



# CORPORATE PROFILE

March 2024





# OVER 30 YEARS IN IT INDUSTRY

ASBIS Group is a leading Value-Added Distributor, developer, and provider of IT, IoT, and Robotic solutions, products, and services to Europe, the Middle East, and Africa markets.

In over 30 years of operation, ASBIS has grown into an international group, headquartered in Cyprus, with subsidiaries in 34 countries, 4 distribution centers, more than 30 in-country stock points, nearly 3,000 employees, and tens of thousands of active customers worldwide.

ASBIS is a company that has tech and innovation at its core. It operates in various business areas, such as the 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, and Sustainable Electronics Solutions.



# COMPANY BUSINESS DIRECTIONS

IT Distribution



Solutions to Enterprises



ASBIS Robotic Solutions



Consumer Distribution



Premium Retail  
Business Unit



Sustainable Electronics  
Solutions



Corporate Venture  
Investments





# FAST FACTS ABOUT ASBIS



Subsidiaries  
**in 34**  
countries



**20 000**  
active customers  
in 60 countries



**2 600+**  
employees



Revenue  
**\$ 3.1B**  
in 2023



**4**  
Distribution  
centers



More than  
**100 000**  
SKUs in portfolio



Headquartered in  
**Cyprus**  
since 1995



Over  
**250**  
vendors



**#ASB**  
Listed on WSE  
since 2007

2023

## Revenue:

\$ 3.1 B ▲ +14% YoY

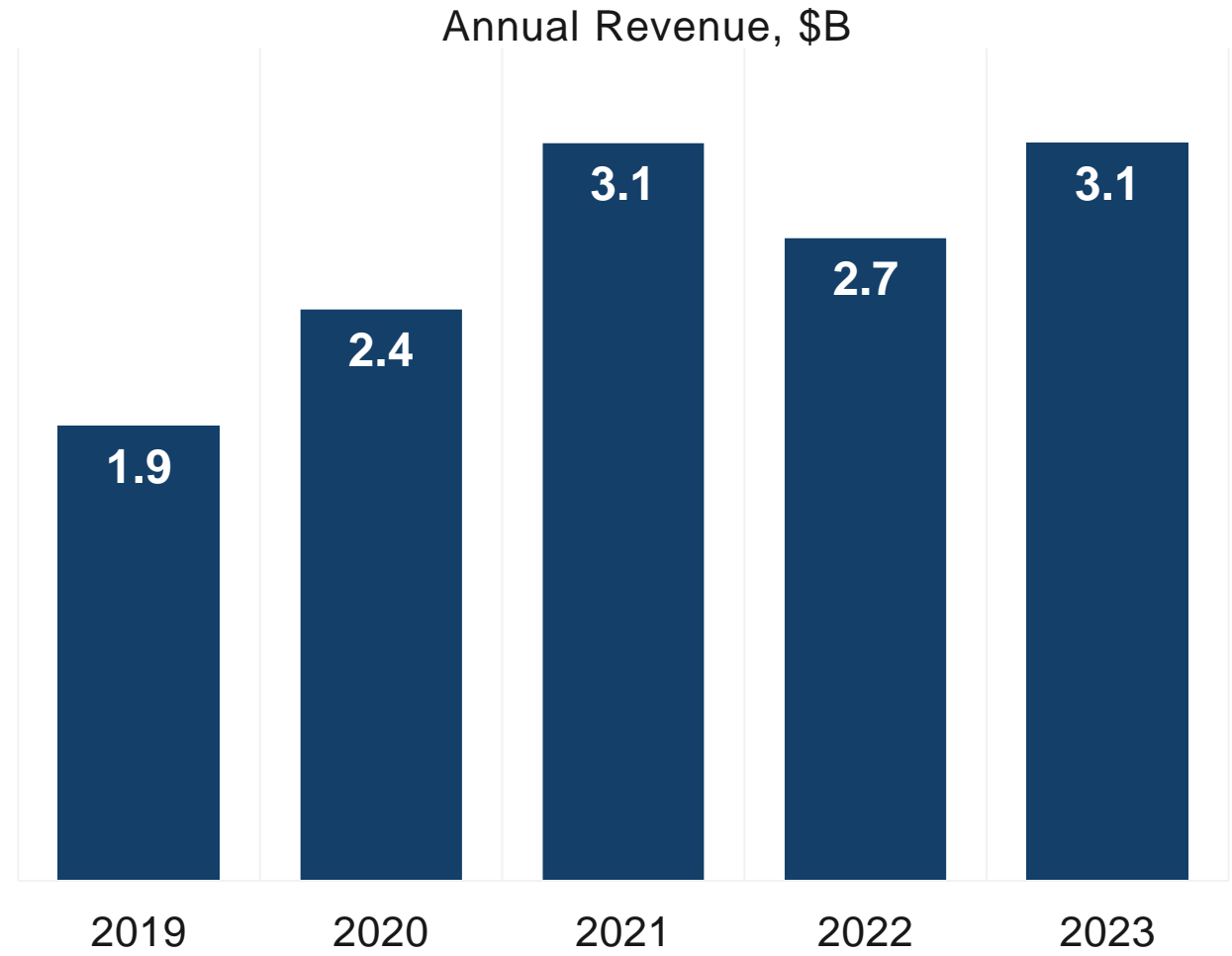
## Gross Profit:

