

The ASBIS logo features the word "ASBIS" in a bold, dark blue, serif typeface, with a registered trademark symbol (®) positioned at the top right of the letter "S".

**ASBIS®**

*SUCCESS THROUGH FOCUS*

**ASBIS-UKRAINE**  
**YOUR PARTNER IN DIGITAL**  
**TRANSFORMATION**

2021



# MORE THAN 30 YEARS IN DISTRIBUTION BUSINESS



## ASBIS Group

- leading distributor of ICT industry products in the emerging markets of Europe, the Middle East and Africa (EMEA).
- specializing in the distribution of computer hardware and software, mobile solutions, IT components and peripherals, and a wide range of ICT products and digital equipment
- combining wide range geographical operations with a wide portfolio of products the company provide "one-stop-shop" distribution model



# WHY SHOULD TRUST US



## PORTFOLIO

wide range of products and solutions



## SUSTAINABLE SUPPLY

two logistics hubs in the Czech Republic and the UAE



## SERVICE

packaging service, examination, RMA, freight-forwarding service



## GUARANTEE

warranty program, open and transparent cooperation

# ASBIS GROUP: 1990s

10 employees

1 country – Minsk (Belarus)



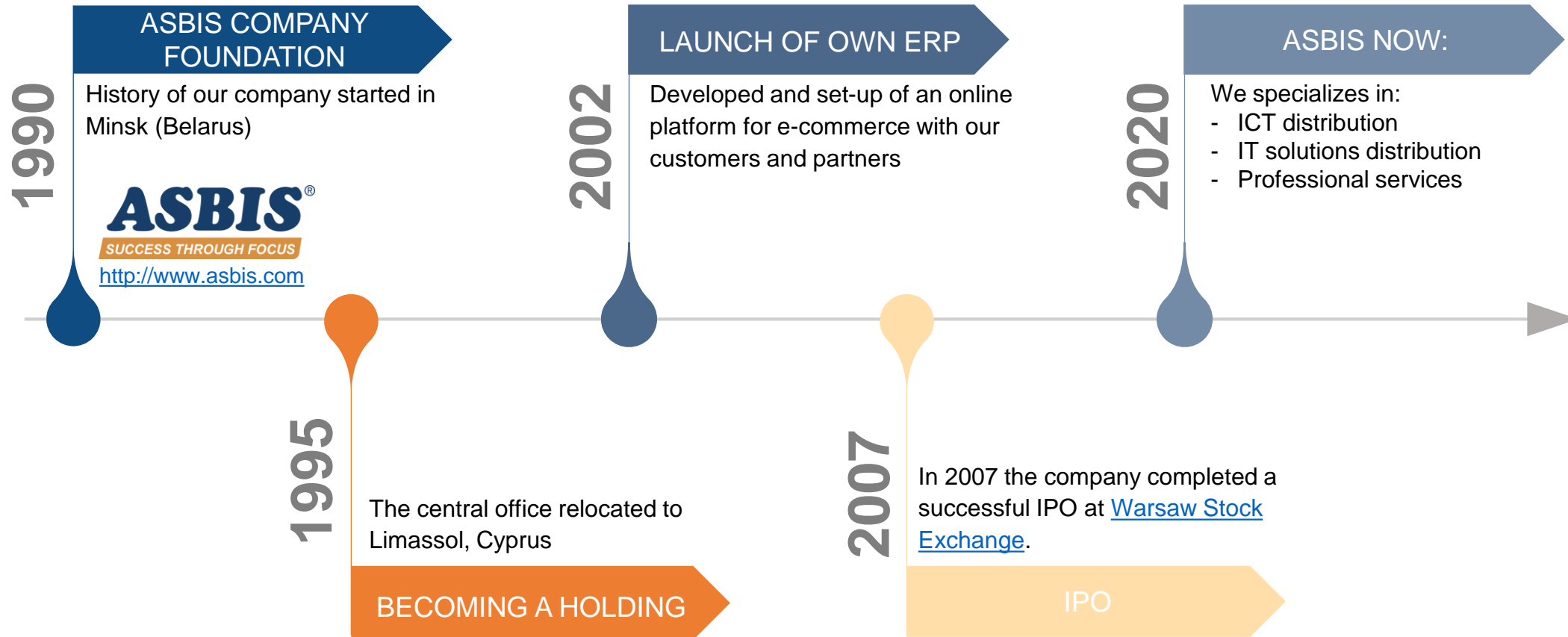
# ASBIS GROUP: 2021 – more than 30 years

