



**BEATS ALL EXPECTATIONS ONCE  
AGAIN WITH EXCEPTIONAL  
GROSS PROFIT MARGIN**

**Q2 and H1 2022 RESULTS**



# AGENDA

---

ASBIS – Q2 2022 OVERVIEW

FINANCIAL RESULTS IN Q2 2022 and H1 2022

BUY - BACK PROGRAM AND FORECAST  
REALIZATION

SUMMARY

APPENDIX

# WAR IN UKRAINE COMPLETELY CHANGED THE LANDSCAPE OF OUR MAJOR MARKETS

## SANCTIONS

- ❑ ASBIS, as a European Company, complies with no exceptions to all sanctions imposed on countries responsible for the war

## SAFETY OF OUR EMPLOYEES

- ❑ From the first day of the conflict, the Group's priority was to ensure the safety of its Ukrainian employees and their families. We created the #HelpUkraine Fund which already provided significant medical and other assistance to the ones in need

## GRADUAL REVIVAL OF THE UKRAINIAN MARKET

- ❑ Ukraine, the most affected market, remained frozen during the first month of the war. Since April 2022, Ukraine has resumed its business activities, growing month by month

## SUPPLY AND DEMAND CRISIS

- ❑ Lower sales and customer demand have also affected most of nearby countries

## MORE SPENDING ON DEFENSE

- ❑ Governments and EU spending switched from EDU and Science projects towards “Defense”.

# ASBIS REMAINS STRONG DURING THESE DIFFICULT TIMES

- ❑ After the record year of 2021, ASBIS was very strong to face difficult times
- ❑ Based on the experiences from past years, ASBIS has prepared a contingency plan in case of the war:
  - Trade receivables were mostly secured by Credit Insurance and other securities
  - ASBIS was able to hedge the RUB exposure well before the crisis started so FX losses were not expected
  - The Company has secured or moved supplies from countries involved in the war to safe locations
- ❑ Thanks to the quick reaction and flexibility, ASBIS adjusted the scale of its operations to the new conditions and regained some of lost revenues from the markets affected by the war
  - Intensification of activities in non-war markets, such as Kazakhstan, UAE, Slovakia, Azerbaijan, Uzbekistan, Georgia and Armenia
  - Extending product portfolio - signing new distribution agreements or extending existing ones for new markets
  - Looking for new markets
  - Searching for diversification of business through acquisitions.

STRONG CASH  
POSITION

30 YEARS OF  
EXPERIENCE

FLEXIBILITY

BROAD GEOGRAPHICAL  
COVERAGE

EXCELLENT PRODUCT  
PORTFOLIO

# Q2 2022 KEY BUSINESS EVENTS

## STRONG MONTHLY REVENUES

Despite the considerably limited operations in Russia and Belarus, ASBIS proved to be very strong. We were able to substitute in non-conflict markets some of the revenues lost due to the war.

## BUSINESS GROWTH

- ❑ ASBIS has signed a distribution agreement with ExaGrid – a new partner in backup storage solutions
- ❑ ASBIS has extended its distribution contract with Pure Storage to Greece
- ❑ ASBIS has signed a distribution agreement with Edgecore Networks, adding industry-leading hardware and software products to its growing portfolio of networking solutions
- ❑ ASBIS has been awarded by Lexar for Excellent Market Development in 2021
- ❑ ASBIS has opened a new APR store in Georgia

## FINAL DIVIDEND PAYMENT

In Q2 2022 ASBIS paid a final dividend from the Company's 2021 profits for the amount of USD 0.10 per share. Together with the interim dividend paid in December last year, the total value of the dividend reached USD 0.30 per share - the highest dividend in the Company's history.

## SOCIAL RESPONSIBILITY

- ❑ ASBIS has increased the value of its special humanitarian fund called HelpUkraine Fund, from € 1 million to € 2 million.
- ❑ ASBIS has sponsored the participation of 150 displaced children of Ukraine in the 7Fields summer camp.



