

**ASBIS<sup>®</sup>**

**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**

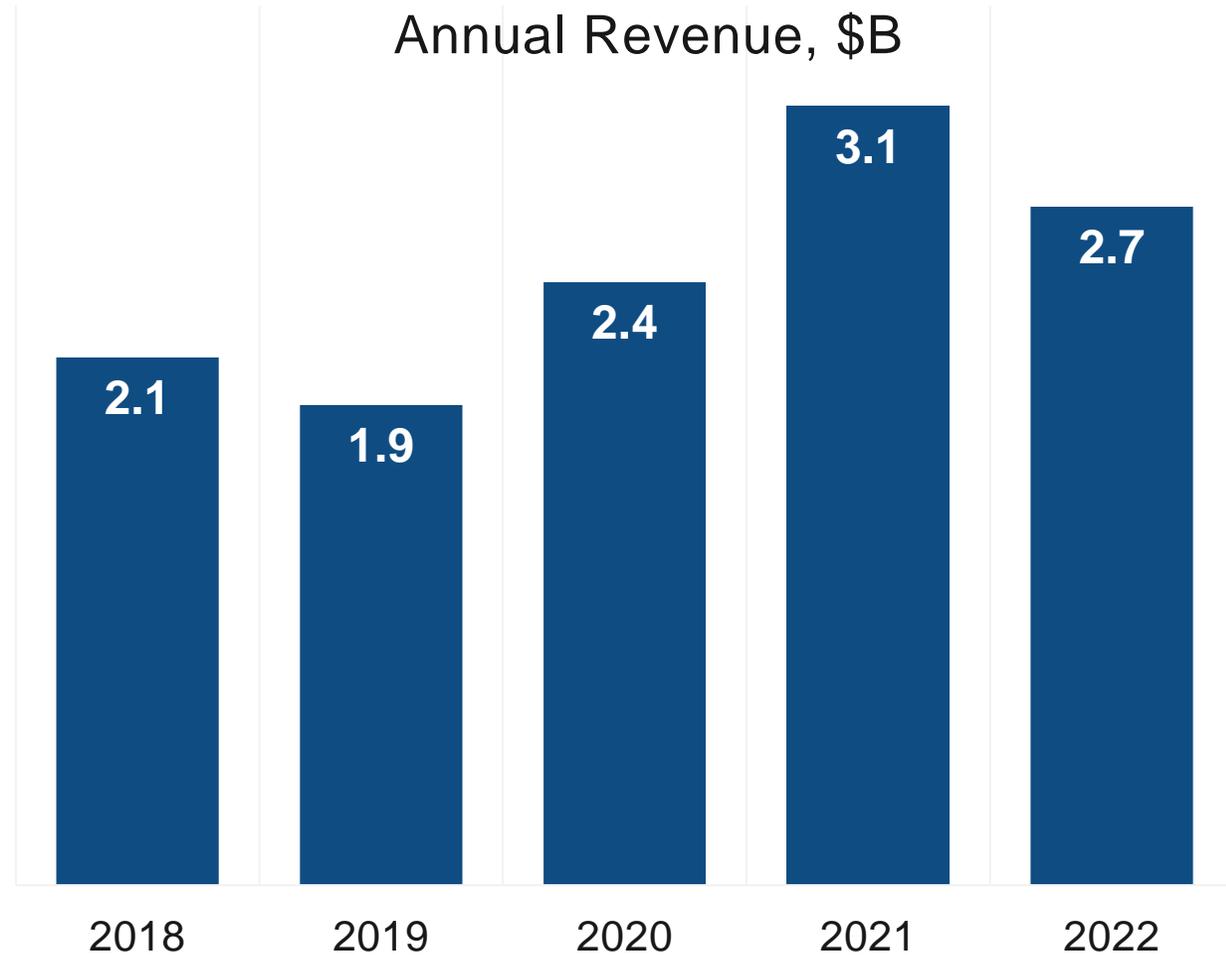
▲ +4% YoY

NPAT:

**\$ 75.9 M**

▼ -2% YoY

## FINANCIAL HIGHLIGHTS



# BROAD GEO COVERAGE

- 63 000 m<sup>2</sup> 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



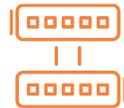
## NETWORKING & SECURITY

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



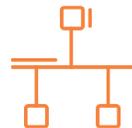
## STORAGE SOLUTIONS

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, 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 and offline communications, are based on the data insights and benchmarks for sustainable business development



