# ASBIS-UKRAINE

YOUR PARTNER IN DIGITAL TRANSFORMATION

2026

ASBIS®
SUCCESS THROUGH FOCUS

# FACTS ABOUT ASBIS 2025

Representation
**in 30+**
countries

**20 000**
active customers
in 60 countries

**2 700+**
employees

Revenue
**$ 3.9B**
in 2025

**4**
Distribution
centers

More than
**100 000**
SKUs in portfolio

Headquartered in
**Cyprus**
since 1995

Over
**250**
vendors

**#ASB**
Listed on WSE
since 2007

# COMPANY BUSINESS DIRECTIONS

# SALES ON EMEA MARKETS

## 4 REGIONAL DISTRIBUTION CENTERS

- Czech Republic
- UAE
- South Africa
- Georgia

More than 60K sq.m. of storage space
30+ stock points in countries of ASBIS presence

## Subsidiaries across EMEA

**CENTRAL EASTERN EUROPE**
- Bosnia
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Greece
- Hungary
- Moldova
- Poland
- Romania
- Serbia
- Slovakia
- Slovenia
- Ukraine

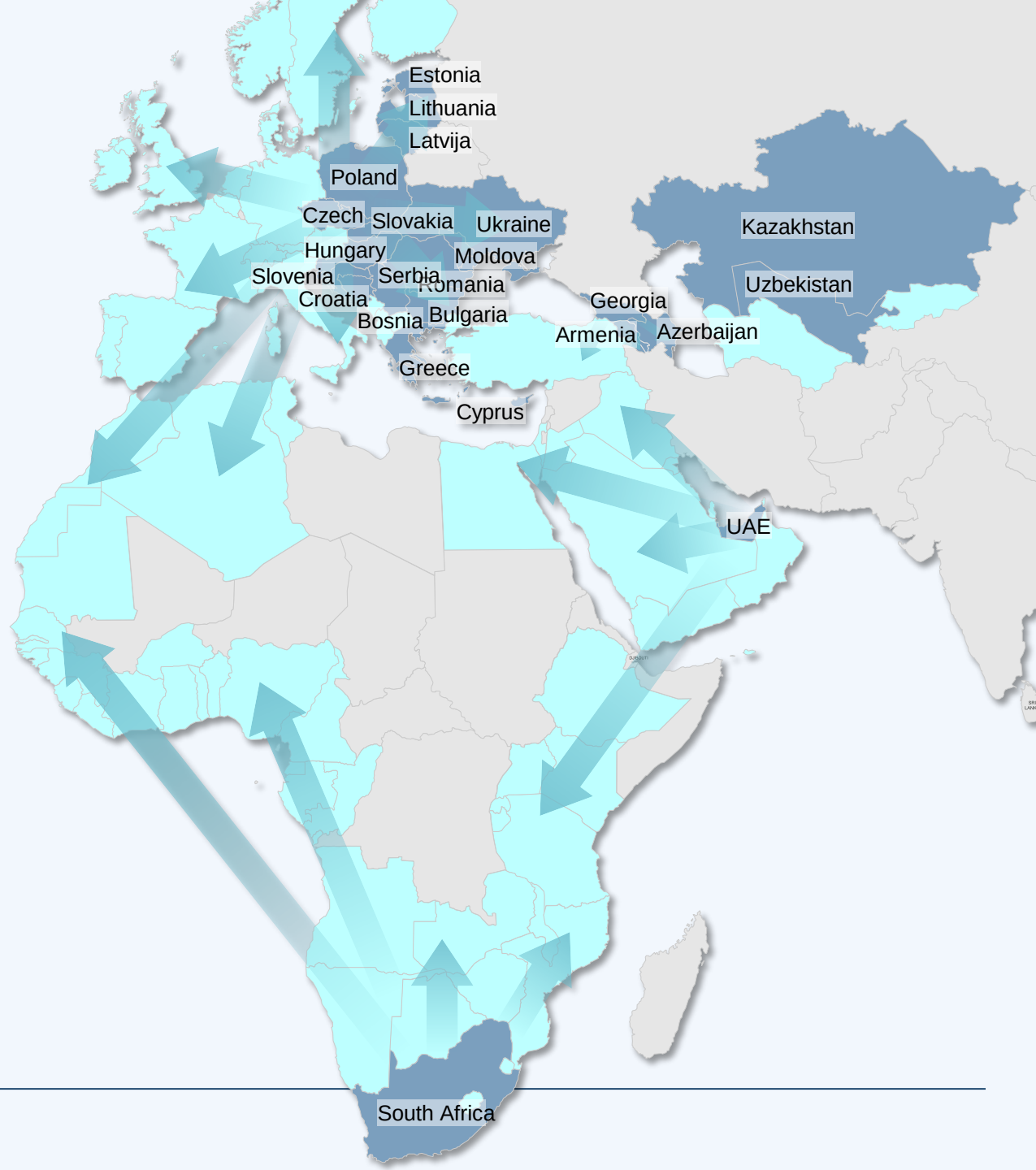
**BALTIC**
- Estonia
- Latvia
- Lithuania