\$ 252.3 M ▲ +11% YoY

## NPAT:

\$ 53.0 M

## FINANCIAL HIGHLIGHTS



# BROAD GEO COVERAGE

HEADQUARTERED IN CYPRUS

## 4 DISTRIBUTION CENTERS

- Czech Republic
- UAE
- South Africa
- Georgia
- Kazakhstan (under construction)

60K+ SQ.M. OF STORAGE SPACE ACROSS EMEA  
30+ stock points in countries of ASBIS presence

## SUBSIDIARIES IN 34 COUNTRIES OF EMEA

- Central & Eastern Europe
- Baltic States
- Caucasus & Central Asia
- Middle East
- Africa



# IT DISTRIBUTION



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



- Desktops, laptops, tablets and smartphones of top brands



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



- Business solutions, Servers, enterprise storage and networking



- Broad assortment of products and brands to e-tail, retail, and specialized shops



- Over 100,000 products in the portfolio from more than 250 vendors



# BROAD BUSINESS PORTFOLIO

## SERVERS & STORAGE

AsRock, AIC, ASUS, Ceph, Chenbro, Cisco, Dell EMC, Gigabyte, HPE, IBM, Infinidat, Infortrend, Inspur, Mitak/Intel, OSNexus, Overland-Tandberg, PNY, Promise, Pure Storage, QNAP, Quantum, Scality, Seagate Storage, StorageCraft, 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, XFX, Kingston, Micron, MSI, PNY, Samsung, Sandisk, Sapphire, Seagate, Solidigm, Toshiba, Transcend, TUL, Western Digital

## DESKTOP & LAPTOP PC

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

## PERIPHERALS AND ACCESSORIES

Canyon, EDBAK, Logitech, ONKRON, Prestigio

## SMALL DOMESTIC APPLIANCES

AENO, Haier, TCL

## SOFTWARE

ABBYY, Arcserve, Avast, BlackBerry, Eset, IVI, Macpaw, Microsoft, Nexenta, OpenText, Oracle, Scalefusion, VMWare

## GAMING GEAR

Canyon Gaming, Corsair, Cougar, HyperX, Logitech G, Lorgar, Razer, SteelSeries

## TV, AUDIO, VIDEO CONFERENCING

B&O, Devialet, Haier, JBL, Logitech, LOEWE, Prestigio Solutions, TCL, Thomson

## SMARTPHONES & TABLETS

Apple, Asus, Lenovo, Prestigio Solutions, Samsung, Thomson



# PROJECT DISTRIBUTION



## **A-BRAND AND WHITE BOX SERVERS**

Leverage future-ready technologies, AI solutions, storage, networking, passive infrastructure, systems management, and software.



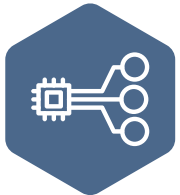
## **NETWORKING & SECURITY**

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.



## **SERVICES**

Professional services in Project management, IT strategy development, process and infrastructure analysis, maintenance and training.



## **INFRASTRUCTURE**

Integrate and automate all your critical IT functions.

# CONSUMER DISTRIBUTION



## PRODUCT PORTFOLIO

The focus is on PC Peripherals and Gaming, TV and Home Appliances, Premium Audio-Video Products, and Electronic Software Distribution.



## DISTRIBUTION CHANNELS

Covering key E-tail and Retail channels across the region within Consumer Electronics, Telco, DIY, FMCG, Specialized Hi-Fi and Gaming retail, Apple Resellers, etc.



## MARKETING SUPPORT

Marketing strategies, including digital and offline communications, are based on data insights and benchmarks for sustainable business development.



