

ASBIS[®]

SUCCESS THROUGH FOCUS



Q2 and H1 2024 Presentation

**DESPITE EXTREMELY DIFFICULT
MARKET CONDITIONS, WE REMAIN
POSITIVE TO DELIVER THE FORECAST**

8 AUGUST 2024

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BACK-UP

Key corporate events

Breezy entered the Azerbaijan market

Breezy, a subsidiary of ASBISc Enterprises Plc. started operations in Azerbaijan. This is the seventh country in which Breezy operates.

June 2024

New iSpace stores opened

ASBIS has opened another three new iSpace stores, extending the total number of showrooms to 34 within the global chain.

June 2024

Final dividend payment

The Company paid out a final dividend from 2023 earnings (USD 0.30 per share).

June 2024

Monthly estimated revenues

+5%

YoY revenue growth in April 2024 – expected revenues growth.

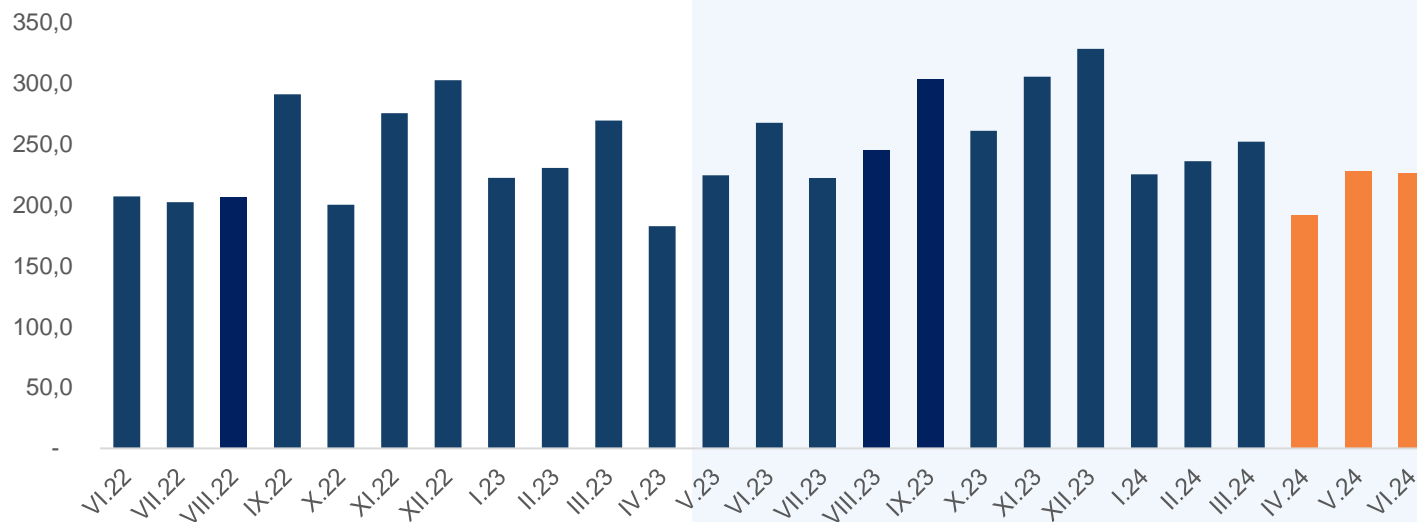
+2%

YoY sales growth in May 2024 – we set another record for best May ever.

-15%

YoY sales decrease in June 2024 – record-high June revenues last year and challenges in our major markets are behind this decline.

MONTHLY REVENUES (US\$ m)





4 Distribution Centers

- Czech Republic
- UAE
- South Africa
- Georgia
- Kazakhstan (under construction)

More than 60K sq.m. of storage space across EMEA

30+ stock points in countries of ASBIS presence

Subsidiaries in more than 30 countries of EMEA

- Central & Eastern Europe
- Baltic States
- Caucasus & Central Asia
- Middle East
- Africa





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Illicit trading in Kazakhstan negatively affected our results in Q2 and H1 2024

The source of the issue in Kazakhstan:

- overflow of non-official imports of multiple products coming from unofficial distributors and channels mainly from Japan and China.
- The new legislations concerning the consumer spending in the country affected the consumer sentiment.

The impact on our revenues:

- in Q2 2024 revenues from Kazakhstan down 43.7% YoY to USD 83m (from USD 147m in Q2 2023)
- in H1 2024 revenues from Kazakhstan down 23.3% YoY to USD 247.0m (from USD 322.0m in H1 2023)

Our estimated timeline to settle the issue:

- Q3 2024 with the launch of New Product Introduction (NPI).