**HELP  
UKRAINE**

**ASBIS  
DONATED**

**€ 2,000,000**

**Fund to help Ukraine**

**27000+** 

First Aid Kits

**20** 

Ambulance  
vehicles

**10** 

Transport  
vehicles

**3** 

X-Ray  
cabinet

**4** 

Surgical and  
reanimation equipment

**3** 

shifts of  
rehabilitation for  
50 children

**14** 

Power  
Generators

**11000+** 

Sleeping bags &  
Rugs

**200** 

Child sleeping kits

**2300** 

Laptops and  
Tablets

**3400+** 

Power Banks and IT  
peripherals

**4800+** 

Health Care items

HELP  
UKRAINE

# ASBIS SPONSORED A SUMMER CAMP FOR 150 DISPLACED UKRAINIAN CHILDREN



# AGENDA

---

ASBIS – Q2 2022 OVERVIEW

FINANCIAL RESULTS IN Q2 2022 and H1 2022

BUY - BACK PROGRAM AND FORECAST  
REALIZATION

SUMMARY

APPENDIX





# Q2 2022 CHALLENGING QUARTER

## Q2 2022 Financial Highlights

### REVENUES

USD 516 million

**-24% YoY**

### GROSS PROFIT

USD 48.3 million

**+2% YoY**

### GROSS PROFIT MARGIN

**9.35%**

### NET INCOME

USD 11.1 million

**-26% YoY**

# Q2 2022 IMPRESSIVE RESULTS

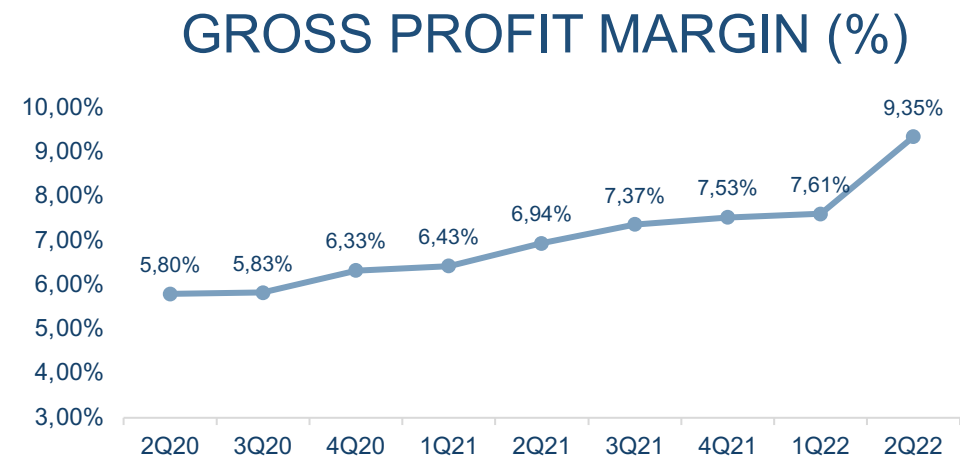
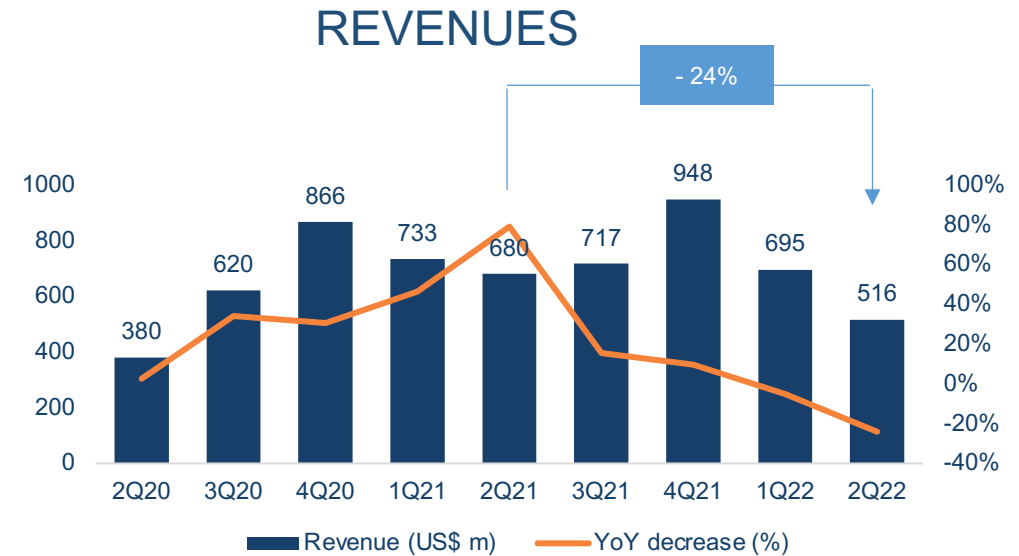
- Strong top line, reached USD 516.4 m.
- Gross profit margin skyrocketed to 9.35 % in Q2'22 - a new record-high level.
- SG&A costs up 17% YoY, remained under strict control.
- SG&A costs include the cost to support Ukraine.
- Net income reached USD 11.1 m.