1800+ employees

local offices in 28 countries



# HISTORY ASBIS GROUP



# ASBIS GROUP NOW



**28**  
subsidiaries  
around the world



**20 000**  
active customers  
in 56 countries



**1 837**  
employees



**\$ 2.4 B**  
revenue in 2020



**2**  
Distribution centers



**23 000**  
products in  
portfolio



**20** B2B e-shops  
**5** B2C e-commerce



**240+**  
vendors



**60%**  
transactions online

# 2020 ASBIS GROUP FINANCIAL HIGHLIGHTS

Revenue:

**\$ 2.4 billion** ▲ +23.6% YoY

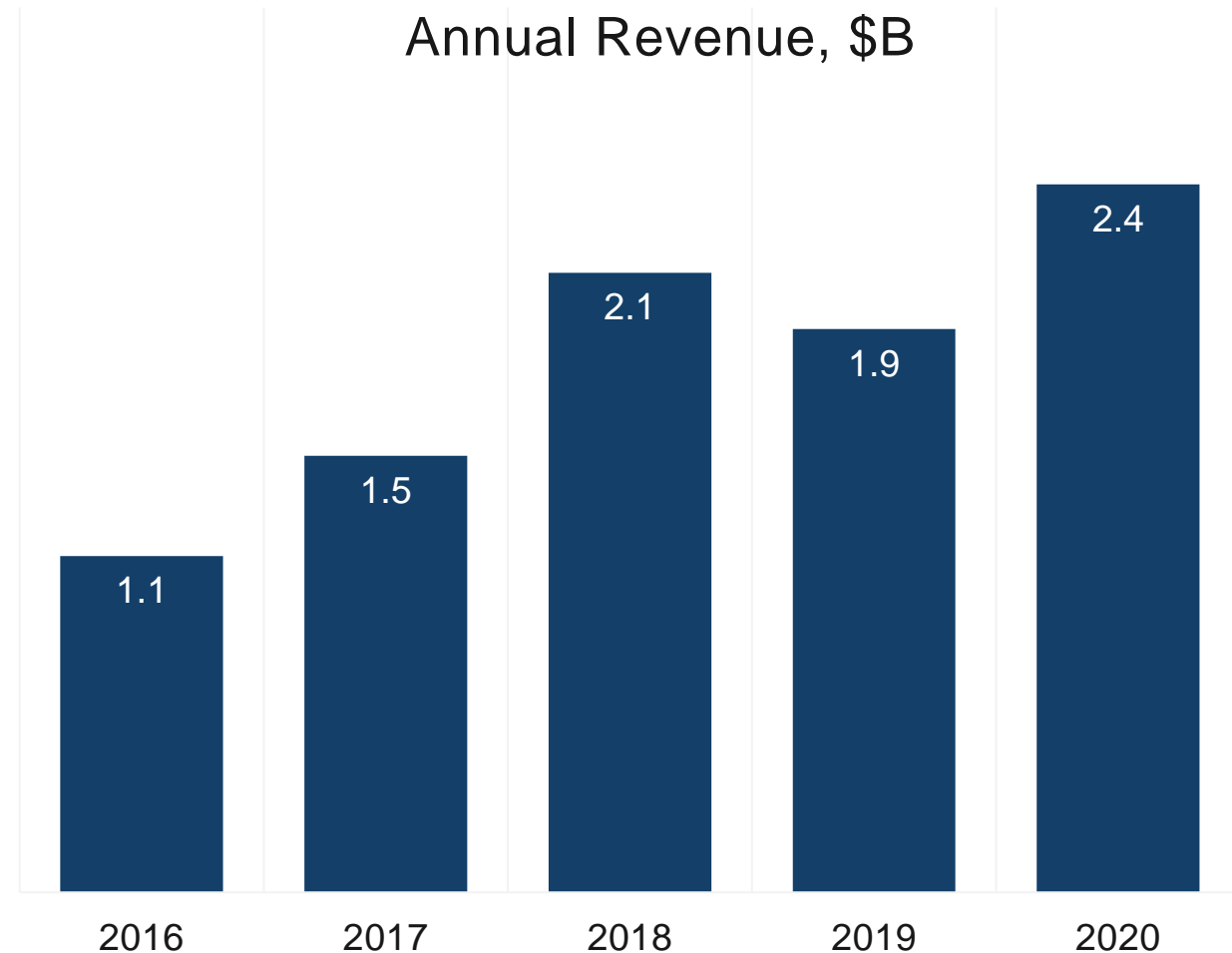
Income:

**\$ 138 million** ▲ +32.8% YoY

NPAT:

**\$ 36.5 million** ▲ +139.6% YoY

## PERFORMANCE TREND





# SUBSIDIARIES IN 28 COUNTRIES

## CEE

Ukraine  
Poland  
Czech Republic  
Slovakia  
Hungary  
Romania  
Bulgaria  
Serbia  
Bosnia  
Slovenia  
Croatia  
Cyprus

## BALTIC

Lithuania  
Latvija  
Estonia

## FSU

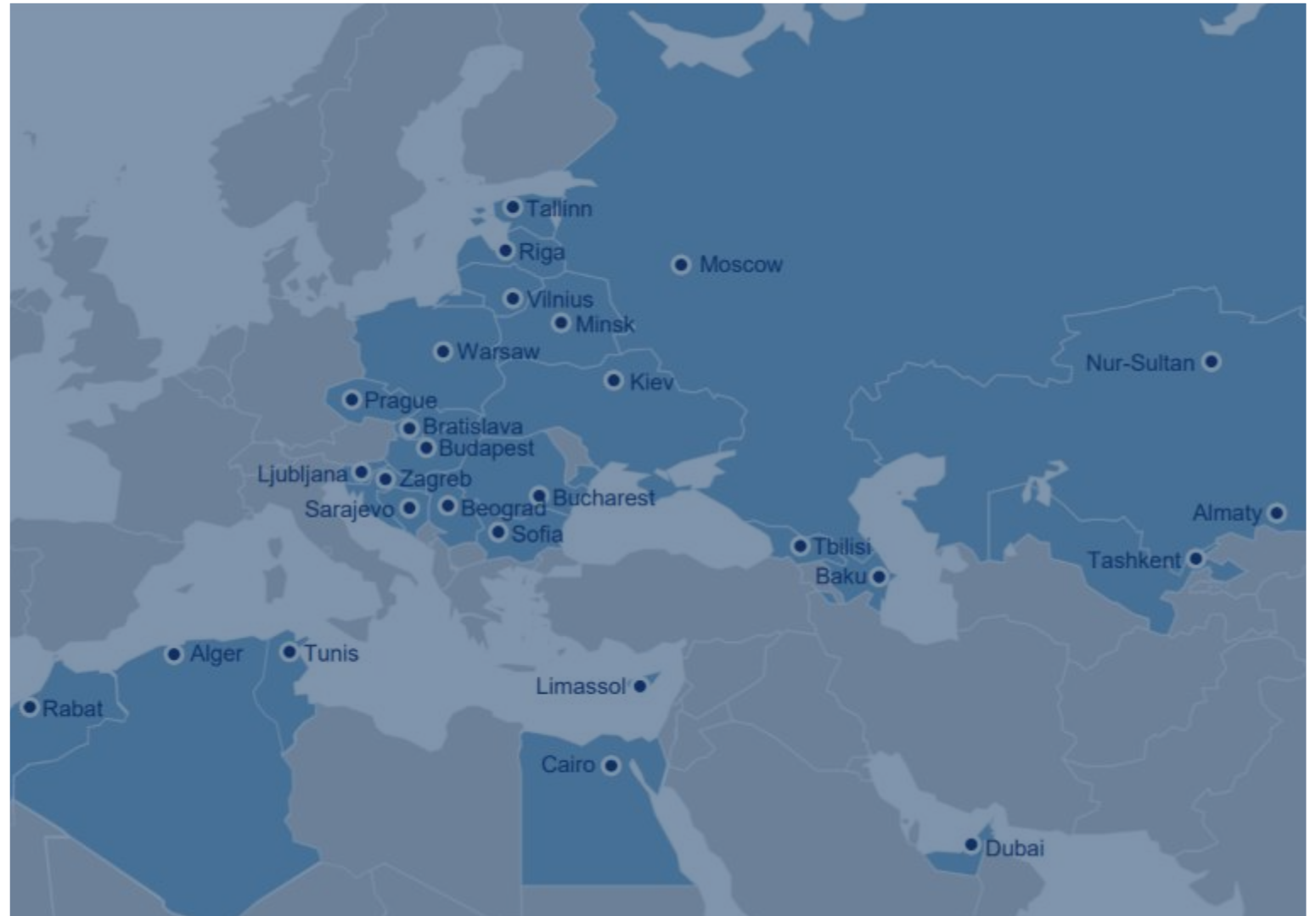
Belarus  
Russia  
Kazakhstan  
Uzbekistan  
Azerbaijan *since 2017*  
Georgia *since 2018*