## BUSINESS DEVELOPMENT

Maximizing sell-out by managing supply planning and allocation efficiency via Collaborative Planning, Forecasting, and Replenishment process with key partners.



## DATA-DRIVEN APPROACH

Data management allows tracking KPIs, measuring promoters' efficiency in each POS, and improving the ROI of sell-out-driven activities.



## ELECTRONIC DISTRIBUTION PLATFORM

The platform performs over 3M seamless transactions annually through 31000 integrated POS with products from strategic vendors and own brands.

ASBIS is expanding its own Premium Retail network.

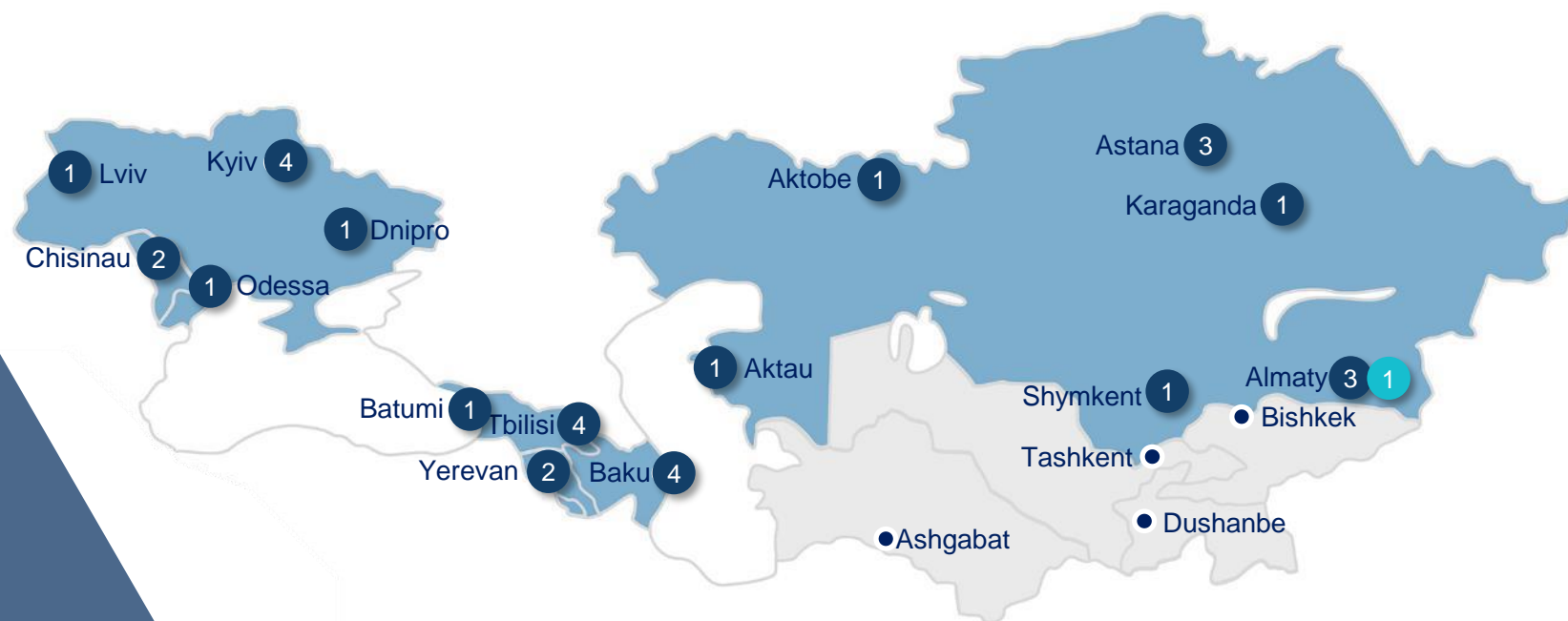
iSpace stores operate in six countries and offer a wide range of Apple products and accessories, as well as professional services and support.

iSpace stores have been authorised as Apple Premium Partner / Apple Premium Reseller / Apple Authorised Reseller, demonstrating its commitment to excellence and customer satisfaction.

Prestigio Plaza is an innovative technological concept originating from Cyprus, which is currently also developing in Kazakhstan and South Africa.

Prestigio Plaza is an official partner of Bang&Olufsen and has the status of Reseller and Integrator of this brand. Retail stores operate as Bang&Olufsen mono-brand stores.