**MIDDLE EAST**
- United Arab Emirates

**CAUCASUS**
- Armenia
- Azerbaijan
- Georgia

**CENTRAL ASIA**
- Kazakhstan
- Uzbekistan

**AFRICA**
- South Africa



# ASBIS OWN BRANDS

AENO

AENO is a global brand of smart home appliances that offers top-level product quality, customer service, and design.
www.aeno.com

CANYON

Canyon is a dynamically growing brand of high-quality and stylish mobile accessories, computer gadgets, and wearables.
www.canyon.eu

LORGAR™
READY TO PLAY

Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level.
www.lorgar.eu

Prestigio SOLUTIONS

Prestigio Solutions specializes in the production of innovative technological solutions for business and education.
www.prestigio-solutions.com

# CONSUMER DISTRIBUTION

**PRODUCT PORTFOLIO**
The focus is on PC & Mobile Peripherals and Acessories, Gaming Grear, TV and Domestic Appliances, Premium Audio-Video Products, and Electronic Software Distribution.

**BUSINESS DEVELOPMENT**
Maximizing sell-out by managing supply planning and allocation efficiency via Collaborative Planning, Forecasting, and Replenishment process with key partners.

**DISTRIBUTION CHANNELS**
Covering key E-tail and Retail channels across the region within Consumer Electronics, Telco, DIY, FMCG, Specialized Hi-Fi and Gaming retail, Apple Resellers, etc.

**DATA-DRIVEN APPROACH**
Data management allows tracking KPIs, measuring promoters' efficiency in each POS, and improving the ROI of sell-out-driven activities.

**MARKETING SUPPORT**
Marketing strategies, including digital and offline communications, are based on data insights and benchmarks for sustainable business development.

**ELECTRONIC DISTRIBUTION PLATFORM**
The platform performs over 3M seamless transactions annually through 31000 integrated POS with products from strategic vendors and own brands.

# IT DISTRIBUTION

- Full range of Server and Desktop components, blocks, and peripherals
- Desktops, laptops, tablets and smartphones of top brands
- Trusted supplier to datacenters, CSP, ISV Integrators and VARs
- Business solutions, Servers, enterprise storage and networking
- Broad assortment of products and brands to e-tail, retail, and specialized shops
- Over 100,000 products in the portfolio from more than 250 vendors

# PROJECT DISTRIBUTION

### A-BRAND AND WHITE BOX SERVERS
Leverage future-ready technologies, AI solutions, storage, networking, passive infrastructure, systems management, and software.

### NETWORKING & SECURITY
Solutions to organize networking among computing devices and systems, to exchange information and share resources securely.

### STORAGE SOLUTIONS
Solutions for clients and Data Centers. Based on Flash, SSD, HDD from market leaders. Optimized for your applications.

### SERVICES
Professional services in Project management, IT strategy development, process and infrastructure analysis, maintenance and training.

