

The ASBIS logo is displayed in a bold, white, sans-serif font. The letters 'A', 'S', 'B', and 'I' are slightly larger than 'S' and 'I', and the 'S' and 'I' are slightly larger than 'B' and 'I'. A registered trademark symbol (®) is located to the upper right of the 'S'.

ASBIS®

SUCCESS THROUGH FOCUS



Q2 and H1 2025 Presentation

**NEW RECORDS NEW OPPORTUNITIES
SAME STRONG ASBIS!**

7 August 2025

Disclaimer

- This presentation (the “Presentation”) was prepared by ASBISc Enterprises Plc (the “Company”) with a due care. Still, it may contain certain inconsistencies or omissions. The Presentation does not contain a complete or thorough financial analysis of the Company and does not present its standing or prospects in a comprehensive or in-depth manner. Therefore, anyone who intends to make an investment decision with respect to the Company should rely on the information disclosed in the official reports of the Company, published in accordance with the laws applicable to the Company. This Presentation was prepared for information purposes only and does not constitute an offer to buy or to sell any financial instruments.
- The Presentation may contain 'forward-looking statements'. However, such statements cannot be treated as assurances or projections of any expected future results of the Company. Any statements concerning expectations of future financial results cannot be understood as guarantees that any such results will actually be achieved in future. The expectations of the Board of Directors are based on their current knowledge and depend on many factors due to which the actual results achieved by the Company may differ materially from the results presented in this document. Many of those factors are beyond the awareness and control of the Company or the Company's ability to foresee them.
- Neither the Company, nor its directors, officers, advisors, nor representatives of any such persons are liable on account of any reason resulting from any use of this Presentation. Additionally, no information contained in this Presentation constitutes any representation or warranty of the Company, its officers or directors, advisors or representatives of any of the above persons. The Presentation and the forward-looking statements speak only as at the date of this Presentation. These may not be indicative of results or developments in future periods. The Company does not undertake any obligation to review, to confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise after the date of this Presentation.





Agenda

01.

KEY
CORPORATE
EVENTS

02.

FINANCIAL
RESULTS

03.

DIVIDEND
PAYMENT

04.

BACK-UP

Key corporate events

ASBIS to take over Samsung Brand Stores

ASBIS signed a Letter Of Intent (LOI) under which procedures have started for the acquisition of the Samsung Brand Store retail chain in Poland.

May 2025

New Bang & Olufsen Flagship Store in Milan

ASBIS opened a new flagship Bang & Olufsen store in Milan, Italy. This is the first store in Southern Europe and the seventh B&O store overall.

June 2025

Breezy accelerates its growth across Africa

Breezy signed a cooperation agreement with Nedbank, one of Africa's largest financial services groups, giving Breezy an access to nearly 3 million customers.

July 2025

Bang & Olufsen Flagship Store in Milan

The store showcases the full range of **Bang & Olufsen's** luxury audio and video solutions, reflecting its century-long commitment to timeless design and craftsmanship.

Dedicated demonstration areas, designed to replicate the guests' living space, offer clients an opportunity to discover what B&O products could sound like in their homes.



Bang & Olufsen CEO **Kristian Teär**

Agenda

01.

KEY
CORPORATE
EVENTS

02.

FINANCIAL
RESULTS

03.

DIVIDEND
PAYMENT

04.

BACK-UP

Superb Q2 and H1 2025

Record high top-line both in Q2 and H1 2025

Gross profit exploded despite drop in gross margin
NPAT in Q2 2025 doubled.