USD m	Q2'22	Q2'21	YoY
<b>Revenue</b>	<b>516.4</b>	<b>680.1</b>	<b>-24%</b>
Gross profit	48.3	47.2	2%
<i>Gross profit margin</i>	9.35%	6.94%	2.41 ppt
SG&A costs	-28.8	-24.6	17%
<b>Profit from operations</b>	<b>19.5</b>	<b>22.6</b>	<b>-14%</b>
<i>Operating margin</i>	3.77%	3.32%	0.45 ppt
Financial income	0.5	1.3	-59%
Financial expenses	-6.7	-5.4	23%
<b>Profit before tax</b>	<b>13.6</b>	<b>18.6</b>	<b>-27%</b>
Tax	-2.5	-3.6	-31%
<b>Profit for the period</b>	<b>11.1</b>	<b>15.0</b>	<b>-26%</b>
<i>Net margin</i>	2.15%	2.21%	-0.06 ppt

THE HIGHEST EVER GROSS PROFIT MARGIN

# Q2 2022 THE HIGHEST EVER GROSS PROFIT MARGIN

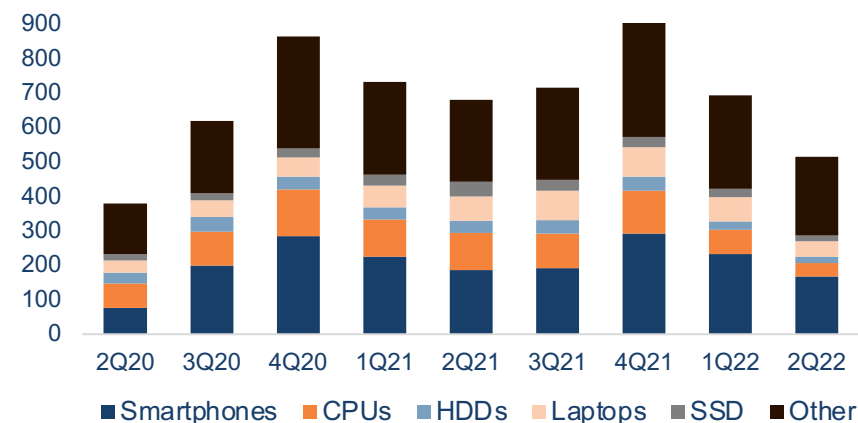
- Revenues down only 24% YoY despite the on-going full-scale war in Ukraine.
- Gross profit margin at a new record-high level of 9.35% in Q2'22.
- Gross profit margin continued a positive and upward trend.



# Q2 2022 DECREASE IN MAIN PRODUCT LINES DUE TO THE WAR IN UKRAINE

- Decrease in smartphones as a result of weaker demand following economic uncertainty.
- Smartphones, CPUs and laptops remain the main drivers for the Group's revenues.
- Decline in CPUs and other product lines driven by the ongoing geopolitical instability and the decision of the Company to fully abide with the US/UE sanctions.
- Networking products with a strong demand and 23% YoY growth.

REVENUES BY LINES (US\$ m)