Financial Highlights

REVENUES

-4% YoY

\$646 M

GROSS PROFIT

-5% YoY

\$51 M

GROSS PROFIT
MARGIN

7.97%

-46% YoY

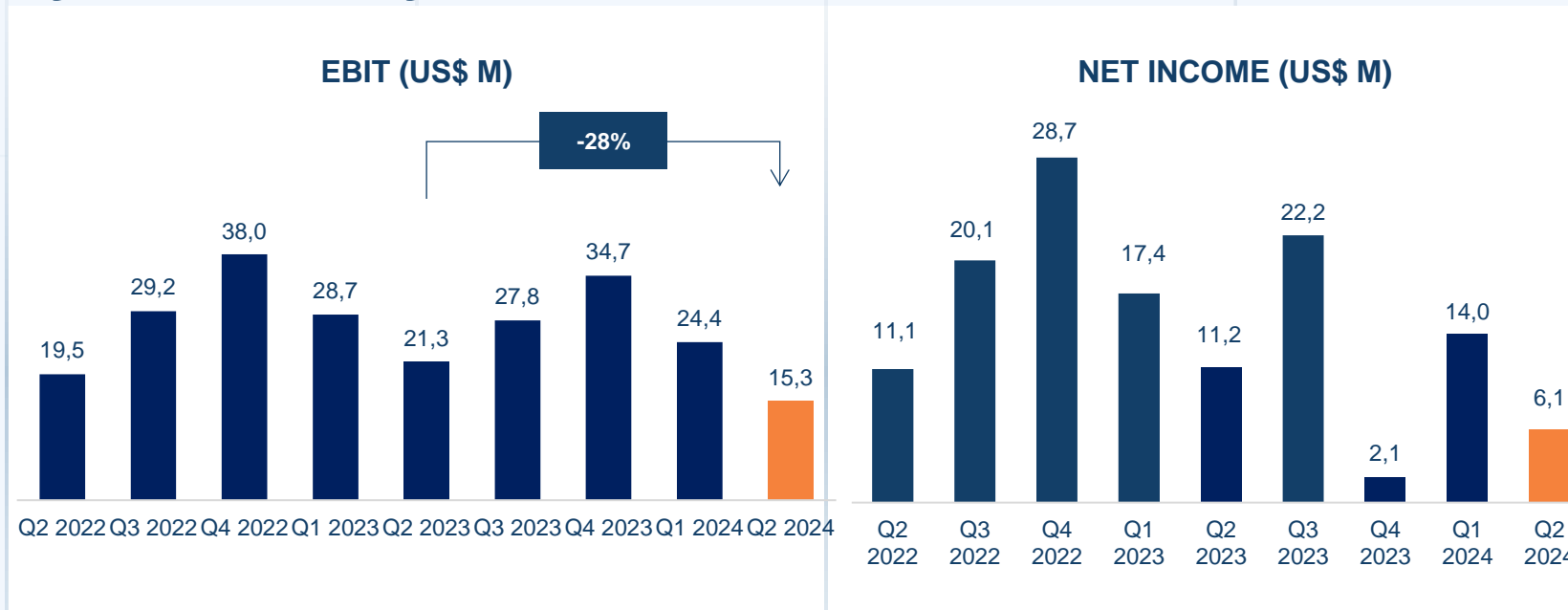
\$6.1 M

NET INCOME

**Super
challenging
quarter**

> Q2 2024

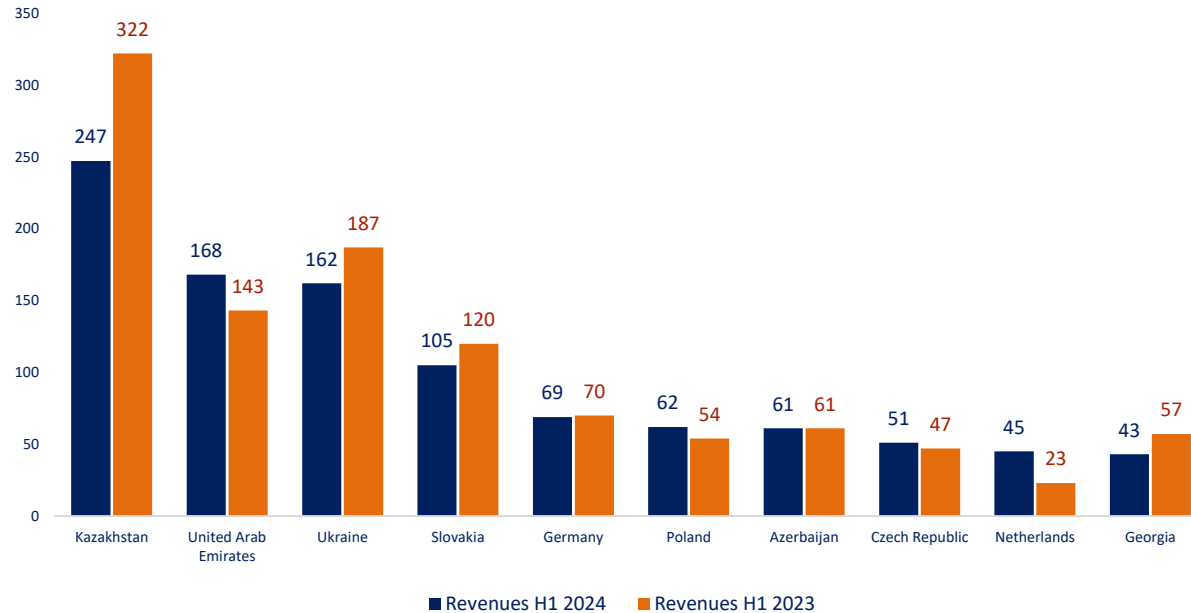
EBIT AND NET INCOME negatively impacted by extremely difficult market conditions



- EBIT of USD 15.3M in Q2 2024 vs USD 21.3M in Q2 2023.