US\$ m	Q2'25	Q2'24	YoY
Revenue	949.3	645.9	47%
Gross profit	63.6	51.5	23%
<i>Gross profit margin</i>	6.69%	7.97%	- 1.28 ppt
SG&A costs	-40.0	-36.1	11%
Profit from operations	23.5	15.3	53%
<i>Operating margin</i>	2.48%	2.37%	0.11 ppt
Financial income	0.6	0.2	194%
Financial expenses	-9.3	-7.8	19%
Profit before tax	15.1	7.9	91%
Tax	-3.0	-1.8	69%
Profit for the period	12.1	6.1	98%
<i>Net margin</i>	1.28%	0.95%	0.33 ppt

US\$ m	H1'25	H1'24	YoY
Revenue	1,685.7	1,359.1	24%
Gross profit	115.1	110.6	4%
<i>Gross profit margin</i>	6.83%	8.14%	-1.31 ppt
SG&A costs	75.2	70.8	6%
Profit from operations	39.9	39.8	0%
<i>Operating margin</i>	2.37%	2.93%	-0.56 ppt
Financial income	1.1	1.0	18%
Financial expenses	-17.1	-16.0	7%
Profit before tax	24.3	24.9	-3%
Tax	-4.8	-4.8	2%
Profit for the period	19.4	20.1	-4%
<i>Net margin</i>	1.15%	1.48%	-0.33 ppt

SG&A costs under management despite increases from FX effects, bonuses, redundancy compensation and the new investments .

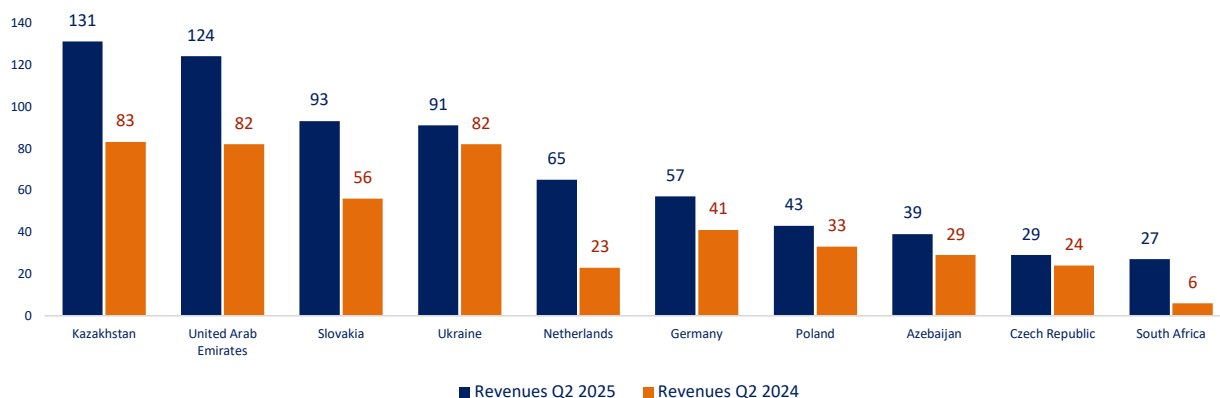


KEY COUNTRIES' REVENUES (US\$ m)