## MIDDLE EAST

United Arab Emirates

## AFRICA

Morocco  
Algeria  
Tunis  
Egypt  
South Africa





# AWARDS ASBIS GROUP 2020

- **Enterprise Distributor of the Year 2020 Award,**  
Dell EMC, ASBIS Slovakia
- **Distributor of the Year 2020 Award,**  
DELL EMC, Bosnia
- **Best Distributor 2020 Award,**  
Reseller Excellence Awards 2020, ASBIS Middle East
- **Success of the 2020 Award,**  
HPE Operated by Sophela, ASBIS Belarus VAD team
- **TOP DISTRIBUTOR PC & Compute 2020 Award,**  
GEC Awards 7.0, ASBIS Middle East



# ASBIS IN UKRAINE

one of the leading distributors of ICT products, Consumer electronics and IT solutions



**180+**  
employees



**50+**  
brands



**5000+**  
product types



**2 times**  
growth from 2017 to  
2020

Member of key International Business Associations



AMERICAN CHAMBER  
OF COMMERCE  
UKRAINE

# BENEFITS FOR OUR PARTNERS



PROFITABLE TERMS AND CONDITIONS



HIGH-QUALITY EXPERTISE FROM OUR TEAMS



OFFICIAL DOCUMENTATION SUPPORT



INDIVIDUAL APPROACH TO EACH CASE

# ASBIS IN UKRAINE

## MISSION:

making new technologies open  
for everyone



## OUR BUSINESS GOALS:

- TOP 1 Ukrainian distributor of ICT products and solutions
- sustainable business growth
- making products of our partners successful on the Ukrainian market



# ASBIS IN UKRAINE

## MISSION:

making new technologies open  
for everyone



## OUR COMPANY VALUES:

- teamwork
- goal-orientation
- responsibility
- long-term vision
- constant development

# ASBIS-UKRAINE: THE MAIN DIRECTIONS OF BUSINESS

DISTRIBUTION FOR  
CONSUMER



making new  
technologies accessible  
to everyone



DISTRIBUTION OF  
IT-COMPONENTS



leading in our key  
categories



DISTRIBUTION OF  
IT-SOLUTIONS (VAD)



partnership in digital  
transformation of  
business



# DISTRIBUTION FOR CONSUMERS

making new technologies accessible  
to everyone

## CATEGORY:

- LAPTOPS
- PHONES
- SMARTPHONES
- TABLETS
- VIDEORECORDERS
- SMART TV
- SMART WATCHES
- SMART HOME
- MOBILE AND COMPUTER ACCESSORIES
- SOFTWARE

## OFFICIAL DISTRIBUTION

**ASBIS®**



**logitech®**

**THOMSON**

**TCL**

**Haier**

## OWN BRANDS



pereni<sup>®</sup>

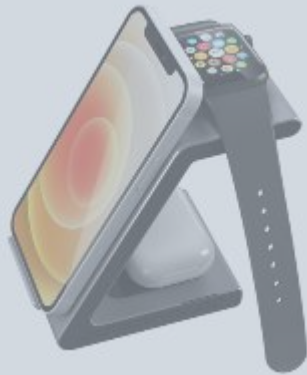
**CANYON**  
YOU CAN

**A E N O**

## SOFTWARE



# OWN BRANDS



New Outstanding Technologies with good value for money. Portfolio: tablets, smartphones, laptops, audio, accessories, business solutions



## CANYON

YOU CAN

Youth Brand of modern computer and mobile accessories



IoT solution for security and effective management of buildings and your home through easy and friendly to use application

pereni<sup>o</sup>  
Intelligence at best

## A E N O

Stylish Small Home Appliances in four lifestyle areas: eco-home, personal care, cleaning and cooking.