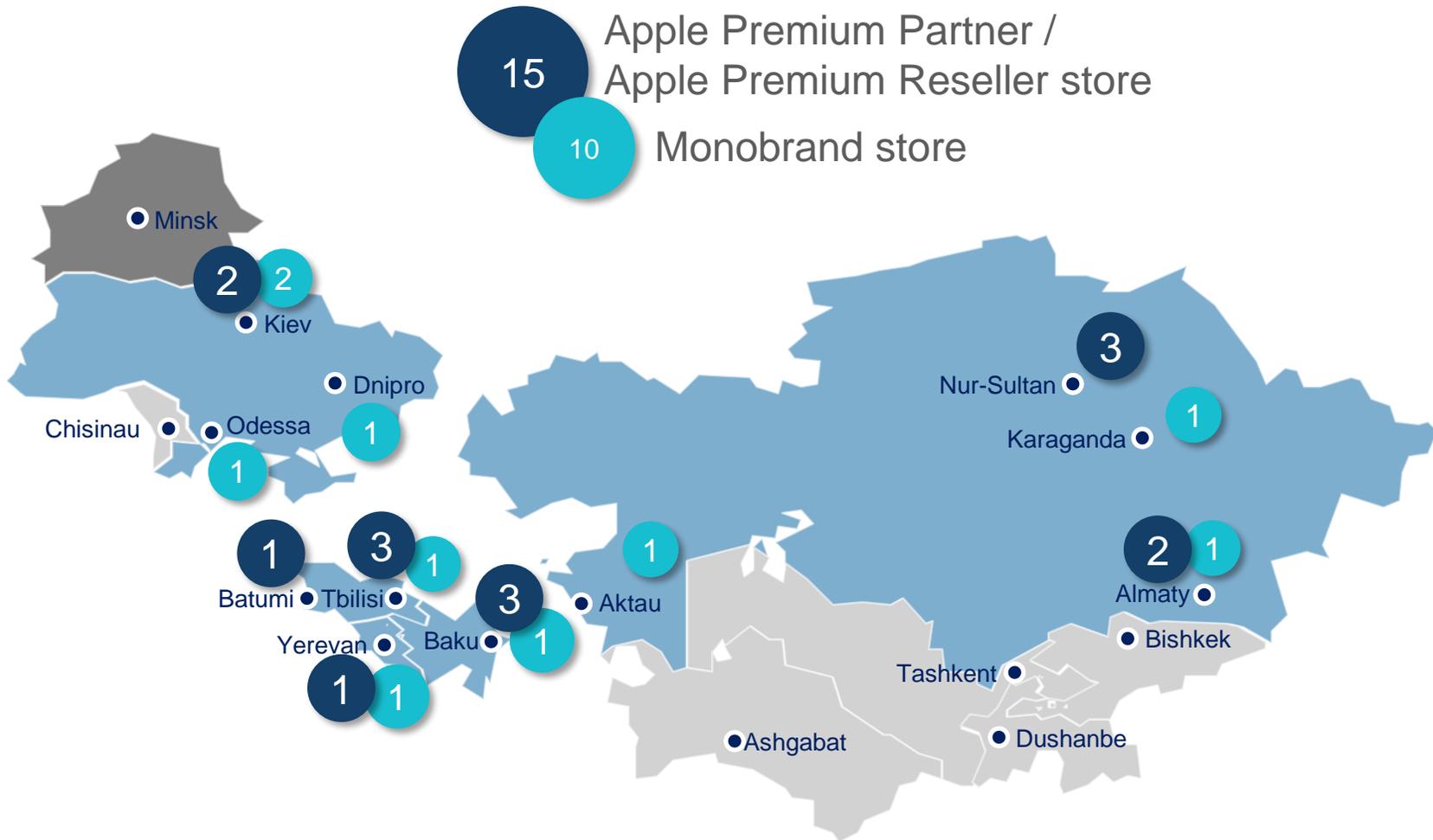
**OWN ELECTRONIC DISTRIBUTION PLATFORM** performing over 3M transactions annually through 31000 integrated POS with products of strategic vendors, plus own brands

# 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

Prestigio Solutions specializes in the production and delivery of innovative technological solutions for business and education. [www.prestigio-solutions.com](http://www.prestigio-solutions.com)

A E N O

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

**CANYON**

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)

 Prestigio

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)

perenio®

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

 **LORGAR**

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

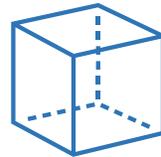
**12,000** m<sup>2</sup> indoor space in two floors.  
Limassol, Cyprus



Office spaces



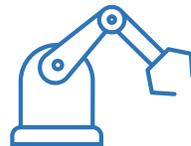
Convention center



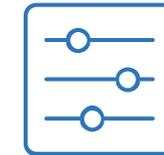
Show & Demo rooms



Pilot Production lines



Robots R&D Center



Engineering Center



Multi-company warehouse



Three R&D Labs

 Prestigio  
The Art in High-Tech

 **CRON**  
ROBOTICS  
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

Corporate Venture  
Investments

 **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

 **ED**  
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 m<sup>2</sup>+ 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” GITEX 2022, ASBIS Middle East
- **TOP DISTRIBUTOR PC & Compute 2022 Award**  
GEC Awards 2022, ASBIS Middle East



**ASBIS<sup>®</sup>**

**SUCCESS THROUGH FOCUS**

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