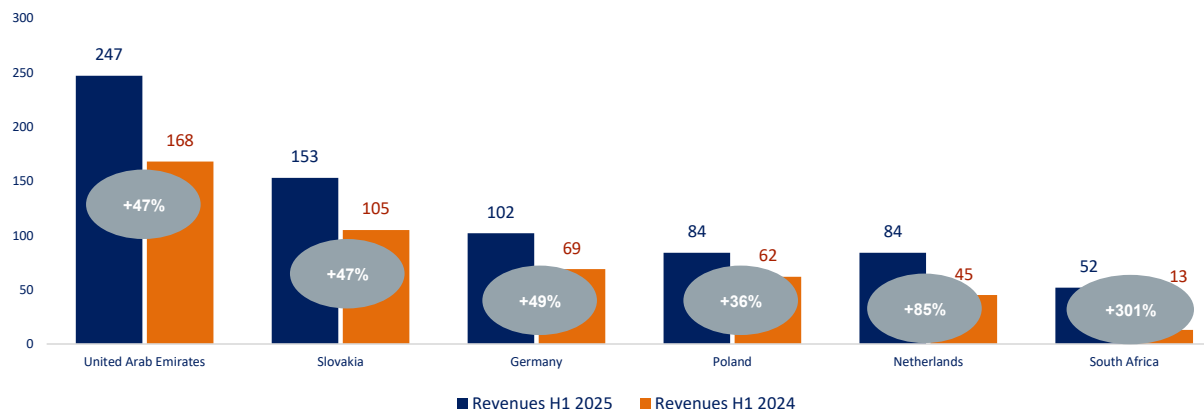


Powerful rebound in Kazakhstan

Q2 2025 VS Q2 2024

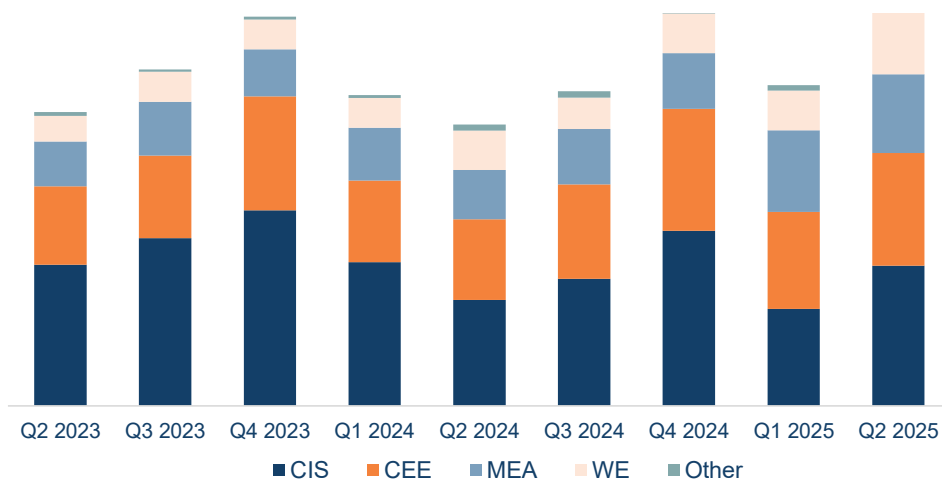


Key countries with the highest sales growth in H1 2025



- **United Arab Emirates** remained no. 1 country.
- **Kazakhstan** - the second largest market, with a powerful rebound due to implementation of large AI server projects and improved market environment.
- Robust growth in **Ukraine**, despite the ongoing full scale war.
- **Poland** with a super dedicated team is not slowing down, doubling its business month by month, year by year.
- Extraordinary results achieved in the **Netherlands**.

REVENUES BY REGIONS (USD m)

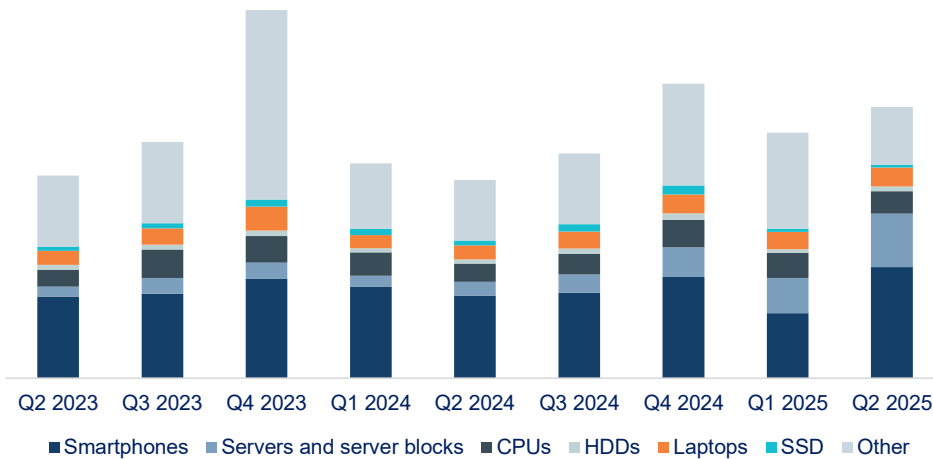


US\$ m	Q2'25	Q2'24	YoY
Commonwealth of Independent States	321.7	243.1	32%
Central and Eastern Europe	258.7	185.0	40%
Middle East and Africa	180.8	113.5	59%
Western Europe	158.9	89.9	77%
Other	29.2	14.4	103%
TOTAL	949.3	645.9	47%