# DISTRIBUTION IT-COMPONENTS

leading in our key categories

## CATEGORY :

- CPU
- SDD
- HDD
- MEMORY DRAM
- MEMORY FLASH
- VIDEO CARDS
- PC NOTEBOOK
- PC NUC

intel

crucial  
by micron

GAINWARD

Micron

AMD

Transcend

SAPPHIRE

Western Digital

Kingston  
TECHNOLOGY

SEAGATE

SanDisk

TEAMGROUP Team

PNY

SAMSUNG

Netac

XFX

PATRIOT

GeIL

TOSHIBA

Lexar

INNO3D  
Brutal by Nature

our partners provides a wide range of products to our clients and partners

# DISTRIBUTION IT-SOLUTIONS (VAD)

partnership in digital transformation of business

## CATEGORY :

- SERVERS
- STORAGES
- NETWORKING
- CYBERSECURITY
- INFRASTRUCTURE ENGINEERING
- SOFTWARE
- DIGITAL SIGNAGES
- VIDEOCONFERENCING

## SERVERS

intel

AIC

SUPERMICR

GIGABYTE™

Stratus

Western Digital

TYAN

## STORAGES

PURESTORAGE®

QNAP®

WD Western Digital®

INFINIDAT

panasas

PROMISE  
TECHNOLOGY

SEAGATE

## NETWORKING

nVIDIA  
NETWORKING

mimosa  
by Airspan

UBIQUITI  
NETWORKS

# DISTRIBUTION IT-SOLUTIONS (VAD)

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## CYBERSECURITY

SONICWALL®

A10

D3 SECURITY

## SOFTWARE

BlackBerry

avast!

ABBYY®

AVG  
Anti-Virus

## INFRASTRUCTURE ENGINEERING

legrand®

AEG  
POWER SOLUTIONS

## VC

## DIGITAL SIGNAGES

logitech G™

Prestigio

SAMSUNG



# OUR PROJECTS

## WAREHOUSE AUTOMATIZATION SOLUTION BASED ON APPLE DEVICES FOR ASBIS- UKRAINE



[on YouTube](#)