- Lower net income as a result of lower revenues, still high interest costs, and weaker demand.

KEY COUNTRIES' REVENUES (US\$ m)



United Arab Emirates remained the runner-up

H1 2024 VS H1 2023

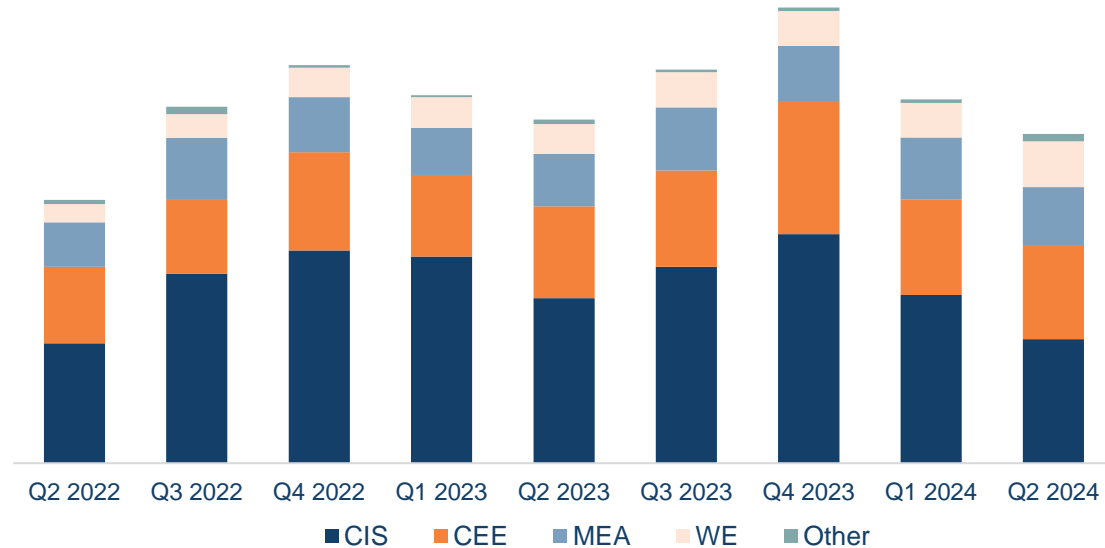
Despite significant problems with the grey market, Kazakhstan retained its no.1 position.

United Arab Emirates remained the second biggest market of our operations, strongly increased by 17.6% YoY.

Netherlands kept its position among TOP 10 countries, with an impressive increase of 93.3% YoY.

Poland never ceases to surprise, delivering month-by-month double-digit growth.

REVENUES BY REGIONS (USD m)

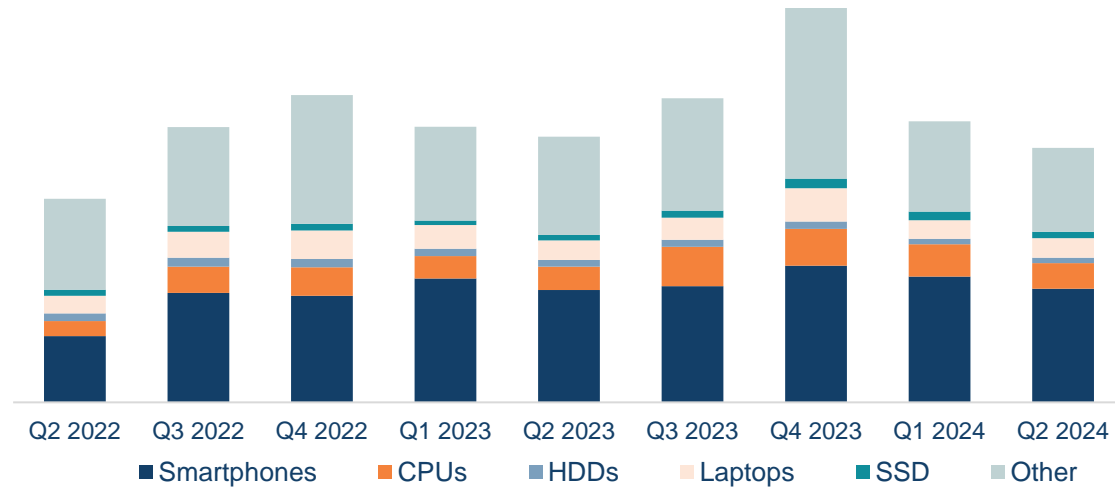


US\$ m	Q2'24	Q2'23	YoY
Commonwealth of Independent States	243.1	323.8	-25%
Central and Eastern Europe	185.0	180.3	3%
Middle East and Africa	113.5	102.6	11%
Western Europe	89.9	58.8	53%
Other	14.4	8.7	66%
TOTAL	645.9	674.1	-4%

Q2 2024 sales decreased, mainly due to a strong decline in the CIS region

- CIS (without BY and RU) and CEE regions contributed the majority of the Group's revenues.
- Decline in the CIS region caused by problems with the grey market in Kazakhstan and lower consumer sentiment in Ukraine.
- Super strong growth achieved in Western Europe as a result of intensification of our activities there.
- 11% growth in the MEA region fuelled mainly in the GCC.

