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Press release

**ABC Data is recording a 140% increase of Xiaomi's smartphone sales in Q2 and launches the brand of its partner in the Baltic region countries**

ABC Data, the only official representative of Xiaomi in Poland, has maintained high dynamics of sales of products bearing the Mi logo. Compared to Q1, the demand increased by 140%. Redmi 4A, Redmi 4X, and Redmi Note 4 were the most popular smartphones in terms of purchase. It should be similar in the Baltic region countries, where ABC Data has commenced building a sales channel by establishing cooperation with the leading mobile operator – Telia.

The high sales dynamics of Xiaomi products reflects the growing popularity of the brand. The growth was, admittedly, similar from January to March in Poland. 135% more smartphones and accessories have been bought than in the last quarter of the previous year, but sales started then from zero level. In the April-June period, however, the dynamics did not drop at all.

#### **Key smartphones and accessories**

In the smartphone segment, the most popular model was Redmi 4A, but Redmi 4X and Redmi Note 4 also enjoyed high popularity. Among the accessories that currently make up the Mi Ecosystem, Mi BOX 4K (Smart TV boxes), Mi Band 2 (smartbands), Mi Bluetooth Speaker (speakers), and Mi Power Bank (portable chargers) have also been popular.



*- The growing interest in products bearing the Mi logo results from a number of factors. The company offers very high quality products at an attractive price. An example can be the abovementioned latest smartphones from the Redmi series. They cost from PLN 599.00 to PLN 1,099.00. Moreover, they are really very well made. At the same time, they feature technical parameters which are identical or even better than those of many other models of alternative brands. The same applies to accessories – says Lukasz Łyżwa, Xiaomi Product Director at ABC Data.*

#### **Next priorities**

The high-quality of the products and the appropriate strategy of introducing the Xiaomi brand to the market have made it possible to reach the targets faster than expected. After nine (9) months of building a sales channel in the segment of stores specialising in electronics and IT equipment, Xiaomi's smartphones market share increased to 8-10%. Whereby, the share is even higher among models that cost at least PLN 500.00. In May, it amounted to several per cent.

*- The increasing popularity of Xiaomi smartphones confirms that the strategy of introducing the brand to the market was effective. Firstly, we focused on specialised stores to reach well-informed customers who are interested in new technologies and familiar with the Xiaomi brand. Today, one of the priorities is to broaden the offer in the operator channel – says Łukasz Łyżwa, Xiaomi Product Director.*

Currently, ABC Data is working with Play, which offers the Xiaomi Redmi 4A smartphones, and recently also the Xiaomi Redmi 4X. The share of the abovementioned models in the sales of the operator does not exceed 5% yet, but this should change



when next smartphones will be introduced to the offer. This will automatically translate into a higher share of the Xiaomi brand in the market. In Poland, the operator channel accounts for 65-70% of smartphone sales in Poland.

### **Baltic markets**

An equally important objective is the official introduction of the Xiaomi brand to the Baltic markets. The first actions have already been taken. ABC Data has established cooperation with a Scandinavian mobile operator – Telia. This operator is responsible for more than 40% of smartphone sales in Lithuania. The operator's offer includes all the latest models of the Redmi series, as well as the Mi Note 2 flagships. Xiaomi smartphones are also available in stores.

*- We are very pleased that our products appeared in the official sale in Lithuania. This market is important and promising for us for several reasons. First of all, many customers are open to new brands and products. Secondly, the whole Baltic region shows steady growth. As a result, the consumer electronics market has tremendous potential for further growth – says Liu Yi, Global Sales Director, Xiaomi.*

After launching sales in Lithuania, ABC Data will commence building the sales channel in Latvia and Estonia. It also plans to introduce the Xiaomi brand in other markets in Central and Eastern Europe.



### **About ABC Data S.A.**

ABC Data S.A. is the leader in the modern distribution of IT equipment and consumer electronics in the CEE region. As the only distribution company, it operates directly in eight countries of Central and Eastern Europe. The company successfully creates market trends and systematically expands its portfolio with products in the area of new, innovative technologies. Thanks to many years of investments in online client service platforms, the distributor has nowadays a leading position in B2B online sales. In the years 2009-2017, ABC Data was awarded seven times with one of the industry's most important awards, i.e. the EMEA Channel Academy award for the best CEE region distributor. It has become a member of GTDC, a prestigious association of the largest IT distributors in the world, as the first company in Poland. Since 2010, it has also been listed on the Warsaw Stock Exchange.

### **About Xiaomi**

Xiaomi was founded by Lei Jun in 2010. He believes that high-quality technology does not have to cost a fortune. In this spirit, we also create and offer unique equipment, software, and online services for and with the help of Mi fans. Their opinions have been taken into account by us in the development of, among others, Mi Note Pro, Mi Note, Mi 5, Redmi Note 3, Mi TV, and Mi Band. With the sales of more than 70 million smartphones in 2015 and making its products available in such countries as Taiwan, Hong Kong, Singapore, Malaysia, Philippines, India, Indonesia, and Brazil, Xiaomi is expanding its global presence and thus becoming a global brand.

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