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Press release

### CRN readers decided – ABC Data is the best distributor in Poland

There is nothing more valuable in business than customer recognition. ABC Data, a leader in modern IT distribution in the CEE region, can definitely be proud of such recognition. The company has just received the title of the “Distributor of the Year 2016” in the plebiscite of the CRN magazine. The winners are chosen by the readers of CRN Polska magazine, i.e. thousands of resellers and integrators from all over Poland. By their decision the award went to ABC Data – a company that is consistently working exclusively in the B2B sector, setting the standards for operations in this area. The award is even more valuable as the company received it in 2016, a time of enormous challenges for the entire IT industry.

The “CRN Tech Trends Business 2017” festive gala crowning the plebiscite of the CRN magazine – an opinion-forming, professional monthly magazine addressed to the representatives of IT companies: resellers, VARs, and integrators – took place on June 07 in Warsaw. The event brought together representatives of the most important IT companies operating in Poland, including, among others, Microsoft, Lenovo, Huawei, and of course ABC Data. The meeting is an excellent opportunity for both networking and less formal business talks, as well as meeting the winners of the VARs and Integrators Vademecum Plebiscite and the CRN Polska Plebiscite. The latter included ABC Data, which was honoured by the readers’ votes with the title of the “Distributor of the Year 2016”. On behalf of the company, the award was collected by Ilona Weiss, President of the Management Board of ABC Data.



- As the old saying goes: “You will know a good sailor when bad weather comes”, and there was no shortage of stormy days in our industry in 2016. That is why I am so pleased to hear that ABC Data has received the honourable title of the “Distributor of the Year 2016” in the CRN magazine plebiscite – comments Ilona Weiss, President of the Management Board of ABC Data. - Although the previous year was exceptionally dynamic and full of various turbulences, we have consistently maintained our basic principle that we operate exclusively in the B2B segment. We do not want to compete with our clients, which is not a common approach in this business. As shown by the award we have just received, resellers and integrators from all over Poland appreciate our contribution to the development of the IT market in Poland and have a real appreciation for the quality of the collaboration with ABC Data – adds Ilona Weiss.



ABC Data, in addition to its core business in the broadline model, is currently focusing on developing competitive advantages in such fields as e-commerce, cloud, mobile, and VAD, which are key for the company and its key clients. The actions taken are oriented, on the one hand, on creating additional improvements for the clients, among others, by continuously expanding the functionalities of the existing e-commerce tools, developing product portfolio in key areas, or allowing to make purchases of IT solutions based on the cloud model. On the other hand, actions taken by ABC Data are aimed at strengthening the company's position in Poland and in the CEE region. Such awards such as the CRN title of the “Distributor of the Year 2016” are the best proof that the company's development model selected by the company is optimal and, most importantly, very effective.



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

ABC Data S.A. is a 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 Central and Eastern European countries. 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 customer service platforms, the distributor is today a leader 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. As the first company in Poland it became a member of GTDC, a prestigious association of the largest IT distributors in the world. Since 2010 it has also been listed on the Warsaw Stock Exchange.

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