Q2 2025 strong presence everywhere

- Strong rebound in the CIS region – as a result of the implementation of significant projects (mainly in Kazakhstan).
- Robust growth in CEE region, driven by powerful growth in Poland and Slovakia.
- MEA revenues growth supported by master distribution and access in big business projects including servers, storage and networking solutions.
- Significant growth achieved in Western Europe, mainly fueled by Netherlands and Germany.

REVENUES BY PRODUCT LINES (US\$ m)



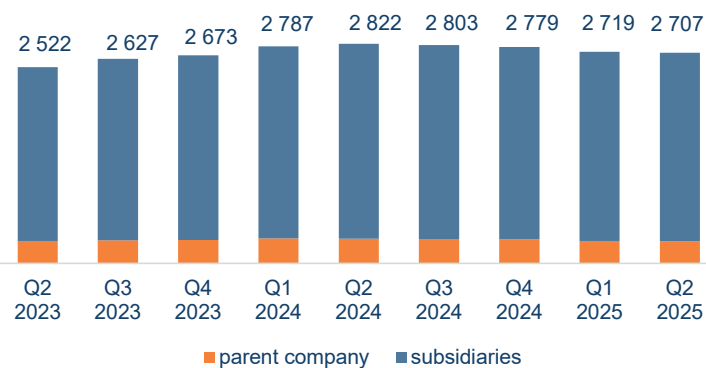
US\$ m	Q2'25	Q2'24	YoY
Smartphones	388.1	288.6	35%
Servers & server blocks	188.0	47.9	292%
CPUs	77.7	62.2	25%
Laptops	66.5	49.3	35%
Networking products	26.7	15.1	77%
TOTAL	949.3	645.9	47%

Q2 2025 servers and server blocks – gain significant momentum

- Rebound in smartphone business, supported by improved market conditions.
- Massive growth in servers and server blocks as a result of sustained and booming for AI-optimized servers, data centers and clouds.
- Robust growth in laptops due to higher sales of commercial notebooks and MacBooks.
- Networking products keep growing dynamically thanks to growing market demand.

SG&A costs

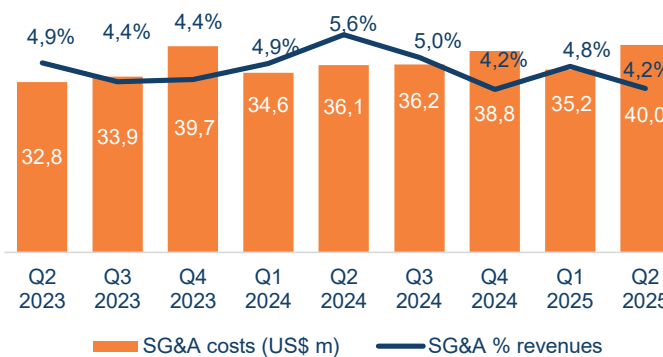
NUMBER OF EMPLOYEES



The headcount steadily declines following the HR optimization proces that started in Q2 2024.

During Q2 2025 we have employed an average number of 2,707 people, as compared to 2,822 in Q2 2024.