# OUR PROJECTS

WOG'S FUEL STATIONS NETWORK SIMPLIFIED  
THEIR BUSSINESS PROCESSED THANKS TO  
APPLE SOLUTIONS

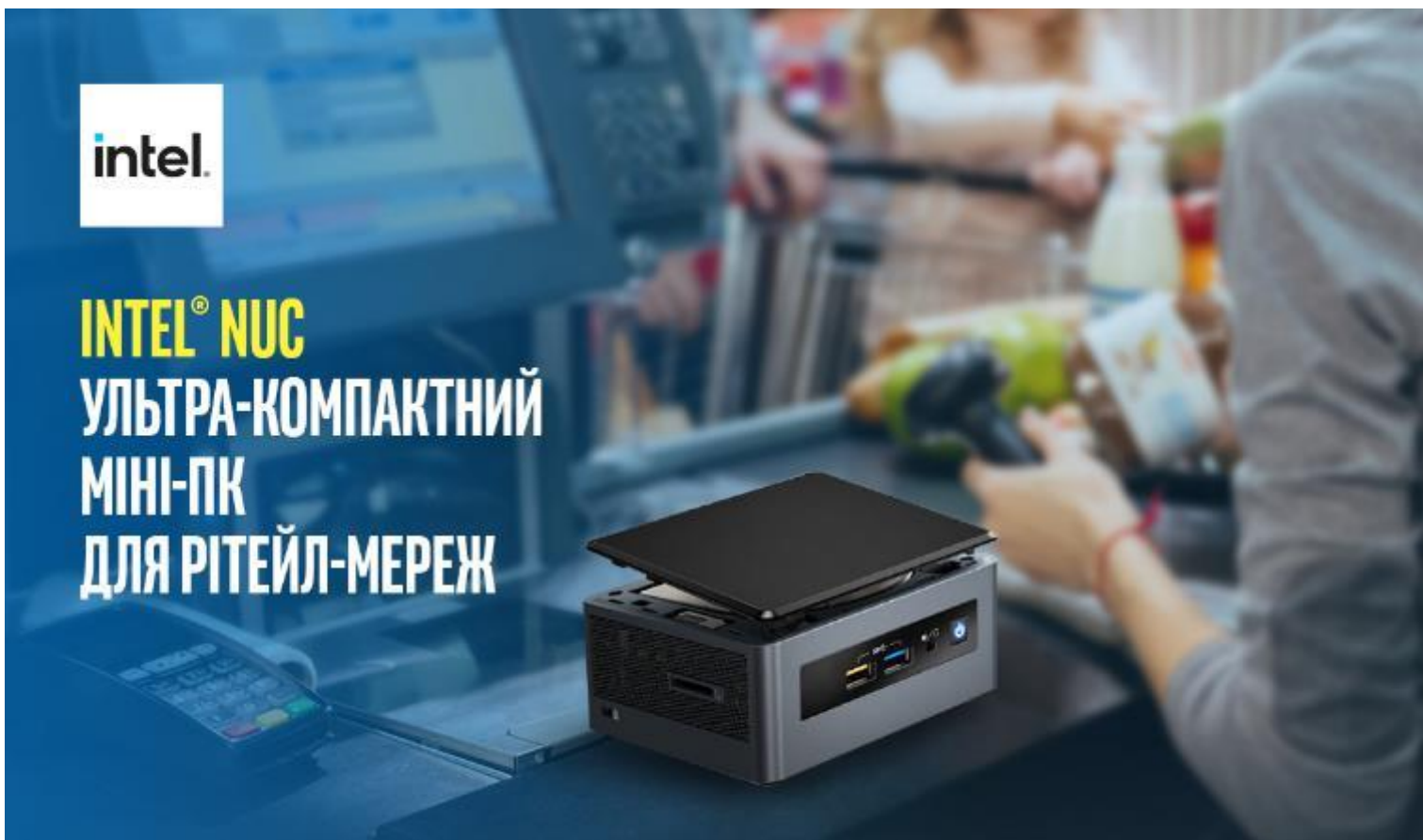


[on YouTube](#)



# OUR PROJECTS

**EVERTECH** COMPANY IMPROVED  
EFFECTIVNESS OF FMCG COMPANY THANKS  
TO SOLUTION BASED ON INTEL®NUC



[read on asbis.ua](http://asbis.ua)





# OUR PROJECTS

THE MINISTRY OF DIGITAL TRANSFORMATION  
UKRAINE TOGETHER WITH ASBIS-UKRAINE

**ОСВІТНІЙ  
ПРОЄКТ**  
Інтерактивне  
навчання

**ASBIS®** |  Authorized  
Distributor

 Цифрова освіта

 Microsoft



 **Prestigio**  
THE ART OF HI-TECH

**logitech®**

on YouTube



# ASBIS-UKRAINE: ALWAYS OPEN TO SHARE THEIR EXPERIENCE

ASBIS-Ukraine is the organizer of annual IT-conferences, online webinars about digital transformation for Ukrainian business growth