REVENUES BY PRODUCT LINES (US\$ m)

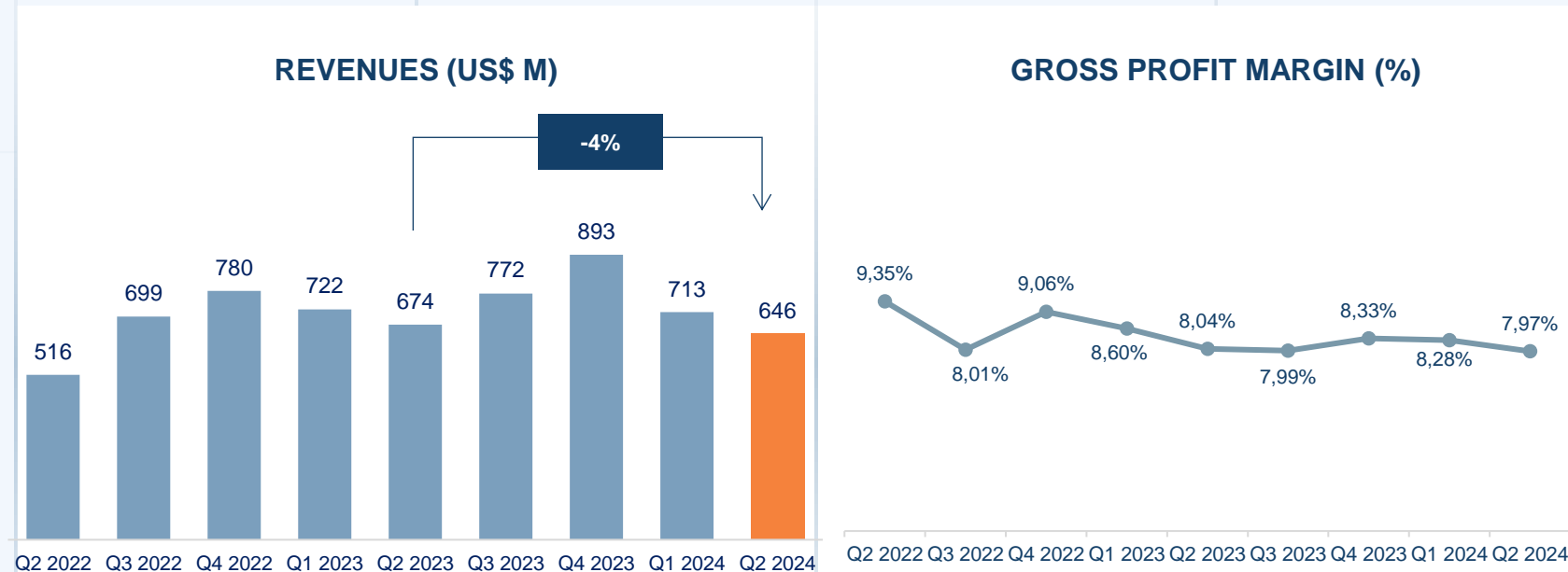


US\$ m	Q2'24	Q2'23	YoY
Smartphones	288.6	285.1	1%
CPUs	64.6	59.7	8%
Laptops	49.3	49.6	-1%
Servers & server blocks	33.8	24.9	36%
Solid-state drives (SSDs)	16.6	14.4	15%
TOTAL	645.9	674.1	-4%

Q2 2024 another best quarter for smartphones

- Smartphones hit another quarter with best sales despite challenges in our main markets.
- Smartphones, CPUs and laptops remain the main drivers for revenues.
- Strong growth in servers & server blocks driven by booming projects in AI and data centers.
- Robust growth in solid-state drives (SSDs) achieved thanks to strong market position across all our markets and increasing impact of AI.

