

## DISTRIBUTOR #1 IN THE CEE REGION

### Company

- 30 years on the market – leader in distribution market - dominant position – 33,7% market share in the CEE Region in H1 2020, constantly strengthening its #1 market position in Poland, Czech Rep. and Slovakia.
- Running operation in 3 countries: Poland (AB SA), Czech Rep. and Slovakia (AT Computers).
- 8 times in a row the best IT distributor in the CEE Region.
- Scalable automated logistic center. One of the most modern distribution facilities in Central and Eastern Europe with reward for the most innovative logistic project. Own infrastructure.

### Finances

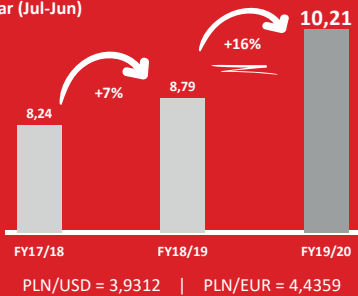
- The Company listed on the Warsaw Stock Exchange since 2006. The founder of the company Andrzej Przybyto is still an active CEO holding shares representing 25,01% of total number of votes.
- Over USD 2.55 bn revenue in FY2019/20.
- The lowest SG&A ratio (2,5%) among publicly quoted, global IT distributors thanks to the highest efficiency - automation of logistics processes and sales e-platforms.
- The best financial ratios vs competitors: net debt/Equity < 50%, short-term debt ratio < 50%.
- The best scored IT distributor vs competitors among insurers.

### Product's offer and sales channels

- The highest number of active partners in the CEE Region – over 16 000
- The leader in VAD (value added distribution) and cloud distribution in Poland
- The widest offer of value-added services in the CEE Region - comprehensive support for partners (trainings - the only distributor with own Competence Center, presales, finance, logistic, e-commerce, customization, demo products)
- Active development, e.g.: IT Security, CCTV, digital signage, smart home.

## AB Group turnover by the fiscal years in BN PLN

Fiscal Year (Jul-Jun)

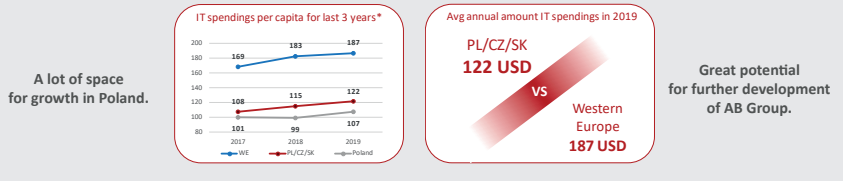
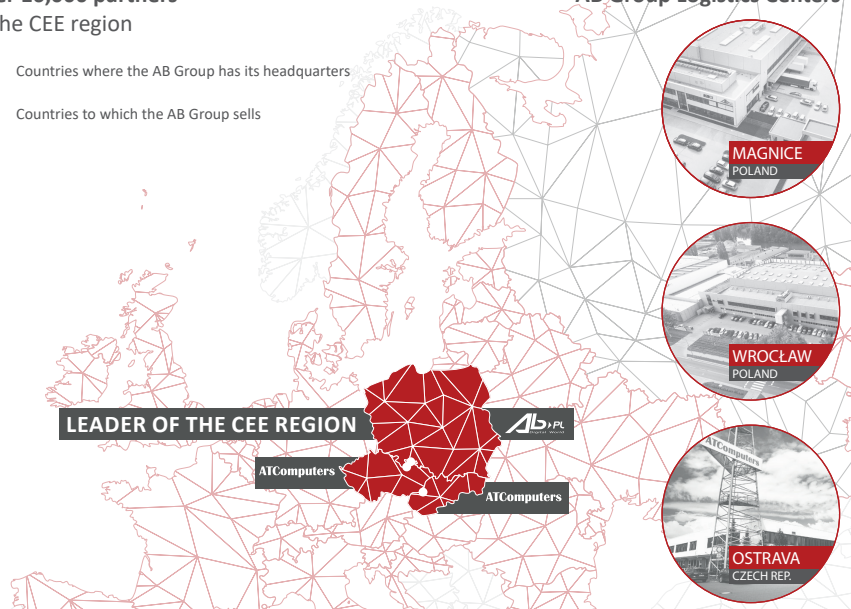


## Partnership with Dell Technology

- Cooperation of AB with Dell started in 2011 with enterprise products.
- In 2013 the Distribution contract was enhanced to all Dell products portfolio.
- ATC started their cooperation with Dell in 2009 at the territory of Czech Republic.
- In 2020 our contract was extended by EMC advanced storage & backup portfolio.

Over 16,000 partners in the CEE region

- Countries where the AB Group has its headquarters
- Countries to which the AB Group sells



## THE 5TH BIGGEST IT MARKET IN EUROPE

Growing importance of the CEE region in Europe

Countries	% share in Europe	Countries	% share in Europe
Germany	23%	Sweden	3%
UK & Ireland	18%	Austria	3%
France	10%	Belgium	2%
Italy	9%	Denmark	2%
Poland /Czech Rep. /Slovakia	8%	Portugal	2%
Spain	7%	Finland	1%
Switzerland	4%	Norway	1%
		Merged Countries	6%

## ADVANTAGES OF AB GROUP

- Flexibility, knowledge and adaptation to local markets backed by 30 years experience
- A loyal partner in business - individual approach to the client
- Multi-channel sales in various market segments (e-tail, retail, SMB, Enterprise, Telco)
- The modern automated logistics solutions in the region
- Multibranch and cross-selling IT, CE, MDA/SDA and TV in one place
- The widest product portfolio with on demand availability
- The most modern e-commerce transaction platform in the region
- A modern Competence Center offering offline and online training