2020

45 WEBINARS



1000+ participants

2019

TECH FUSION



1000+ participants  
NSC Olympic

2018

HUB: TECH TALKS



500+ participants  
Convention center  
Parkovy

2017

HUB: 2.0

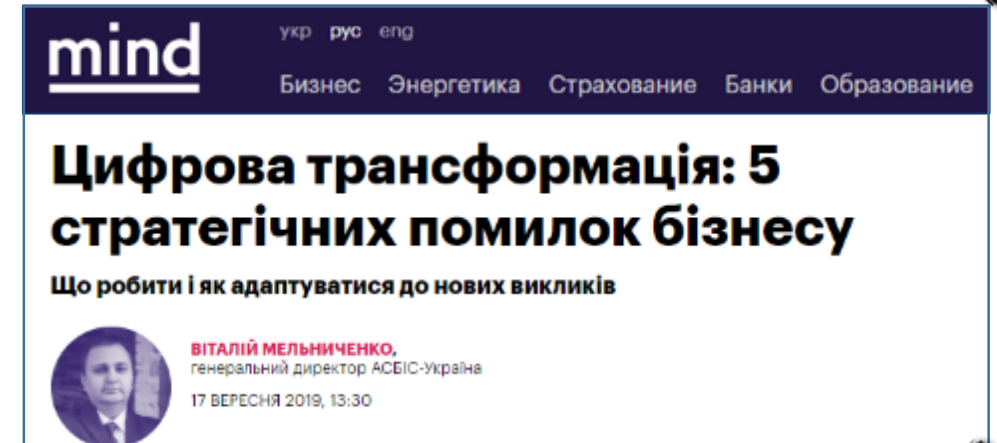
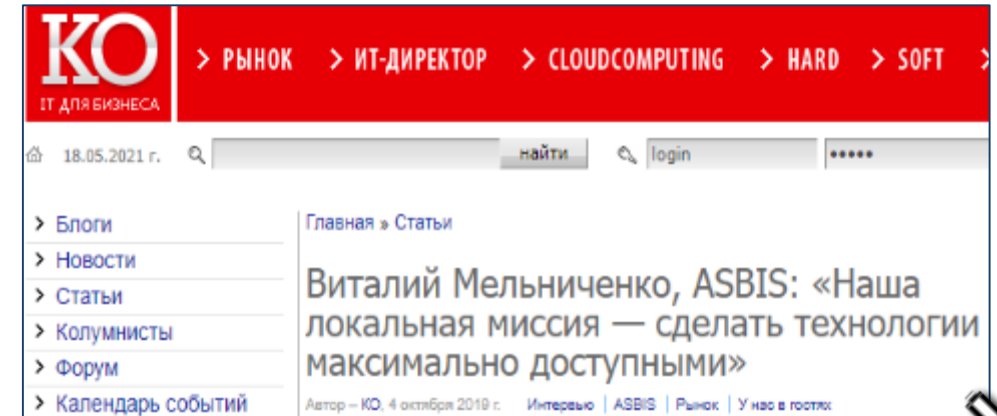
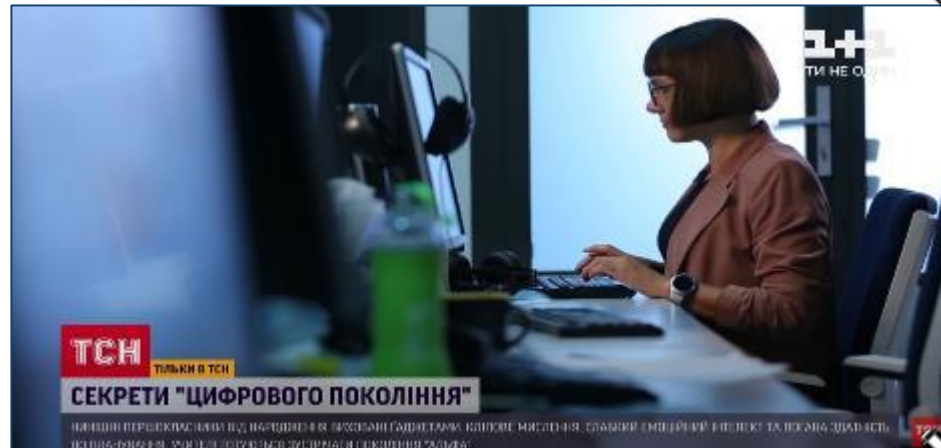
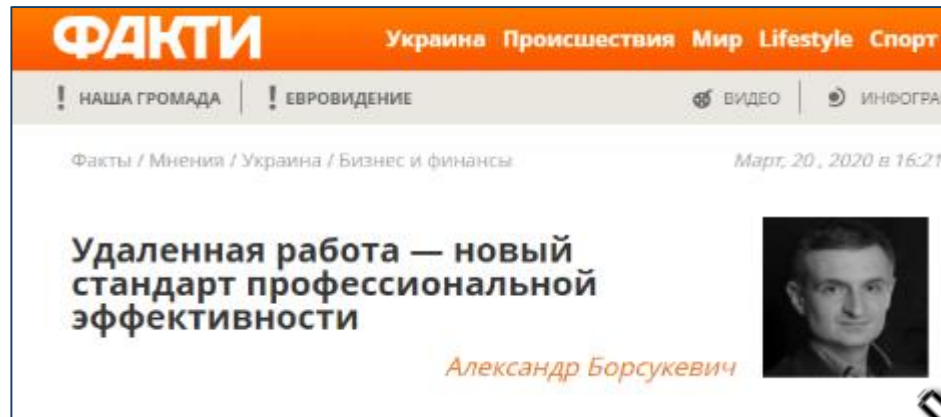


300+ participants  
Boryspil



# ASBIS-UKRAINE IN MEDIA

We are always eager to share our experience with the Ukrainian media and our partners



# ASBIS IN UKRAINE

we are always in touch with our partners,  
customers and consumers

our web-sites:

**ASBIS®**

**ASBIS®**  
Solutions

our social networks:



FOLLOW US AND  
LEARN MORE





# LET'S FIND THE RIGHT SOLUTION FOR YOUR BUSINESS

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