SG&A COSTS

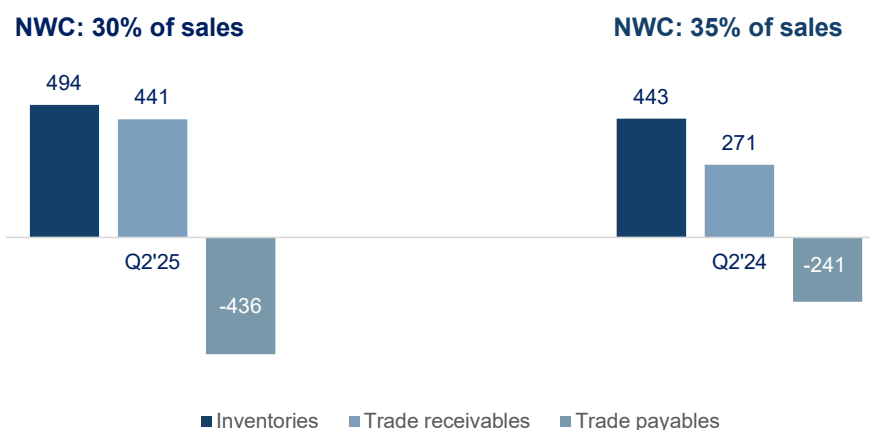


SG&A costs as a percentage of revenues decreased YoY.

SG&A costs increased mainly to support growing operations in Africa, Italy and the United States.



NET WORKING CAPITAL (US\$ m)



US\$ m	H1 2025	H1 2024
Net cash from operating activities	-58.8	-66.1
Net cash from investing activities	-10.7	-9.3
Net cash from financing activities	1.4	-31.6
Net movement in cash and cash equivalents	-68.1	-107.0

Cash engaged in working capital

- High revenue growth resulted in the need to involve more cash into working capital.
- Strong increase of the revenues partially compensated by improved working capital utilization and prepayments in server contracts.
- New product launch and product transitions requires significant inventory investment.
- The Group aims for positive 2025 operating cash flow despite strong growth.

Indebtedness at safe level

US\$ m	H1'25	H1'24	YoY
Short term borrowings (excl. leases and factoring)	187.8	137.6	36%
Long term borrowings (excl. leases)	11.9	13.7	-14%
Other long-term liabilities	1.0	1.0	0%
Cash and cash equivalents	93.1	58.9	58%
Factoring creditors	37.2	35.8	4%
Net debt (no factoring)	107.5	93.4	15%
Net debt (incl. factoring)	144.7	129.2	12%

Strong increase in cash position in seasonally NWC intensive quarter.

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

At end of June 2025
net debt/equity still at
safe and low level

0.4x
EXCLUDING
FACTORING

0,5x
INCLUDING
FACTORING

Agenda

01.

KEY
CORPORATE
EVENTS

02.

FINANCIAL
RESULTS

03.