Satisfactory and sustainable gross profit margin

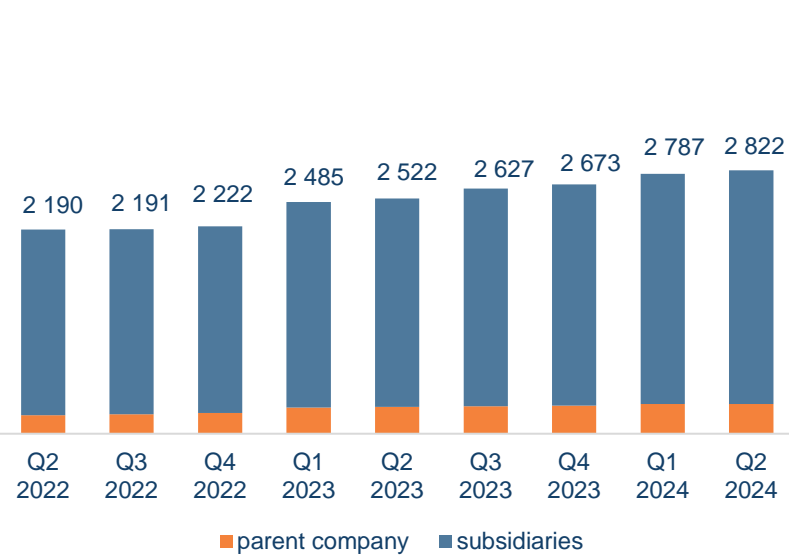


- Revenues down only 4.2% YoY despite a huge, almost 44% decline in Kazakhstan and 16% drop in Slovakia in Q2 2024.
- It's worth mentioning that in several markets like United Arab Emirates, Germany, Poland and other smaller markets, we have noticed a strong at least double-digit growth in Q2 2024.

- Gross profit margin slightly declined and reached 7.97% in Q2 '24.
- The Directors consider the current level as satisfactory and undertake all measures to maintain it at a higher level.

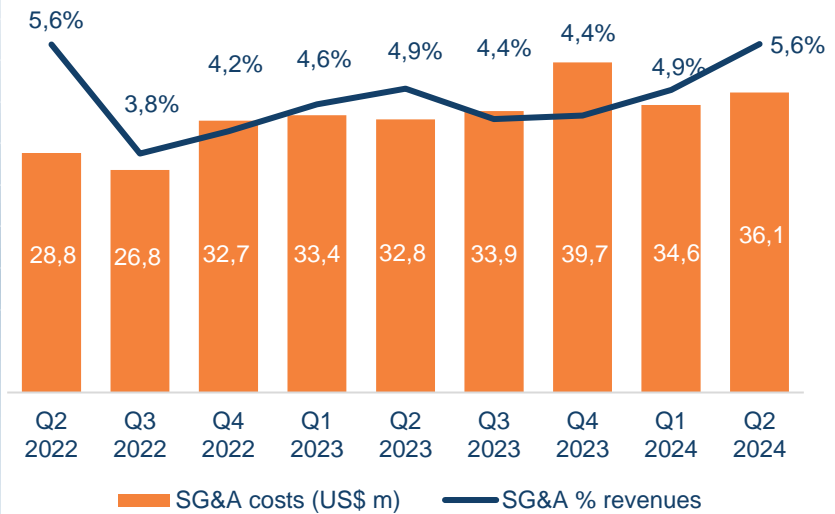
SG&A costs

NUMBER OF EMPLOYEES



The majority of headcount growth resulted from necessary investments for the development of new business lines, like AROS and Breezy, but also for geographical expansion.

SG&A COSTS



SG&A costs as a percentage of revenues as a result of the recent growth of the Group.

We are currently working to optimize SG&A costs and expect them to decline substantially in Q3 2024.

Super challenging Q2 and H1 2024

Slight decline in top-line both in Q2 and H1 2024 despite huge challenges in main markets



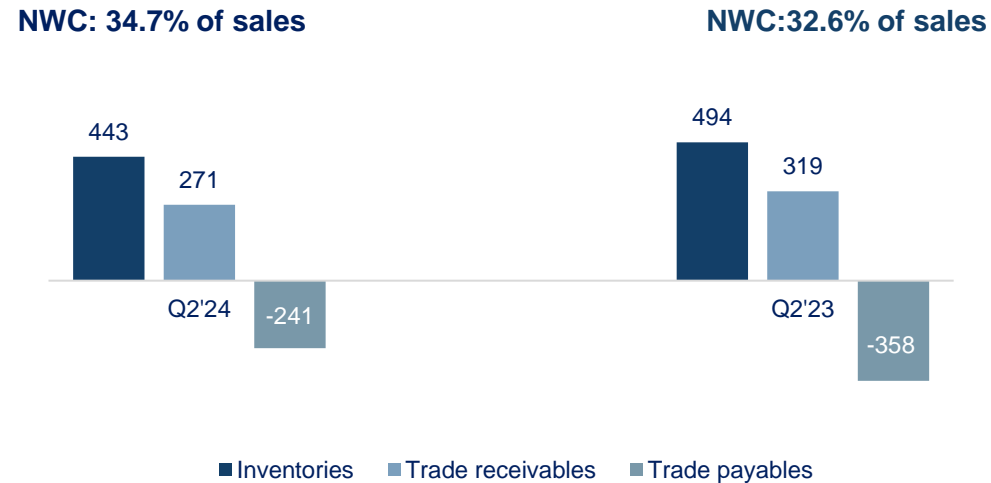
US\$ m	Q2'24	Q2'23	YoY
Revenue	645.9	674.1	-4%
Gross profit	51.5	54.2	-5%
<i>Gross profit margin</i>	<i>7.97%</i>	<i>8.04%</i>	<i>-0.07 ppt</i>
SG&A costs	-36.1	-32.8	10%
Profit from operations	15.3	21.3	-28%
<i>Operating margin</i>	<i>2.37%</i>	<i>3.16%</i>	<i>-0.79 ppt</i>
Financial income	0.2	0.4	-48%
Financial expenses	-7.8	-8.4	-8%
Profit before tax	7.9	13.5	-42%
Tax	1.8	2.3	-23%
Profit for the period	6.1	11.2	-46%
<i>Net margin</i>	<i>0.95%</i>	<i>1.67%</i>	<i>-0.72 ppt</i>