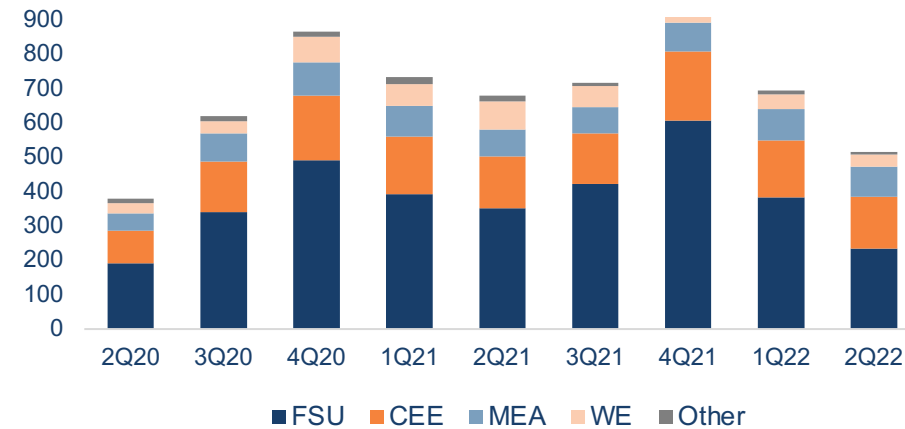
US\$ m	Q2'22	Q2'21	YoY
Smartphones	168.3	185.5	-9%
Laptops	45.4	70.9	-36%
CPUs	38.4	109.0	-65%
Peripherals	31.7	31.4	1%
Servers & server blocks	22.2	24.9	-11%
Networking products	18.0	14.6	23%
<b>TOTAL</b>	<b>516.4</b>	<b>680.1</b>	<b>-24%</b>



# Q2 2022 GROWING IMPORTANCE OF NON – CONFLICT REGIONS

- FSU region declined by 33% YoY, affected by the war in Ukraine.
- F.S.U. and CEE regions contributed the majority of the Group's revenues.
- Strong revenues in CEE countries (Slovakia, Czech Republic) as a result of the intensification our activities in non-conflict markets.
- MEA showed 5% YoY growth, supported GCC countries growth.

REVENUES BY REGIONS (USD m)



USD m	Q2'22	Q2'21	YoY
FSU	234.9	352.0	-33%
CEE	150.2	150.0	0%
MEA	87.4	83.6	5%
WE	35.6	78.5	-55%
Other	8.3	16.0	-48%
<b>TOTAL</b>	<b>516.4</b>	<b>680.1</b>	<b>-24%</b>

# H1 2022 EXCELLENT RESULTS

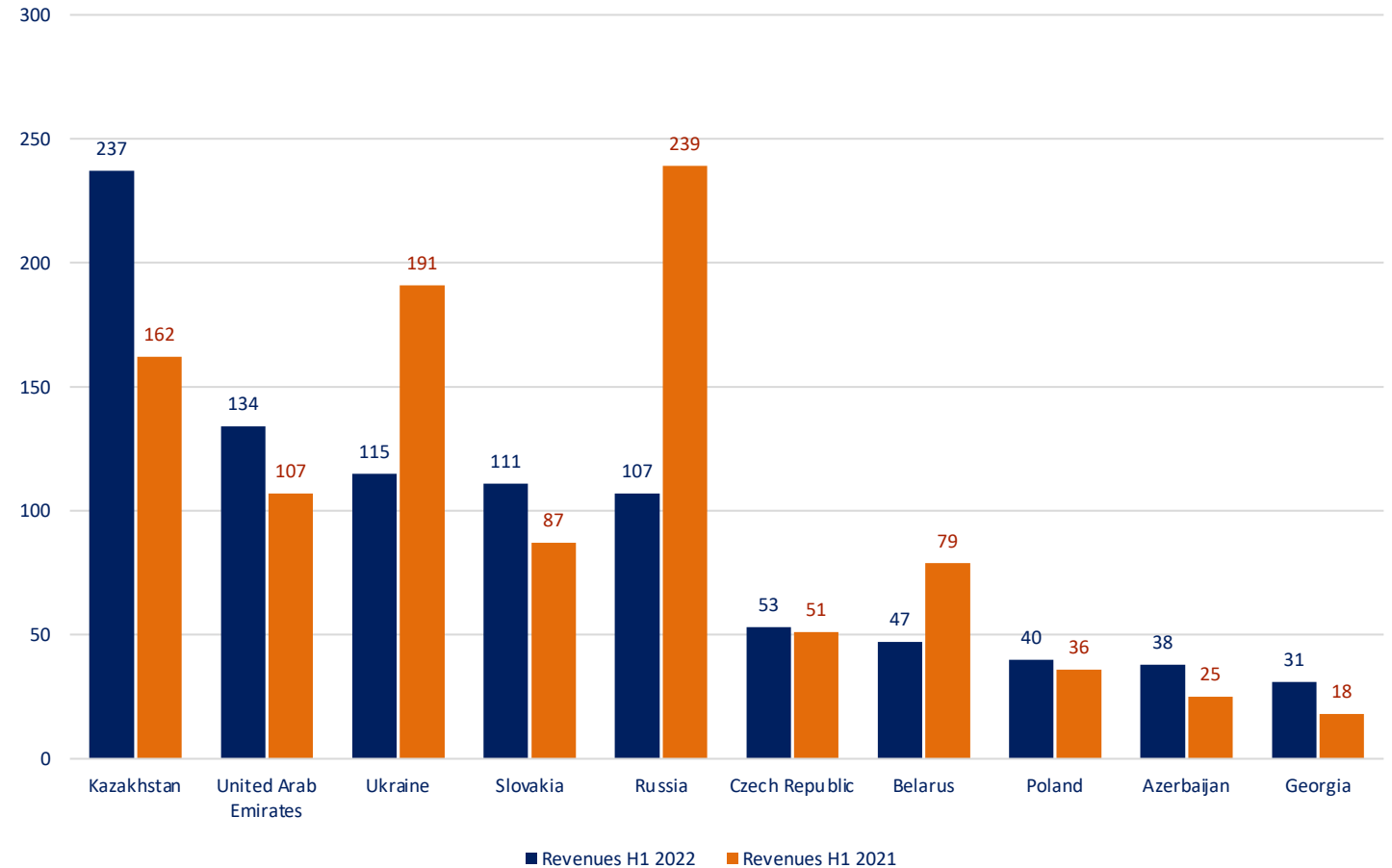
- Strong top line, despite the full-scale war in Ukraine.
- Gross profit up 7% YoY, to USD 101.1 m.
- Gross profit margin much improved and reached 8.35% in H1'22.
- SG&A expenses grew by 18% YoY mainly due to higher GP and costs incurred to support Ukraine.
- Achieved Net Income of USD 27.1 m.

