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ABC Data - new year marked by even more extensive offer

One of the most important elements of building competitive advantage in modern distribution is complementary portfolio of products. ABC Data, in line with adopted strategy, has been rapidly expanding its offer. Recently, the assortment of the company has been extended by new solutions in the field of data protection and storage, alternative consumables for printing devices, as well as new brands of toys, stationery, tools and power tools. Systematic broadening of the offer results from adopted manner of operation on the basis of the one-stop-shop model.

Safe storage and effective protection of information are the priorities both for modern institutions and enterprises, as well as private persons. By responding to the growing needs of its customers in that regard, ABC Data systematically extends its offer of devices and software connected with data processing. Recently, the company has introduced a number of products designed to create private clouds, for example cloud data storage - My Cloud Mirror (gen 2) by Western Digital, as well as Seagate® Personal Cloud networked storage into its assortment. The distributor's portfolio also contains solutions connected with protection, backup and recovery of information, including offered by such producers as AVG Technologies and Veeam Software.

Printing documents or other materials is inherent to conducting a business. Renting printing devices is a growing trend and therefore ABC Data also offers the service to its customers. It allows to significantly reduce the printing costs. To entrepreneurs who prefer traditional solution of purchasing the equipment, the distributor offers an exceptionally wide range of printers and consumables. ABC Data has just extended its assortment in that area with ActiveJet products, now available in the InterLink system. The extensive portfolio of products



is essential in order to make the company's offer complementary, especially for a company who wishes to operate as a one-stop-shop.

ABC Data, in order to have a comprehensive offer, constantly widens the range of offered goods not only regarding new products but also totally new categories of merchandise. The customers of the company can, via a dedicated e-commerce platform, purchase broadly defined IT and consumer electronics products, as well as stationery and toys. Recently, the company's offer was extended with tools and power tools of such renowned brands as: Black&Decker, DeWalt, Proline and Stanley. In the nearest future the company plans to introduce new categories of products, such as Home&Living, lifestyle and sports equipment.

The one-stop-shop model allows the company's customers to purchase any types of goods at one place, without the need to browse offers of other suppliers. At the same time it allows to save time and take advantage of other benefits involved in cooperating with ABC Data, for instance high quality logistic services and financial support offered to the customers. Being competitive in that regard allows the company to rapidly develop its base of customers together with constantly extending proactive customer communications which in turn makes ABC Data even more attractive partner for the producers. Therefore, reaching the set strategic goal, which is to become the leader in IT distribution in the CEE region in 2018, is now quite close.

About ABC Data S.A.

ABC Data S.A. is a leader in the market of IT hardware and consumer electronics distribution in Poland and the only entity operating directly in eight Central and Eastern European countries (EU Member States). For over 25 years, the company has been offering computer hardware, software, and consumer electronics. ABC Data has the largest market product range including more than 100 000 products from over 700 renowned brands. In the recent months, the product portfolio was expanded with new categories, such as smart products, stationery, office equipment, toys as well as tools and power tools. Thanks to continuous



development and many years of investment in on-line platforms of customer service, the company is one of the leaders in online sales. Between 2009 and 2014, ABC Data received five EMEA Channel Academy awards for the best distributor in Central and Eastern Europe. In 2015, the company again took the first place in the Computerworld TOP 200 main ranking, thus keeping its status of the largest IT company in the Polish market. ABC Data was the first Polish company to join GTDC, a prestigious association of the 24 largest IT distributors worldwide. In 2010, ABC Data S.A. made its debut on the Warsaw Stock Exchange.

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