US\$ m	H1'24	H1'23	YoY
Revenue	1,359.1	1,396.1	-3%
Gross profit	110.6	116.2	-5%
<i>Gross profit margin</i>	<i>8.14%</i>	<i>8.33%</i>	<i>-0.19 ppt</i>
SG&A costs	-70.8	-66.2	7%
Profit from operations	39.8	50.0	-21%
<i>Operating margin</i>	<i>2.93%</i>	<i>3.58%</i>	<i>-0.65 ppt</i>
Financial income	1.0	1.3	-27%
Financial expenses	-16.0	-17.5	-8%
Profit before tax	24.9	34.4	-28%
Tax	-4.8	-5.8	-18%
Profit for the period	20.1	28.6	-30%
<i>Net margin</i>	<i>1.48%</i>	<i>2.05%</i>	<i>-0.57%</i>

Lower NPAT as a result of decreased revenues, gross profit, and still high interest costs.



NET WORKING CAPITAL (US\$ m)



US\$ m	H12024	H12023
Net cash from operating activities	-66.1	-40.6
Net cash from investing activities	-9.3	-9.9
Net cash from financing activities	-31.6	-26.6
Net movement in cash and cash equivalents	-107.0	-77.1

Cash engaged in working capital

- High NWC utilization results in the need to involve more cash.
- Inventories have significantly decreased year-on-year by more than USD 50 million
- Aiming to a positive 'cash from operating activities' for the FY2024.

Indebtedness at safe level

US\$ m	H1'24	H1'23	YoY
Short term borrowings (excl. leases and factoring)	137.6	124.4	11%
Long term borrowings (excl. leases)	13.7	0.8	1.613%
Other long-term liabilities	1.0	0.9	7%
Cash and cash equivalents	58.9	66.2	-11%
Factoring creditors	35.8	39.2	-9%
Net debt (no factoring)	93.4	59.9	56%
Net debt (incl. factoring)	129.2	99.1	30%

The Company's ability to access external financing remains very strong.

The weighted average cost of debt for H1 '24 lowered to 10.5%

At end of June 2024 net debt/equity still at safe and low level

0.3x

EXCLUDING
FACTORING

0.5x

INCLUDING
FACTORING



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On track to deliver the 2024 guidance

RESULTS VS FORECAST

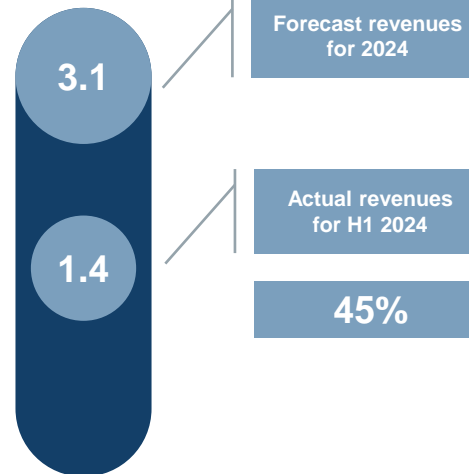
NET INCOME

Between
USD 60m and
USD 64m

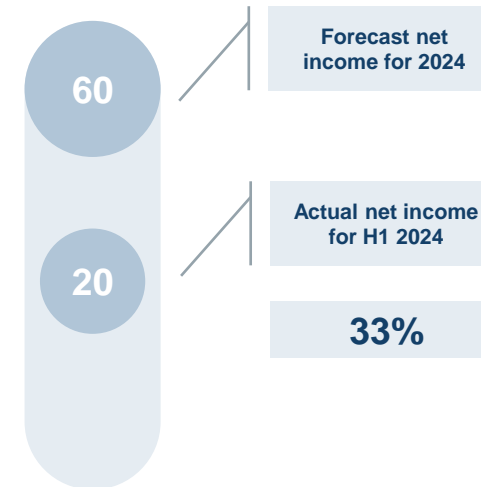
REVENUE

Between
USD 3.1bn and
USD 3.4bn

REVENUES (US\$ bn)



NET INCOME (US\$ m)



Directors remain optimistic on the delivery of the announced financial forecast for this year