### INFRASTRUCTURE
Integrate and automate all your critical IT functions.

Prestigio SOLUTIONS
Solutions for Business & Education
PRESTIGIO
THE ART OF HIGH-TECH
AROS
ASBIS ROBOTIC SOLUTIONS
REAL SCIENTISTS
Research Labs
ROBOTS
COMPUTING
SUSTAINABILITY
breezy
REUSE EASY
CLEVETURA
Touch On Keys
ELECTRONICS
ASBIS®
Hi-Tech Cluster
Corporate Venture Investments
ENERGY
BLEND ENERGY
CANYON
YOU CAN
Smart accessories
JOULE
Energy Storage
LORGAR™
READY TO PLAY
Hardware for Gamers
GAMING
DIGITAL SIGNAGE
displ
AENO
Smart Home Appliences
MED-TECH
RSL
REVOLUTIONARY
LABS
PROMED
BIOSCIENCE
Medical Diagnostics
Bio Med Research
ASBIS®

# BROAD BUSINESS PORTFOLIO: OVER 250 BRANDS

# ASBIS IN UKRAINE

- one of the leading distributors of computer equipment and components, consumer electronics and appliances, as well as business solutions

**200+** employees

**90+** brands

**5000+** SKU

- active participant in leading international organizations

ACC | AMERICAN CHAMBER OF COMMERCE UKRAINE

EBA European Business Association

it apitu.org.ua

# BENEFITS OF ASBIS-UKRAINE

- Beneficial financial conditions
- Qualified expert support
- Official documentary support
- Individual approach to proposal formation

## *MISSION*

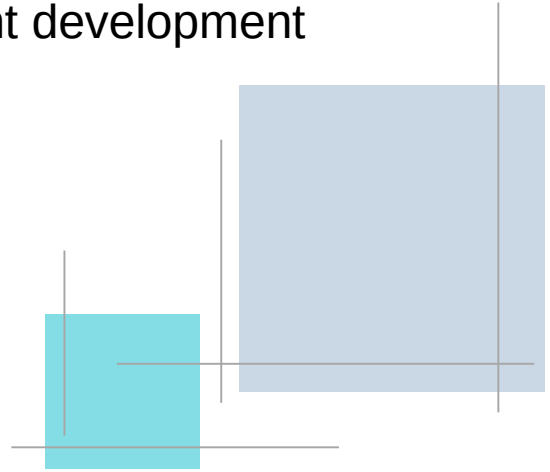
make technology accessible and understandable to everyone

## OUR BUSINESS GOALS:

- **TOP-1 distributor** of equipment and solutions in Ukraine
- **Sustainable and socially responsible** business growth
- **Make our partners' products** successful on the Ukrainian market under any conditions

## OUR COMPANY VALUES:

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



# WHY WE ARE TRUSTED

## LARGE RANGE

a wide portfolio of products and solutions

## SUPPLY STABILITY

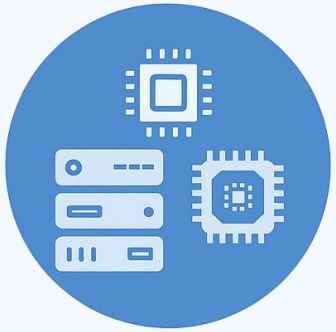
two distribution centers in the Czech Republic and the UAE

## SERVICE

packaging, inspection, RMA, forwarding services

## GUARANTEE

гарантія від одного року, відкрита та прозора політика



# ASBIS-UKRAINE: THE MAIN DIRECTIONS OF BUSINESS

## CONSUMER TECHNOLOGY DISTRIBUTION

New technologies are accessible and understandable to everyone

## DISTRIBUTION OFIT COMPONENTS

Leaders in all our priority categories

## DISTRIBUTIONIT SOLUTION (VAD)

Partner in digital business transformation

# DISTRIBUTION FOR CONSUMERS

## ОФІЦІЙНА ДИСТРИБУЦІЯ

ASBIS Authorised Distributor | logitech | logitech G | TCL | Klipsch

CORSAIR | BUYDEEM | eureka | ILERA | mill

Blackview | mobvoi | elgato | BANG & OLUFSEN

Outln

## ВЛАСНІ ТОРГОВІ МАРКИ

CANYON YOU CAN | LORGAR READY TO PLAY

AENO

## ПРОГРАМНЕ ЗАБЕЗПЕЧЕННЯ

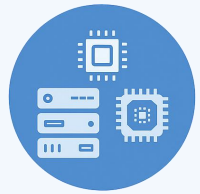
MacPaw | mobisystems

Making new technologies accessible to everyone

**CATEGORY:**

- LAPTOPS
- SMARTPHONES
- SMART HOME
- SMART WATCHES
- DOMESTIC APPLIANCES
- MOBILE AND PC ACCESSORIES
- SOFT
- GAMING GEAR
- TABLETS
- TV&AUDIO