US\$ m	H1'22	H1'21	YoY
<b>Revenue</b>	<b>1,211.0</b>	<b>1,413.5</b>	<b>-14%</b>
Gross profit	101.1	94.4	7%
<i>Gross profit margin</i>	8.35%	6.68%	1.67 ppt
SG&A costs	57.4	48.8	18%
<b>Profit from operations</b>	<b>43.8</b>	<b>45.5</b>	<b>-4%</b>
<i>Operating margin</i>	3.61%	3.22%	0.39 ppt
Financial income	1.5	2.1	-28%
Financial expenses	-12.3	-10.5	17%
<b>Profit before tax</b>	<b>33.2</b>	<b>37.3</b>	<b>-11%</b>
Tax	-6.1	-7.2	-15%
<b>Profit for the period</b>	<b>27.1</b>	<b>30.2</b>	<b>-10%</b>
<i>Net margin</i>	2.24%	2.13%	0.11 ppt

BRILLIANT NET INCOME IN H1 2022

# H1 2022 TOP 10 COUNTRIES IN REVENUES vs H1 2021

- Kazakhstan with revenues of USD 237m and 45.6% YoY growth remained no. 1 country.
- Azerbaijan and Georgia with a strong 54.2% and 68.9% YoY growth, generate month by month higher revenues.
- Poland keeps its position in top 10, with a 11.3% YoY growth.
- Decrease in sales for countries involved in the war.
- Ukraine resumed sales in April and has grown month by month.



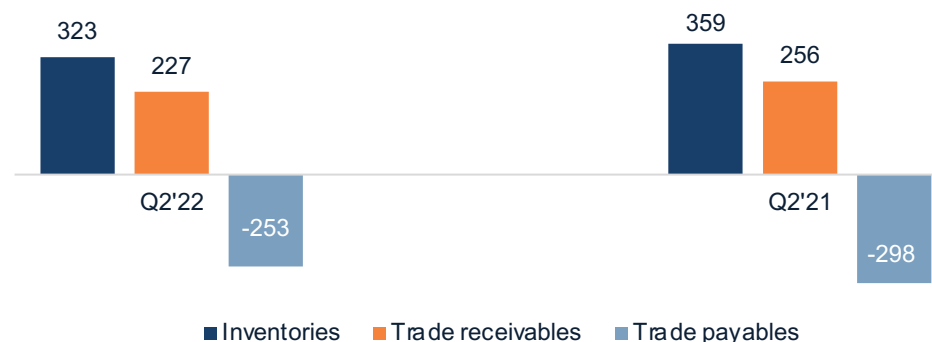
# CASH ENGAGED IN WORKING CAPITAL

- High NWC utilization results in the need to involve more cash into working capital.
- Capex comprises of outflows for investments in tangible and intangible assets.
- Group aims for positive 2022 operating cash flow.

