



Warsaw, 19/1/2016

Press release

### ABC Data supports Sferia's nomadic service!

**ABC Data, a leader in the market of IT hardware and consumer electronics distribution, is now an official partner of telecom operator SFERIA S.A. ABC Data will be responsible for providing the equipment and accessories necessary for Sferia's nomadic service throughout Poland.**

Nomadic telephony combines the attributes of traditional landline service with the benefits of mobile phones. As part of its latest package, Sferia offers a mobile number besides the nomadic number. The two numbers are handled by a single SIM card and managed under a single subscription plan. All the cards in offer are LTE-ready. With the new services, entrepreneurs will be able to conduct business anywhere Poland while using a credible landline number.

Sferia has also launched an on-line store on its website which offers a wide range of mobile devices and accessories at attractive prices. The store is exclusively supplied by ABC Data. *"To enjoy all the benefits of modern telecommunications services, such as the nomadic service from Sferia, it is necessary to use suitable mobile devices. As the exclusive supplier, ABC Data will provide Sferia's new online store with top-notch mobile equipment and accessories that can be used for this purpose,"* comments Łukasz Łyżwa, Business Unit Manager at ABC Data.

Sferia's online store is connected to Interlink, an in-house sales and customer service platform from ABC Data, which is widely acclaimed on the market due to its intuitive use, clear interface and quality information. *"ABC Data is a leading IT hardware and software distributor in Central and Eastern Europe. Cooperating with such a partner will not just give us access to the latest top-tier hardware, but also ensure professional and timely order execution,"* explains Marta Kocharńska, Managing Director at SFERIA S.A.

SFERIA S.A. is an operator with some 20 years of experience in the Polish telecom market. In April 2014, the company launched services using the MVNO model, thus expanding its range of landline services with mobile services and LTE data transmission, and extending its coverage to include the whole Poland. Accordingly, its portfolio now includes modern and



popular mobile handsets that support both landline and mobile numbers. Supplying Sferia's online store is part of ABC Data's strategy which involves stepping up cooperation with telecom operators.

#### **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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