# DISTRIBUTION IT-COMPONENTS



## Leading in our key categories

**CATEGORY:**

- CPU
- FANS
- PC NUC
- PC NOTEBOOK
- VIDEO CARDS
- COOLING SYSTEM
- POWER SUPPLY UNIT
- SSD
- HDD
- MEMORY DRAM
- MEMORY FLASH

# DISTRIBUTION IT-SOLUTIONS (VAD)

## SERVERS

GIGABYTE · BROADCOM · ASUS · intel. · AMD · AIC

adaptec by PMC · Stratus · MiTAC MiTAC Computing · SUPERMICRO · DELL Technologies

## STORAGES

INFINIDAT · QNAP

PANASAS · ddn

PROMISE TECHNOLOGY · SEAGATE

Everpure formerly Pure Storage

## INNOVATIVE SOLUTIONS FOR BUSINESS AND EDUCATION

Prestigio SOLUTIONS · WorkBooth · logitech

## PROTECTED DEVICES

NERugged

## PC AND LAPTOPS

DELL Technologies

Partnership in digital transformation of business

**CATEGORY:**

- SERVERS & COMPONENTS
- PRINTERS
- CYBERSECURITY
- INTERACTIVE & SECURE SOLUTIONS
- NETWORKING HARDWARE
- SOFTWARE
- DATA STORAGE SYSTEMS
- ENGINEERING INFRASTRUCTURE
- AUDIO-VISUAL SOLUTIONS
- BUSINESS & EDUCATION SOLUTIONS
- VIRTUALIZATION SOLUTIONS
- AI & COMPUTING

# DISTRIBUTION IT-SOLUTIONS (VAD)

## МЕРЕЖЕВЕ ОБЛАДНАННЯ ТА КІБЕРБЕЗПЕКА

NVIDIA
mimosa
SONICWALL
Edge-corE NETWORKS
NETGEAR
PICA8
ipinfusion
D3
FS
A10
Scalefusion
ARCTIC WOLF
BlackBerry
Avast
arcserve
AVG
norton

## ПРОГРАМНЕ ЗАБЕЗПЕЧЕННЯ

Microsoft
CCleaner
MacPaw
mobisystems
ABBYY

## РІШЕННЯ ДЛЯ ВІРТУАЛІЗАЦІЇ

storONE
Canonical
Ubuntu

## ШІ (AI) ТА ОБЧИСЛЕННЯ

NVIDIA JETSON
NVIDIA DGX Spark
elDoc

Partnership in digital transformation of business

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- VIRTUALIZATION SOLUTIONS
- AI & COMPUTING

# DISTRIBUTION IT-SOLUTIONS (VAD)

## INTERACTIVE SOLUTIONS

ASBIS® | Authorised Distributor

## PRINTERS

Lexmark™

## AUDIO-VISUAL SOLUTIONS

logitech®

Prestigio SOLUTIONS

## ENGINEERING INFRASTRUCTURE

EnSmart Power Conversion & Energy Storage

legrand®

BLUETTI

Deye

Partnership in digital transformation of business

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# ASBIS-UKRAINE

- We are always in touch with our partners, customers and consumers

**OUR WEB-SITES:**

ASBIS®

**PRODUCT PORTFOLIO**

ASBIS® B2B SHOP

ASBIS® PUBLIC CATALOG

**OUR SOCIAL NETWORKS:**

Click on the icon of the communication channel you need or scan the QR code

ASBIS®

SUCCESS THROUGH FOCUS

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**MAKE TECHNOLOGIES ACCESSIBLE AND UNDERSTANDABLE TO A WIDE RANGE OF CONSUMERS**