## NET WORKING CAPITAL (US\$ m)

**NWC: 25% of sales**

**NWC: 22% of sales**



USD million	H1 2022	H1 2021
Net cash from operating activities	-50.2	-48.8
Net cash from investing activities	-4.4	-9.6
Net cash from financing activities	-6.2	-6.9
<b>Net movement in cash and cash equivalents</b>	<b>-60.8</b>	<b>-65.3</b>



# INDEBTEDNESS AT SAFE LEVEL

- Strong increase in cash position in seasonally NWC intensive quarter.
- Ability of the Company to access external financing remains very strong.
- The weighted average cost of debt amounted to 9.4% in H1 2022, versus 6.0% in 2021.

USD million	H1'22	H1'21	YoY
Short term borrowings (excl. leases and factoring)	138.2	101.7	36%
Long term borrowings (excl. leases)	0.0	0.5	-100%
Other long-term liabilities	0.8	0.8	9%
Cash and cash equivalents	156.8	111.2	41%
Factoring creditors	17.7	70.8	-75%
<b>Net debt (no factoring)</b>	<b>-17.7</b>	<b>-8.2</b>	<b>-</b>
<b>Net debt (incl. factoring)</b>	<b>0.0</b>	<b>62.6</b>	<b>-</b>

End of H1 2022 net debt/ equity

**0x** excl. factoring

**0.0x** incl. factoring

at safe and low levels

# AGENDA

---

ASBIS – Q2 2022 OVERVIEW

FINANCIAL RESULTS IN Q2 2022 and H1 2022

BUY - BACK PROGRAM AND FORECAST  
REALIZATION

SUMMARY

APPENDIX

# BUY-BACK PROGRAM UPDATE

Max. amount of money  
\$ 1,000,000



Max. price  
PLN 30.00



Max. amount of shares  
2,000,000



Min. price  
PLN 1.00



Time frame  
March 2023



**On March 28th, 2022, the Extraordinary General Meeting of ASBIS adopted the current buy-back program**

**Till the 11th of August 2022, the Company purchased under the current buy-back program 288,000 of own shares, spending around USD 880,000.**

