



Warsaw, 19 May 2017

Press release

**ABC Data Group with three awards in the
“IT Reseller – Masters of New Technologies” plebiscite.**

ABC Data, the leader of the modern IT distribution market in Poland and in the CEE region, has been listed among the prestigious group of “IT Champions” – companies and persons selected by readers as well as the editors of the professional portal and monthly magazine IT Reseller. The company was awarded in the “Debut of the Year” category, which was the entry of the Xiaomi brand into the Polish market – thanks to ABC Data. In turn, Ilona Weiss, President of the Management Board of ABC Data, received the honourable title of the “IT Woman of the Year”, while the award for the “VAD Value-Added Distributor” went to S4E.

The “IT Reseller – Masters of New Technologies” gala ceremony took place on Thursday, May 18 at the Hard Rock Cafe in Warsaw. As befits for an “IT Champions” evening, the event brought together representatives of the leading companies and institutions related to the domestic IT industry. That is why the event could not have been missed by the representatives of the ABC Data Group. One of the most important points of the evening was the awarding of the prizes to the companies selected in the “IT Reseller – Masters of New Technologies” plebiscite. The winners of each category have been selected in voting by the readers of IT Reseller together with the representatives of an independent jury, which included, among others, the editorial journalists.

The entry of the Xiaomi brand into the Polish market was recognised to be the most important debut of the previous year. This was possible due to the efforts of ABC Data. The company is the first official distributor of the products of this brand in Poland and in the European Union. The award and the statuette of the “IT Champion” were collected on behalf



of ABC Data by Ilona Weiss, President of the Management Board of the Company. - *The award for the debut of the year confirms that our unique model of cooperation of the distributor with the manufacturer was the right one. Cooperation with Xiaomi perfectly fits into our strategy which involves supporting partners in a variety of activities that build the creation of reputation and achieving increasingly better sales results – comments Ilona Weiss.*

Another prize went directly to the President of the Management Board of ABC Data. Ilona Weiss was honoured with the title of the “IT Woman of the Year”. In this way, the impact that she has on the development of ABC Data, on the one hand, and the entire IT industry in Poland, on the other, has been appreciated. - *If it were not for the persistence and experience of ABC Data, many well-known IT brands, such as Xiaomi for example, would probably not be present in Poland nowadays. Of course I did not bring them to Poland personally, but with the support of the wonderful ABC Data team. Without it, these successes would not be possible, so I would like to dedicate this award all ABC Data employees – says Ilona Weiss.*

During the “IT Reseller – Masters of New Technologies” gala, winners of the, among others, “VAD Value Added Distributor” category were also announced. Readers and the contest jury had no doubt that this title should go to S4E. On behalf of the company, the award was collected by Paweł Piętka, President of the Management Board. As S4E is part of the ABC Data Group since last year, it means that the Group ended up with three awards on the Thursday evening. This is the best proof of the exceptionally strong position that ABC Data has on the Polish IT market.



About ABC Data S.A.

ABC Data S.A. is a leader in the modern IT equipment and consumer electronics distribution in the CEE region, and the only distribution company operating directly in eight Central and Eastern European countries. ABC Data S.A. successfully sets market trends and systematically enriches its portfolio with products from the area of new, innovative technologies. Thanks to continuous development and many years of investment in on-line platforms of customer service, the distributor is one of the leaders in online sales in the Polish B2B sector. Between 2009 and 2017, ABC Data received seven EMEA Channel Academy awards – one of the most important awards in the industry – for the best distributor in Central and Eastern Europe. ABC Data was the first Polish company to join GTDC, a prestigious association of the largest IT distributors worldwide. In 2010, the distributor made its debut on the Warsaw Stock Exchange.

Person responsible for media contacts:

Agnieszka Forasińska

ABC Data S.A.

Agnieszka.Forasinska@abcdata.eu

+48 22 591 67 83