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Press release

## Tech Trade Show 2017 – ABC Data with the title of the “Distributor of the Year 2017”

ABC Data’s successes continue! This leading Polish IT equipment and services and consumer electronics provider in the CEE region has just been awarded with the title of the “Distributor of the Year 2017” in the IT category during the Tech Trade Show 2017 in Warsaw. The competition jury, which included the representatives of the companies, institutions, and media related to the IT industry, awarded ABC Data for its merits in terms of the development of this sector in Poland.

As the originators of the Tech Trade Show say, the idea behind the event is “to create an effective platform for communication among resellers, retailers, and representatives of the sales channel and the suppliers, manufacturers, distributors, and importers of electronics.” That is why already the first edition of this event has been recognised as one of the most important industry initiatives in Poland and there are many signs that it will be a fixed point in the calendar of key technology meetings in the IT sector. The culmination of the conference in Warsaw was the Tech Trade Show Awards Gala. ABC Data, which received the title of the “Distributor of the Year 2017” in the IT category, was among the award-winning companies. On behalf of the company, the statuette was collected by Ilona Weiss, President of the Management Board of ABC Data.

*- The title and the statuette of the “Distributor of the Year 2017” at the “Tech Trade Show Awards” is another award collected by me on behalf of my company this year. Still, I am extremely proud to receive it and treat it as if it was the first and the most important one among them all! In a way, this actually is the case – says Ilona Weiss, President of the Management Board of ABC Data. - This award is a tangible proof that the honourable*



*competition jury, composed of recognised representatives of the industry's organisations, media, and companies, sees ABC Data as the leader of the Polish distribution, setting development trends in this industry in Poland and the CEE region for years— she adds.*

The efficiency of the operations of ABC Data Group has been very well reflected in the recently published preliminary consolidated financial results for the third quarter of this year. The Company generated more than three times higher net profit than in the corresponding period of the previous year. This is the effect, among other things, of the continued focus on the elimination of low-margin transactions, while increasing sales in such product groups as components, smartphones, computers, and peripherals, and the increasing sales in Hungary, Lithuania, and Romania at the same time. - *The effective implementation of the development activities is primarily due to the employees ABC Data. Without a great, committed team, even the best strategy would have no chance for implementation. That is why I would like to dedicate this award to the employees of our company – emphasises the President of the Management Board of ABC Data.*

Since January this year, ABC Data has received several valuable awards and titles. They include, among others, the “Central and Eastern Europe Consumer Tech Distributor of the Year” granted by EMEA Channel Academy, the title of the “Distributor of the Year 2016” in the CRN plebiscite, and the title of “The Largest IT Company in Poland” in the ITwiz Best 100 ranking. These include also numerous awards from the partners of the company, such as the Dell EMC “Distributor of the Year”, the “Lenovo One” for the “Distributor of the Year 2016 in the Category of Business Products”, and the “Golden Partner Award” granted by Xiaomi. And since there are still two months remaining until the end of the year, there is a chance that ABC Data will receive even more such valuable awards.



#### **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 consistently 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 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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