



Warsaw, 1 March 2016

Press release

## ABC Data becomes the best distributor for Central and Eastern Europe EMEA Channel Academy 2016

ABC Data, the market leader in innovative IT distribution in Poland and in the CEE region, has won a prestigious title of "Central & Eastern Europe Distributor Of The Year 2016". The prestigious EMEA Channel Academy award was granted to the Company during the DISTREE EMEA conference which is one of the largest events integrating the community of IT distributors and manufacturers in Europe. It is the most important industry award, and ABC Data has received it once again. The title won in Monaco confirms that the Company is now on the way to achieve the first place on the IT distribution market in the entire CEE region.

The award, granted on Friday 26 February 2016 during the official gala of DISTREE EMEA conference in Monaco, is a special crown of company's achievements to date. The title of "Central and Eastern Europe Distributor of the Year 2016" is the most precious and significant token of approval which can be granted to a distributor operating in this part of Europe. The award clearly demonstrates the strong position of ABC Data in the region, as it is granted for, among other things, business actions carried out in the previous year, qualifications, innovative character of the offer and its attractiveness. The fact of receiving the title of "Central and Eastern Europe Distributor of the Year 2016" places us on equal footing with such companies like, for example, Ingram Micro – "Distributor of the Year in DACH Region", or Tech Data – "Distributor of the Year" in France, Great Britain and Ireland.



pic: The award of the titles of "Distributor of the Year 2016" during DISTREE EMEA conference. The fifth person from the left – Ilona Weiss, President of the Management Board of ABC Data. The sixth person from the left – Andrzej Kuźniak, Vice President of the Management Board of ABC Data.

– It was a great pleasure to receive the award in the company of the representatives of the largest global distributors. The title of "Central and Eastern Europe Distributor of the Year 2016" granted to ABC Data confirms that the changes introduced in the previous year have considerably reinforced the company's position in the CEE region, and that the market notices its huge potential – says Ilona Weiss, The President of the Management Board of ABC Data – It really is a great accomplishment. The title is a perfect proof that ABC Data operates in recognition of the highest global standards. The award undoubtedly gives us great satisfaction, but it is most of all, a source of motivation to further strengthen the company's position in the entire CEE region – adds the President of the Management Board of ABC Data.



*pic: The award of the titles of "Distributor of the Year 2016" during DISTREE EMEA conference. In the photograph: Ilona Weiss, President of the Management Board of ABC Data and Andrzej Kuźniak, Vice President of the Management Board of ABC Data.*

The "Distributor of the Year" is chosen by vendors and resellers operating in a given region. The respondents were asked to choose the best supplier in their opinion, taking into account not only its size, turnover or recognisability. As a result, most of them voted for ABC Data again. It means that our partners recognize the huge potential of the company, they value the



services we offer and, most of all, they see us as the most reliable supplier in the entire CEE region. Moreover, this award attests to the fact that the actions we initiated last year aimed at developing the company have been recognized by the industry and assessed as remarkably apt and efficient.

Recent weeks have been a virtuous circle for ABC Data. From the beginning of the year, the company has received several award from both its business partners, industry oriented media and independent institutions. All these factors show that ABC Data is now well on its way towards the achievement of its strategic objective. This objective is to win the position of unquestionable leader in innovative IT distribution in the entire Central and Eastern Europe region by 2018.

#### **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 2016, ABC Data received six 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 ABC Data S.A., ul. Daniszewska 14, 03-230 Warsaw, District Court for the Capital City of Warsaw, 13th Commercial Division of the National Court Register, KRS (National Court Register number): 0000287132, share capital fully paid-up: PLN 125,266,899, NIP (Tax Identification Number):524-26-17-178, REGON (Statistical Number):



141054682, [www.abcddata.eu](http://www.abcddata.eu) prestigious association of the 24 largest IT distributors worldwide. In 2010, ABC Data S.A. made its debut on the Warsaw Stock Exchange.

**Media contact:**

**ABC Data:**

Agnieszka Forasińska

ABC Data S.A.

[Agnieszka.Forasinska@abcdata.eu](mailto:Agnieszka.Forasinska@abcdata.eu)

+48 22 591 67 83