

ALSO-Actebis Group – Short Profile

History and market position

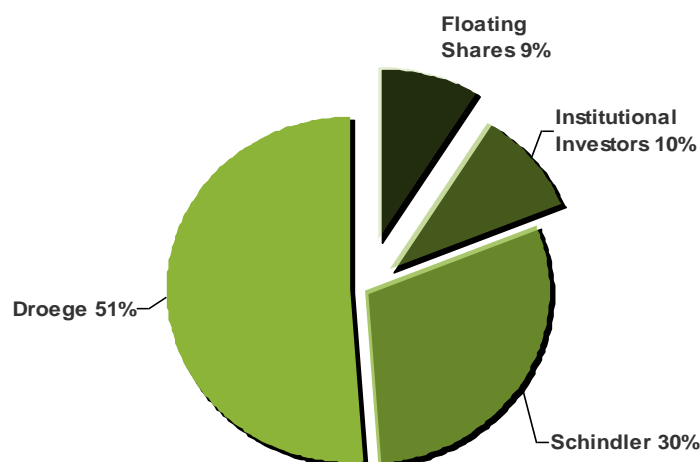
ALSO-Actebis Group is one of the leading European companies in the wholesale and logistics sector for information technology, consumer electronics and telecommunication products (ICT). The group is the result of a merger between Swiss based ALSO Holding AG and German based Actebis GmbH. The merger took place in February 2011.

ALSO Holding AG was founded in 1984 in Switzerland, and has been listed on the Swiss stock exchange since 1986. Prior to the merger it ranked no. 4 among the European distributors with sales of 3.0 bn € and a presence in 7 European countries, being the market leader in 5 of them.

Actebis GmbH was established in 1986 in Germany and has been privately held. Prior to the merger Actebis was the no. 3 European distributor with sales of 3.7 bn € and a presence in 7 European countries.

The newly merged group represents 6.8 bn € in sales and has some 3'400 employees. It is present in 12 European countries (Austria, Denmark, Estonia, Finland, France, Germany, Latvia, Lithuania, Netherlands, Norway, and Switzerland) and enjoys a market leader position in 7 of them.

The newly created group continues to be listed on the Swiss stock exchange. Major shareholders are Droege Group (51%), Schindler (~ 30%), Institutional Investors (~10%), floating shares (~ 9%).



Scope of activities

ALSO-Actebis specializes in distribution (wholesale) of products from the leading IT, CE, and Telecom hard- and software vendors. As part of its distribution activities, ALSO-Actebis works with the prominent vendors of hard- and software. It sells more than 100'000 SKUs from 350 vendors to more than 100'000 customers, and provides services in value-added sectors such as high-end-servers, storage, security and networks. In addition, it offers a wide range of IT consumables. ALSO-Actebis Services complements the ICE distribution product portfolio with a range of standardized marketing, training, information, logistics, after-sales and accounting services. In addition, ALSO-Actebis Services offers customized service packages that extend all the way down the value-added chain.

Differentiators

In general, any given IT/CE/TC product can be bought from a variety of distributors, and sourcing is thus in principle interchangeable. To achieve a high level of customer loyalty and, as a consequence, superior profitability, ALSO-Actebis has focused in the past on a number of sustainable differentiators:

- **Highly efficient processes.** The market in which the Group operates is very competitive. The Company responds to competitive pressure through rigid cost management, in particular with throughout process support by its integrated IT systems and a high level of automation of its operational processes. This leads to uniform business processes and more efficient logistics and administrative processes in all major business areas such as faster inventory turnover, quicker processing of orders and deliveries. The Group specifically focuses on the simplification and partially automation of process chains relating to vendors and customers.
- **Strong market position in the ICT markets.** The current industry generally favors large, financially sound distributors that have broad product portfolios, economies of scale, and strong relationships with business partners and wide geographic reach. The Company is currently the no. 3 ICT distributor in Europe, with a strong market position in a majority of its countries. The Group is acting through a local management that understands the local particularities.
- **Long-term relationships with vendors and extensive market and product know-how.** The Group's success is to a large extent based on the close, long-term relationship with its vendors and the high professionalism and competence of its managers and key employees, who have a broad and solid know-how about the markets in which the Group operates. In addition, the Group has qualified and motivated employees with a broad technical know-how.
- **Customer oriented services.** The Group is offering extensive services which enhance its attractiveness in the market and generate added benefits for its customers. The Group distinguishes itself from its competitors in particular through a high availability for its customers and close personal services through its employees.
- **Good compliance with vendor requirements and quality of supply chain processes.** The Group has continuously invested substantial efforts in the quality of its processes. ALSO-Actebis was among the first in the industry to embrace the Total Quality Management concept, establishing internal trainings for employees, measurement systems to identify quality issues, and encouraging team work to eliminate the identified barriers to customer satisfaction. Vendors are adamant about the quality of data reported by distributors, while customers place emphasis on error-free shipments and flawless execution of orders, invoices, and credit notes. The high level of the group's process quality has earned it over time a strong reputation with both vendors and customers alike.