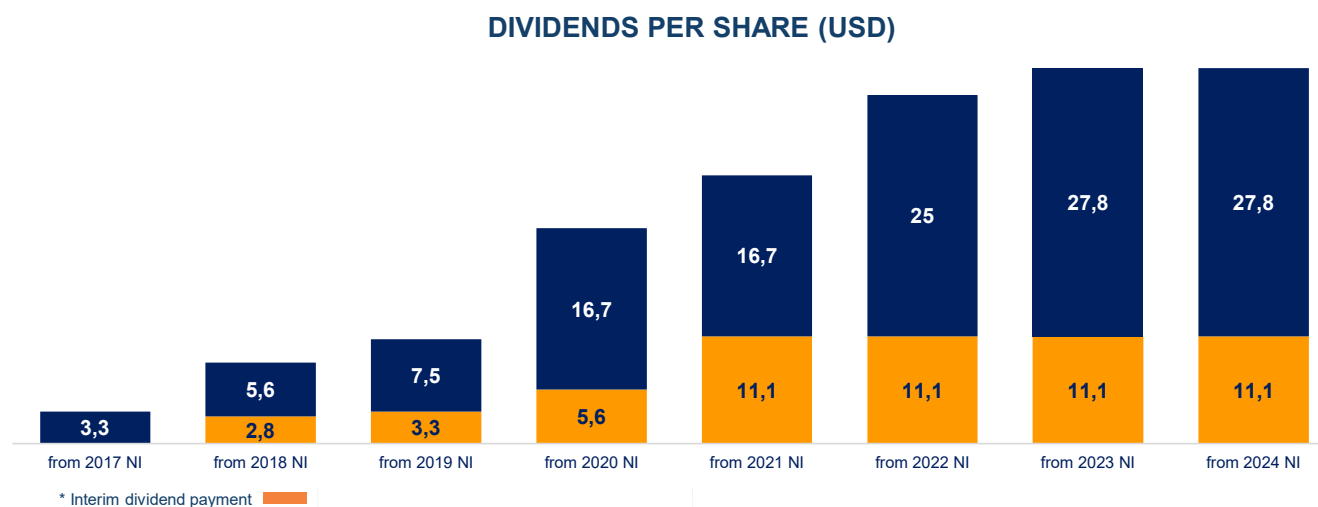
DIVIDEND
PAYMENT

04.

BACK-UP

Almost a decade of consecutive hefty dividend payment

The Company aims to continue the payment of hefty dividends.



On the 29th of May, 2025 the Company paid out a final dividend of USD 0.30 per share.

The total dividend from 2024 profits, including the interim dividend, amounted to USD 0.50 per share, a total payment of USD 27.8m – equaling the highest ever dividend.



Q&A

Agenda

01.

KEY
CORPORATE
EVENTS

02.

FINANCIAL
RESULTS

03.

DIVIDEND
PAYMENT

04.