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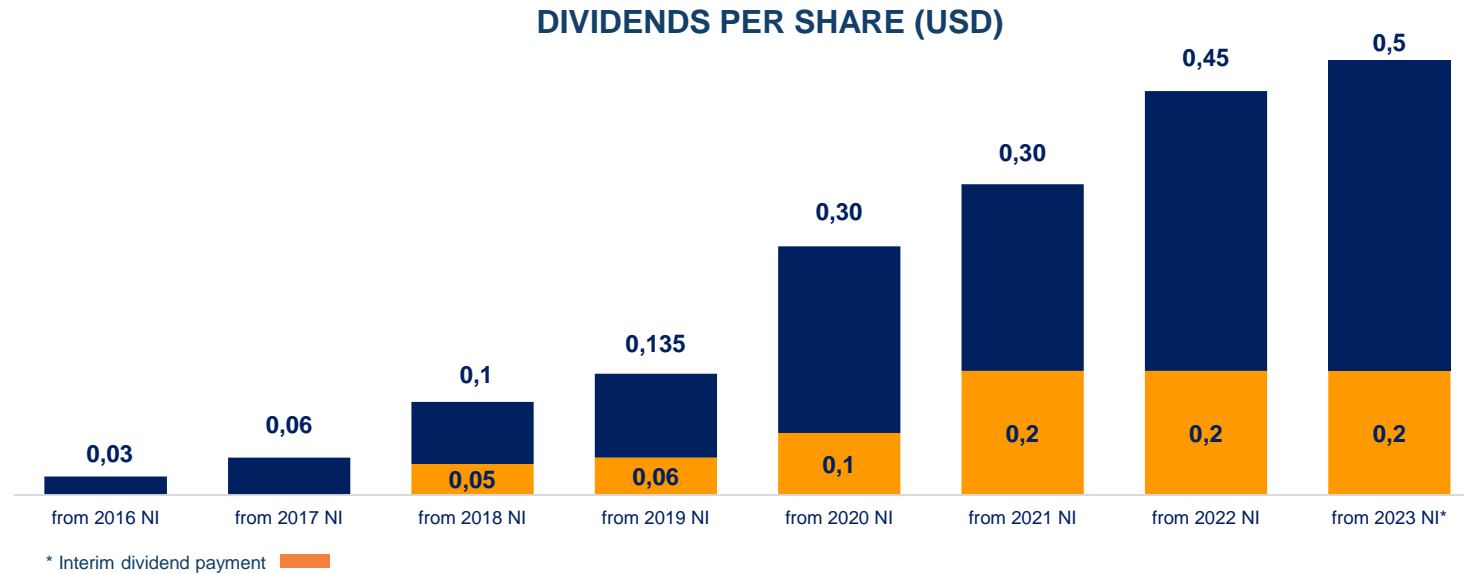
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Highest dividend payment

The Company wants to continue the payment of the hefty dividends in years to come.



On the 27th of June, 2024 the Company paid out a final dividend of USD 0.30 per share.

The total dividend from 2023 profits, including the interim dividend, amounted to USD 0.50 per share, a total payment of USD 27.8m.

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Premium Retail Business

34 34 iSpace stores in 7 countries

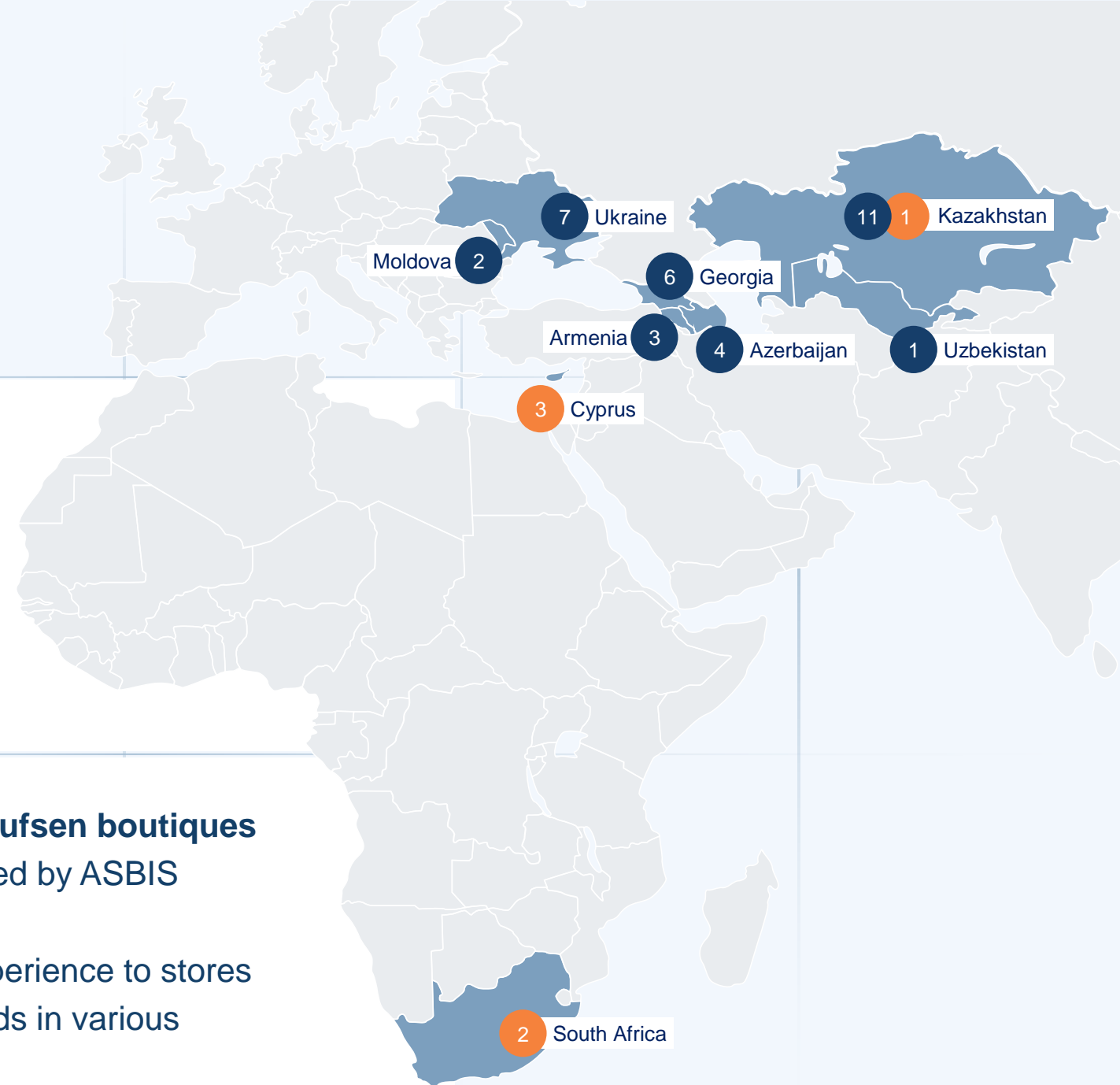
6 6 Bang & Olufsen stores in 3 countries

