AB GROUP
INSPIRED BY TECHNOLOGY

AB.PL Digital World | ATComputers

DISTRIBUTOR #1 IN CEE REGION

Company

- **30 years on the market – leader in distribution market - dominant position – 33,7% market share in 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 Przybyło 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.**

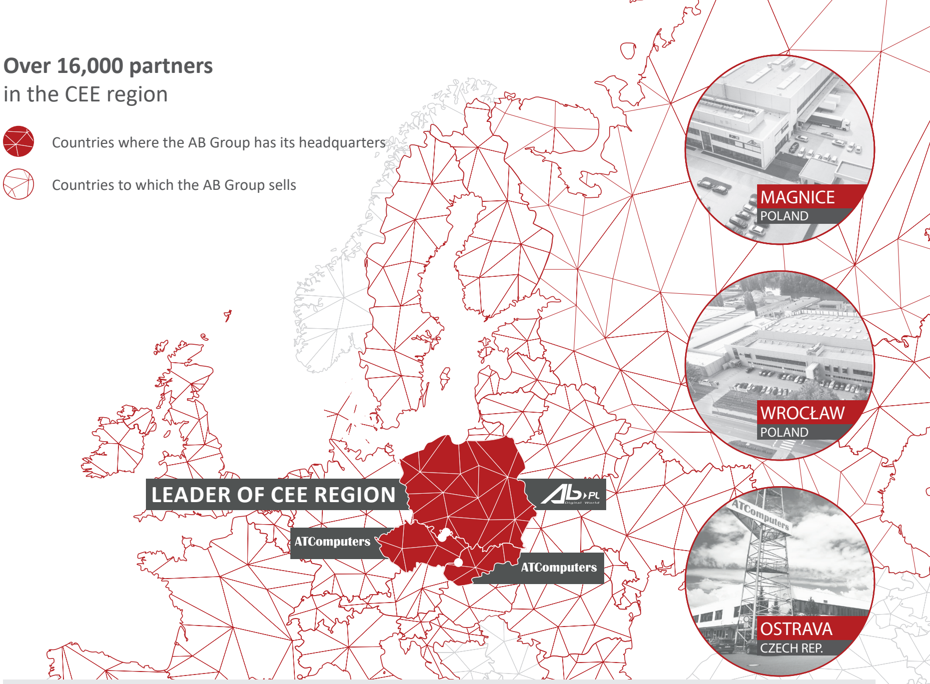
Product's offer and sales channels

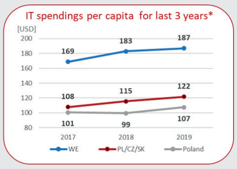
- **The highest number of active partners in the CEE Region – over 16 000**
- **The leader in VAD (value added distribution) and cloud distribution in Poland**
- **The widest offer of value-added services in the CEE Region - comprehensive support for partners (trainings - the only distributor with own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

THE WIDEST PRODUCT OFFER AMONG IT DISTRIBUTORS IN THE CEE REGION

Hewlett Packard Enterprise, APC by Schneider Electric, Dell, DellEMC, Apple, intel, Microsoft, Fujitsu, ASUS, aruba a Hewlett Packard Enterprise company, SAMSUNG, LG, BenQ, hp, TOSHIBA, iiyama, logitech, acer, GIGABYTE, EPSON, SEAGATE, legrand, Lenovo, Canon, Kingston Technology, NEC, PHILIPS, SOPHOS, Synology, tp-link, QNAP, EATON, D-Link, UBIQUITI Networks, oppo, htc

Over 16,000 partners
in the CEE region





PL/CZ/SK
122 USD
VS
Western Europe
187 USD

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%
		Finland	1%
Spain	7%	Norway	1%
Switzerland	4%	Merged Countries	6%

MARKET OVERVIEW, TRENDS AND OPPORTUNITIES

Fragmentation

Fragmented (not centralized) Polish market:

- Polish typical SME is much smaller than US&EU.
- Local presence is very important.
- Challenge – manage the costs (sales reps., small accounts).

E-commerce

E-commerce transformation – requires new approach:

- Investments in new platforms, online solutions.
- New functionalities.
- E-commerce oriented logistic infrastructure.
- Demand of extra value.

VAD

Pure VAD are under the pressure – cost vs margin.

Real value added distribution is becoming an increasingly important competitive advantage.

Costs

Importance of cost effectiveness and financial standing (SG&A)
– widest portfolio of services.

Investments

Growing role of distribution.

Distributors

Local weakness of worldwide and pan-European distributors.

42,80% **percent of population living in 150 biggest cities**
(150th city has 30.000 inhabitants)

4,56% **percent of population living in the capital**
(Warsaw)

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AB S.A. is entered into the National Court Register kept by the District Court for Wrocław - Fabryczna, 6th Economic Division of the National Court Register under number KRS 0000053834

Share capital: **PLN 16,187,644.00**
Paid in: **PLN 16,187,644.00**

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