BACK-UP

Premium Retail Business

33 33 iSpace stores in 7 countries

7 7 Bang & Olufsen stores in 4 countries

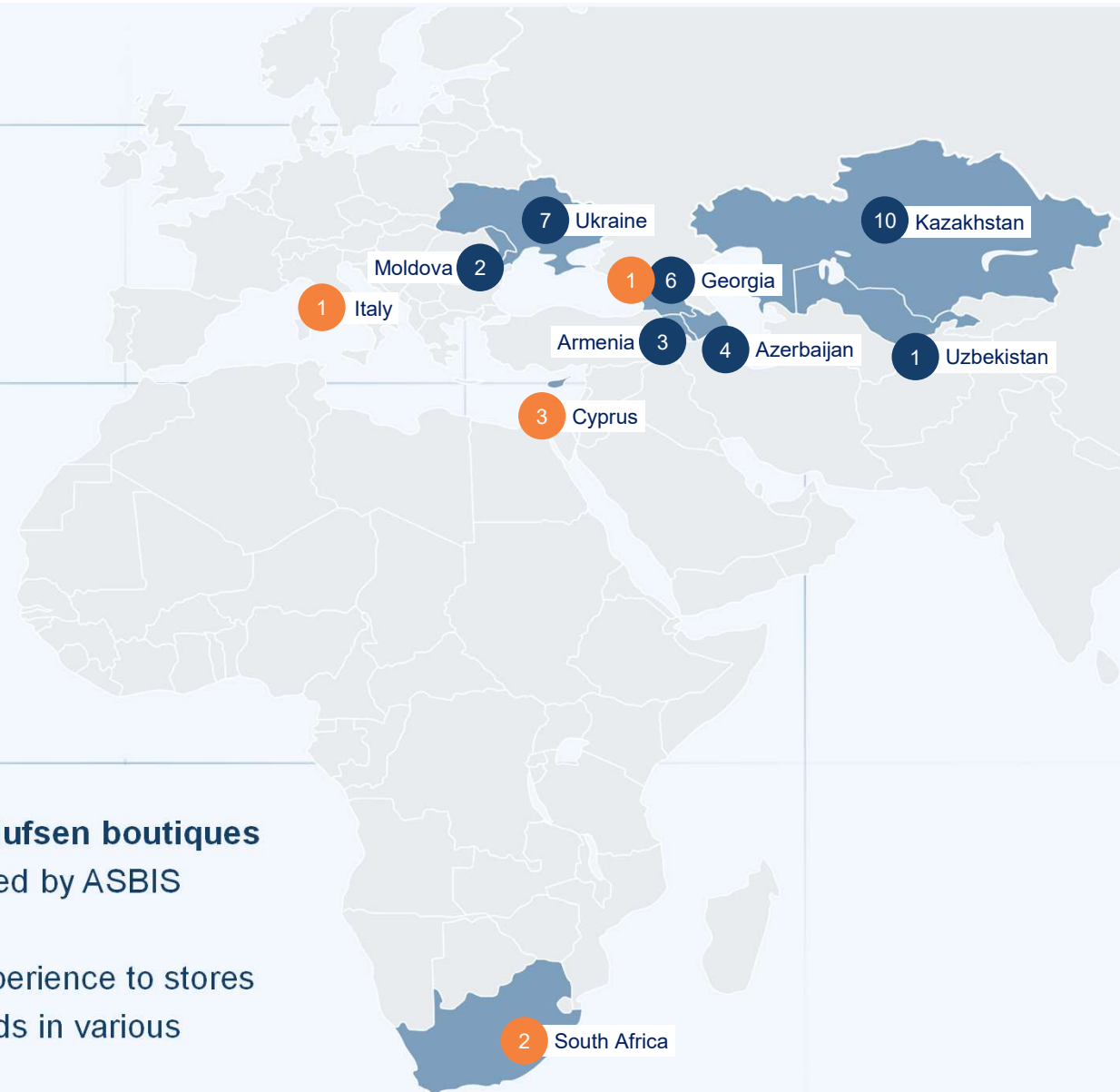
iSpace

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 Band & Olufsen experience to stores with electronics of world-class brands in various categories.



ASBIS own brands

A E N O

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



CANYON

Canyon is a dynamically growing brand of stylish mobile accessories, computer gadgets, 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 on innovative technological solutions for business and education.
www.prestigio-solutions.eu



Sustainable solutions for electronics

- Breezy launched:
 - new Trade-In category: game consoles
 - brick-and-mortar retail in Georgia (Tbilisi)
 - in-store (Digital Planet stores, an Apple Authorized Reseller) and online (Nedbank Avo SuperShop) Trade-in operations in South Africa
- Breezy extended geography of trade-in service to Germany, Lithuania, Latvia, Estonia, Finland, Sweden, Norway, and Denmark through the partnership with Fairown.
- Breezy became the first in Europe to implement Apple's automatic diagnostic tool for MacBooks.

Breezy in numbers



9

Countries

of physical presence

220+

Employees

Contribute to closed-loop economy

50+

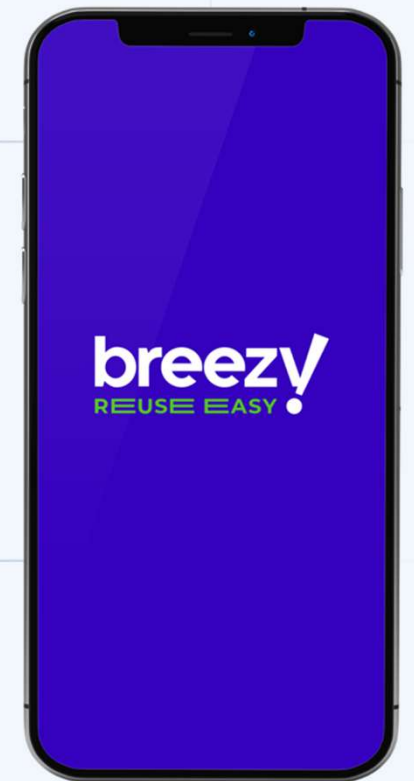
Partners

Included in Trade-In program

4500+

Retail shops

In partners' stores network



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**	3,028,640	5.46%
Free-float	32,023,233	57.70%
TOTAL	55,500,000	100.00%

As of : 2025-08-07

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

** Zbigniew Juroszek together with related entities.

Affiliation to indexes:





Thank you

CONTACT FOR INVESTORS:

Constantinos Tziamalis
Deputy CEO

+357 25857188
costas@asbis.com

Bartosz Basa
IR Manager

+48 691 910 760
b.basa@asbis.com

CONTACT FOR MEDIA:

Iwona Mojsiuszko
Managing Director of 8Sense PR

+48 502 344 992
iwona.mojsiuszko@8sensepr.pl