## PREMIUM RETAIL BUSINESS UNIT





# ASBIS OWN BRANDS

**Prestigio**  
SOLUTIONS

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



**CANYON**

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



  
**PRESTIGIO**  
THE ART OF HIGH-TECH

Prestigio is an international brand of business and lifestyle accessories that feature new technologies and artistic design.  
[www.prestigio.com](http://www.prestigio.com)



**A E N O**

AENO is a global brand of smart home appliances that offers top-level product quality, customer service, and design.  
[www.aeno.com](http://www.aeno.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)



## SUSTAINABLE ELECTRONICS SOLUTIONS

**Breezy prolongs gadgets' lifecycles and contributes to the circular economy while reducing its environmental footprint.**

The company manages the turnover of pre-owned devices. First, they arrange a program to upgrade old gadgets in the largest retailers (Trade-in). Then they refurbish those appliances and get them back to the market at an affordable price (Refurbished).

### **B2C: Trade-in for Retail & E-commerce**

Breezy's service, Trade-in, boosts sales in partners' chains and makes devices more affordable for customers.

### **B2B: Trade-in and buyback of devices for business**

The services help to upgrade companies' computer equipment more often and at minimum costs.

### **The new generation of Refurbished**

Breezy refurbishes devices on its robotic-certified facilities (ISO 9001, ISO14001, ISO 27001) with further distribution through its own and partners' retail chains and e-commerce.



## ASBIS ROBOTIC SOLUTIONS

**AROS provides efficiency to your business by using robots on operations tough to people**

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

### **Complex solutions to bring efficiency in the 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



# HI-TECH CLUSTER

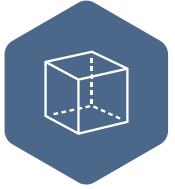
Limassol, Cyprus. 12,000 m2 indoor space on two floors.



Office spaces



Convention center



Show & Demo rooms



Three R&D Labs



Robots R&D Center



Engineering Center



Multi-company warehouse



Pilot Production lines



**Prestigio**  
SOLUTIONS

Solutions for Business & Education



**CLEVETURA**

Touch On Keys

**CANYON**  
YOU CAN

Smart accessories



Hardware for Gamers

**A E N O**

Smart Home Appliances

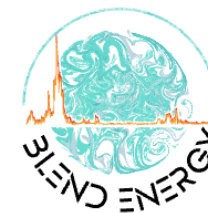


ROBOTS



Research Labs

**breezy!**  
REUSE EASY



Energy Storage



Medical Diagnostics



Bio Med Research



Corporate Venture  
Investments

COMPUTING

SUSTAINABILITY

ENERGY

DIGITAL SIGNAGE

MED-TECH

GAMING

ELECTRONICS

# EXCELLENCE IN OPERATIONS



ASBIS Group's management team consists of experienced executives, providing the Group with strong expertise and understanding of the diverse markets.



With local presence in countries where the Group operates the company provides deep knowledge of various cultural, linguistic, and legal landscapes.



Own distribution centers in Czech Republic, UAE, Georgia, and South Africa. 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 IT 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.





# AUTHORIZED ECONOMIC OPERATOR

ASBISC Enterprises PLC has achieved the highest level of certification in the EU's Authorized Economic Operators program – AEOF.

The AEO certificate confirms that ASBIS is a reliable partner for the international exchange of goods.

- Priority service for customs applications, which speeds up the passage of cargo and reduces waiting time.
- Priority service for any requests, which allows to receive the requested information in the shortest possible time and resolve issues of any complexity online.
- Separate lanes and particular service locations, along with out-of-turn control, speed up the movement of cargo in the customs zone.
- Companies with AEO certificate status receive unique priorities, including reduced document controls and preparation time for import/export abbreviated declaration.



# INDUSTRY AND VENDOR AWARDS

- **The Distributor of the Year 2023 in Video Imaging Applications**  
Seagate | ASBISC Enterprises PLC
- **Distributor of the Year 2023**  
ICT Champion Awards | ASBIS Middle East
- **Global ICT Trailblazer Award**  
GEC Media Group | Serhei Kostevitch, founder and CEO ASBIS Group
- **Volume Distributor of the Year**  
CXO DX Magazine | ASBIS Middle East
- **2022 Spotlight and Commercial Whale Awards**  
Jamf | ASBIS Group
- **IBM Distributor of the Year 2022**  
IBM | ASBIS Slovakia
- **Top Distributor Award 2023**  
Channel Partners Conclave Awards (CPCA) | ASBIS Middle East
- **Lenovo ISG distributor and Lenovo IDG distributor of the year FY22/23**  
Lenovo | ASBIS Slovakia
- **Marketing Partner of the Year**  
Infinidat | ASBIS Group





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