iSpace

iSpace is a network of premium retail stores and Apple's official partner with Apple Premium Partner status.

B&O

Premium Retail chain of **Bang & Olufsen boutiques** and **Prestigio Plaza stores** operated by ASBIS Group.
From exclusive Bang & Olufsen experience to stores with electronics of world-class brands in various categories.



ASBIS own brands

Prestigio
SOLUTIONS

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



CANYON

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



pereni^o

Perenio is a tech brand, specializing in the IoT and created a multifunctional IoT router Elegance and smart plug Power Link from hardware to software and platform.
www.perenio.com



P Prestigio

Prestigio is an international brand that has been offering a wide range of consumer electronics for home, education, and business for 20 years.
www.prestigio.com



A E N O

AENO is a young dynamic brand of smart household appliances.
www.aeno.com



LORGAR

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



AROS ENGINEERING

Summary of H1 2024

- AROS has further developed its business.
- The core business of AROS will be custom robotic applications focused on BEU (business end-user).
- AROS has decided to move from a distribution model to integration to make a new Business Unit a Hub of Engineering.
- AROS has changed its name to **AROS ENGINEERING**.
- AROS has started construction of a new engineering factory in a space of 8000 sqm in Greece.



Sustainable solutions for electronics

- Breezy expanded its operations to Azerbaijan.
- Breezy launched Apple Authorized Trade-In diagnostics for its partners, the first in Europe, and implemented a new AI+Human Trade-In evaluation by photos, which significantly reduces discrepancies.
- Breezy expanded its partnership network by adding a new mobile brand, Honor, to its portfolio.
- In Ukraine, Breezy doubled its production lines for grading and service.
- Breezy plans to increase trade-in and refurbishing volumes, extend its partner network with new retailers and telecom operators, and launch an online Trade-In service to leverage its trade-in operations

Breezy in numbers

7

Countries

of physical presence

40+

Partners

Included in Trade-In program

200+

Employees

Contribute to closed-loop economy

2500+

Retail shops

In partners' stores network



ASBIS GREEN ENERGY SOLUTIONS

We provide top-quality, innovative products and reliable technical support, ensuring plenty of chances for partnership and growth.



Solar panels



Inverters



Energy storage systems



Electric car chargers



Support structure components



Electrical installation materials

Sub-Distributed brands

Trinasolar

SUNGROW

AXITEC

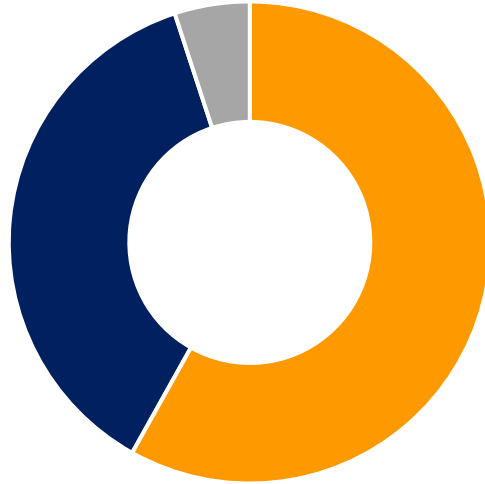
JASOLAR

SOLAX
POWER

 **HUAWEI**

 **PYLON**TECH
SOFAR

Shareholder structure



■ KS Holdings Ltd* ■ Zbigniew Juroszek** ■ Free-float

	Number of shares & votes	% of share capital & votes
KS Holdings Ltd *	20,448,127	36.84%
Zbigniew Juroszek**	2,797,625	5.04%
Free-float	32,254,248	58.12%
TOTAL	55,500,000	100.00%

As of : 2024-08-08

*Siarhei Kostevitch holds shares as the sole shareholder of KS Holdings Ltd

** Zbigniew Juroszek together with related entities

Affiliation to
indexes:





Thank you

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