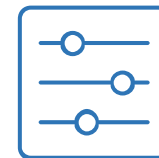
Show & Demo rooms



Pilot Production lines



Robots R&D Center



Engineering Center



Multi-company warehouse



Three R&D Labs

 **Prestigio**
The Art in High-Tech


Collaborative Robots

 **REAL
SCIENTISTS**
Research Labs

CLEVETURA
Touch On Keys

COMPUTING

IOT

 **pereniO**
Internet Of Things

CANYON
YOU CAN
Smart accessories

ELECTRONICS

 **ASBIS**
Hi-Tech Cluster

ENERGY

JOULE
Energy Storage

 **LORGAR**
Hardware for Gamers

GAMING

HEALTHCARE

 **IOCLINIC**
Ionic Cosmetic

A E N O
Smart Home Appliances

MED-TECH

RSL
REVOLUTIONARY
LABS

 **PROMED
BIOSCIENCE**
Bio Med Research

 **Medical Diagnostics**

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, and regional distribution centers in Georgia and South Africa with 26 000 m²+ combined storage capacity. Logistic teams and warehouses in countries of operations offer 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 the year 2022 (EMEA)**
INFINIDAT Channel Partner Award, ASBIS
- **The largest Distributor of HP products in 2022**
HP annual award, ASBIS Slovakia
- **Distributor of the Year – Infrastructure Solutions, Excellence in Marketing & Social Impact**
DELL Technologies Partner Awards 2022, ASBIS Slovakia
- **Data Center Solutions Distributor of the Year**
Future Workspace Summit 2022, ASBIS Middle East
- **Exceptional Business Results FY2022**
DELL Technologies, ASBIS Bosnia & Herzegovina
- **Rising Star Distributor Award (CEE)**
Pure Storage, Pure//Accelerate® techfest22, ASBIS
- **Ethernet Partner of the Year 2022 in Easter Europe**
Broadcom Storage Partner Event, ASBIS
- **The Best ICT Distributor of the Year 2022**
“ICT Champion Awards” GITEK 2022, ASBIS Middle East
- **TOP DISTRIBUTOR PC & Compute 2022 Award**
GEC Awards 2022, ASBIS Middle East



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SUCCESS THROUGH FOCUS

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