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Press release

ABC Data with the Xiaomi Golden Partner Award

ABC Data, a leading provider of IT equipment and services and consumer electronics in the CEE region, has been granted the Golden Partner Award statuette by Xiaomi. The Xiaomi Golden Partner Award is not only a huge thing to be proud of, but also a confirmation that ABC Data offers its partners full support in developing their businesses. ABC Data is the first official distributor of this brand in the European Union and a leading supplier of Xiaomi equipment in Poland and Lithuania. Thanks to the above, it successfully builds up the position of this manufacturer in Central and Eastern Europe.

The Xiaomi Global Partner Conference in Beijing gathered the most important Xiaomi business partners from around the world. This prestigious group of companies, which particularly contribute to the enhancement of the position and growth of the popularity of the distributor, could not go without ABC Data – the first official distributor of Xiaomi in the European Union. During the conference, Xiaomi distinguished ten (10) leading partners. In recognition of ABC Data's contribution to the establishment and development of the Xiaomi sales channel and providing full support and communication service of the brand in Poland, ABC Data received the title and the Golden Partner Award statuette. This is the best proof that the cooperation with ABC Data is of key importance for Xiaomi and directly translates into the implementation of Xiaomi's business objectives in the CEE region.

- According to Canalys research company, Xiaomi is the fourth best-selling smartphone brand in Central and Eastern Europe. We have significantly contributed to this success, because it was ABC Data that paved the way for Xiaomi's business development in this part of Europe. So far, the products of this manufacturer were available in Poland due to individual import



– says Ilona Weiss, President of the Management Board of ABC Data - *We have been consistently building a sales channel for this brand, recording significant subsequent successes. Just in the second quarter of this year, we recorded a 140% increase in demand for Xiaomi equipment – compared to Q1 2017. Xiaomi appreciates our commitment and the recorded successes, which results in the extension of the existing contract to other countries –* adds Ilona Weiss.

ABC Data is responsible for Xiaomi's distribution not only in Poland, but also in other countries of the CEE region. A few months ago, ABC Data started selling Xiaomi smartphones in Lithuania, where it established cooperation with Telia mobile operator. Telia is responsible for more than 40% 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's smartphones, distributed by ABC Data, are also available in Lithuanian electronics stores.

- *After two (2) months, the brand has already won about 4.5% of the market. This is really a huge success. So, we are keeping up the momentum and continue to dynamically develop the Xiaomi sales channel in Lithuania –* says Andrzej Kuźniak, Vice-President of the Management Board of ABC Data. Along with the development of the sales channel in Lithuania, the company is preparing to enter Latvia and Estonia with the product range of the brand, which may take place already in autumn. ABC Data does not also exclude the sale of Xiaomi products in other countries where it is directly present, i.e. in the Czech Republic, Slovakia, Romania, and Hungary. These markets are very attractive; hence, this would be a very good business decision for both Xiaomi and ABC Data. - *We are successively building a sales channel also in Poland. We are currently holding talks with other operators in the telecommunications market, and we are also thinking about the development of the points of sale of the products of the brand – Mi Zone – not only in Warsaw, but also in other cities –* adds Andrzej Kuźniak.



The Golden Partner Award granted to ABC Data significantly increases the prestige and credibility of the company as the best distributor of Xiaomi in Central and Eastern Europe. Thanks to the above, ABC Data is able to build and expand its sales channel and to further strengthen its existing relationship with Xiaomi. Clients from the CEE region know well that if they want to buy Xiaomi equipment, the go-to wholesaler is ABC Data.

About ABC Data S.A.

ABC Data S.A. is a leading provider of IT equipment and services and consumer electronics in the CEE region. As the only company in the industry, 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 – the EMEA Channel Academy award for the best distributor of the CEE region. 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.

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