



ABC Data changes for its customers

ABC Data entered the previous year with new management board, new managers and new energy. This resulted in describing new development directions for the Company with the aim of becoming the leader in the IT distribution sector in the CEE region and gaining a value of PLN 1 billion by 2018. With the biggest product offer and the fastest deliveries in the region, a highly-regarded online sales and customer service platform and a wide range of services going beyond traditional distribution, in 2016 ABC Data is already on a good path to fulfill its business goals.

ABC Data Capital Group is a leading IT hardware distributor and the only company in the industry that is present in eight CEE countries, with direct business operations in Poland, Czech Republic, Slovakia, Romania, Lithuania, Latvia, Estonia and Hungary. It has over 25 years of experience in the distribution of computer hardware, software and consumer electronics. ABC Data became the second Biggest IT company in Poland of the last quarter of the century according to the leading polish magazine Computerworld.

In June 2015 ABC Data presented a new strategy for growth and value creation of the Company. Its goal is to become the regional leader in the IT distribution sector by 2018 and to increase the market share in Poland up to 25% and in CEE up to 10%.

What is more ABC Data's customers can already benefit from the changes made in the company.

First of all ABC Data has been able to create the most comprehensive portfolio on the market, comprising 100,000 products from over 700 leading brands. In previous months ABC Data has added to its assortment new categories outside its core business such as office, school and paper articles, toys as well as tools and power tools. Nevertheless IT sector is crucial for the company which puts strong emphasis on developing areas reflecting the newest market trends regarding cloud computing, IT security or Internet of Things. For example ABC Data's reply to a fast growing interest in solutions concerning the Internet of Things is an expansion of its mobility



offer by a group of „smart” products from such categories as smart fit, smart home and smart health. An important move was to open another platform of cooperation with manufacturers and other suppliers by including their warehousing offer directly in the InterLink system – a highly-regarded online sales and customer service platform. This way the customers can buy everything they need in one place – ABC Data.

Resellers can also use the companies advanced ordering and logistics solutions. Currently over 85 percent of orders are processed over InterLink which is available in 9 languages. With distribution centers in Warsaw, Sosnowiec and Bucharest, the company is able to offer delivery within 24 hours throughout the CEE region, which is the best offer in the industry.

ABC Data has been growing very dynamically and today offers its Suppliers and Partners apart from standard distribution services also financial and marketing services as well consulting. Using individual products in the companies’ portfolio, it builds comprehensive IT solutions. ABC Data supports its Partners also by offering them consultancy regarding devices and software. Its services include configuration and monitoring of advanced server solutions, disk arrays or systems for data archiving. Moreover, the company also conducts dedicated technical training carried out online or on site, pertaining to particular needs indicated by the Client. The value added, which creates ABC Data's competitive advantage, consists in the continuous expansion of its services in the area of logistics and Partner-supported development and implementation of complementary marketing strategies.

ABC Data has become a global distributor matching the international standards put in front of today’s suppliers – the company offers its customers so much more than just package delivery. Distribution, logistics, marketing, finance as well as consulting – this is what customers look for and all this they can find in one place – ABC Data, the distributor of 21st century.

About ABC Data S.A.

ABC Data S.A. is a leader in the market of IT hardware and consumer electronics distribution in Poland and the only entity



operating directly in eight Central and Eastern European countries (EU Member States). For over 25 years, the company has been offering computer hardware, software, and consumer electronics. ABC Data has the largest product range on the market: more than 100 products from over 700 renowned brands. In the recent months, the product portfolio was expanded with new categories, such as smart products, stationery, office equipment, toys, tools, and power tools. Thanks to continuous development and many years of investment in on-line platforms of customer service, the company is one of the leaders in online sales. Between 2009 and 2014, ABC Data received five EMEA Channel Academy awards for the best distributor in Central and Eastern Europe. In 2015, the company again took the first place in the Computerworld TOP 200 main ranking, thus keeping its status of the largest IT company on the Polish market. ABC Data was the first Polish company to join GTDC, a prestigious association of the 24 largest IT distributors worldwide. In 2010, ABC Data S.A. debuted on the Warsaw Stock Exchange.

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