# FORECAST REALIZATION FOR 2022

REVENUE

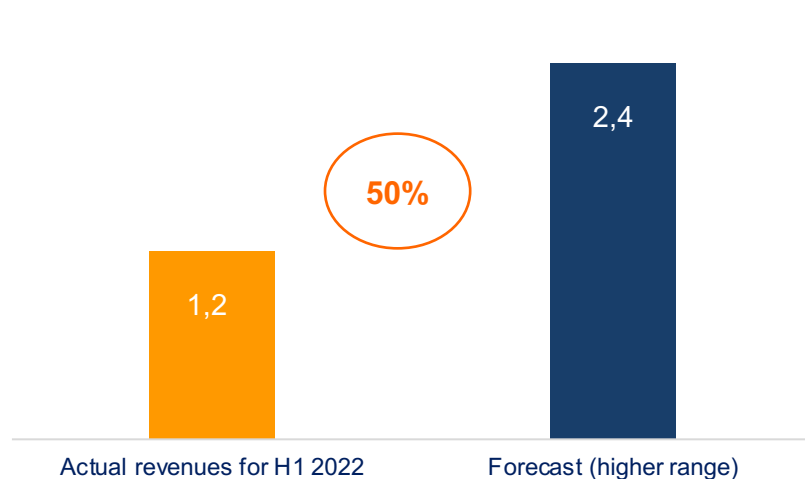
Between USD 2.2bn and USD 2.4bn

NET INCOME

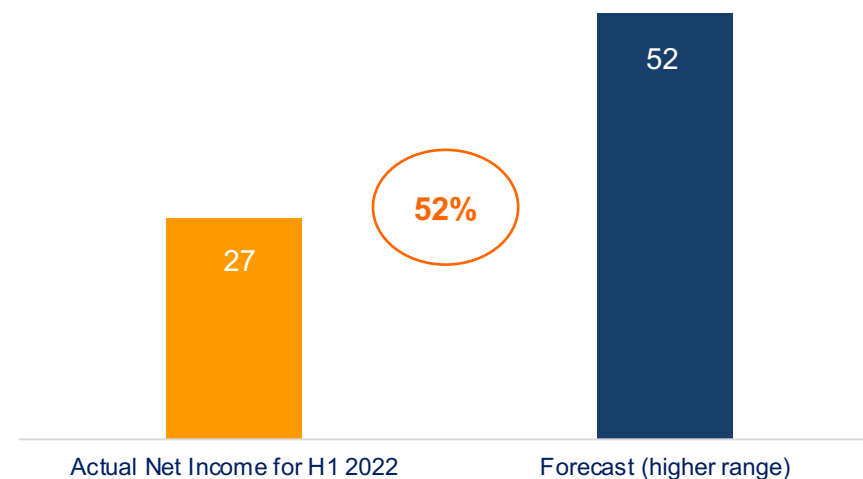
Between USD 48m and USD 52m

## RESULTS VS FORECAST

REVENUES (USD bn)



NET INCOME (USD m)





# AGENDA

---

ASBIS – Q2 2022 OVERVIEW

FINANCIAL RESULTS IN Q2 2022 and H1 2022

BUY - BACK PROGRAM AND FORECAST  
REALIZATION

SUMMARY

APPENDIX

# SUMMARY

**ANOTHER RECORD BROKEN**

- ❑ The highest ever gross profit margin.

**WE ARE A DIVIDEND COMPANY**

- ❑ 2021 dividend: USD 16.7 million was paid to shareholders including an interim dividend (USD 0.30 cents per share)
- ❑ Dividend paid for six consecutive years.

**DYNAMIC BUSINESS  
DEVELOPMENT**

- ❑ New contracts signed/ extended
- ❑ New APR store in Georgia
- ❑ Registration of the new HQ office – a new technological ASBIS's HUB

**WE ARE A SOCIAL RESPONSIBLE  
COMPANY**

- ❑ ASBIS has increased the value of its special humanitarian fund called UkraineHelpFund, from € 1 million to € 2 million
- ❑ ASBIS has sponsored the participation of 150 displaced children from Ukraine in the 7Fields summer camp

**ASBIS IS WELL PREPARED FOR THE  
FUTURE**

- ❑ ASBIS is strong and has all the experience to manage the current situation
- ❑ ASBIS is flexible, so can easily adapt to even severe situations
- ❑ ASBIS adjusted the scale of its operations to the new conditions
- ❑ ASBIS focuses on intensifying activities in non-conflict markets.



# ASBIS<sup>®</sup>

SUCCESS THROUGH FOCUS

Contact for investors:

**Tziamalis Constantinos**

Deputy CEO of ASBIS Group

**phone:** +357 25857188

**email:** [costas@asbis.com](mailto:costas@asbis.com)

**Bartosz Basa**

IR Manager

**phone:** +48 691 910 760

**email:** [b.basa@asbis.com](mailto:b.basa@asbis.com)

Contact for media:

**Iwona Mojsiuszko**

Managing Director of 8Sense PR

**phone:** +48 502 344 992

**e-mail:** [iwona.mojsiuszko@8sensepr.pl](mailto:iwona.mojsiuszko@8sensepr.pl)

## HEADQUARTERS

1, Iapetou Street, 4101, Agios Athanasios, Limassol, CYPRUS

Phone: +357 25 857000, Fax: +357 25 857288, [www.asbis.com](http://www.asbis.com)

# AGENDA

---

ASBIS – Q2 2022 OVERVIEW

FINANCIAL RESULTS IN Q2 2022 and H1 2022

BUY - BACK PROGRAM AND FORECAST  
REALIZATION

SUMMARY

APPENDIX



# ASBIS APR AND MONOBRAND STORES

## CURRENT SITUATION

ASBIS is an authorized distributor of Apple products in **11 countries of the Former Soviet Union** (with the exception of Russia) including:

- Ukraine,
- Belarus,
- Kazakhstan,
- Georgia,
- Armenia,
- Azerbaijan,
- Kyrgyzstan,
- Uzbekistan,
- Moldova
- Turkmenistan
- Tajikistan

As an Apple Premium Reseller, ASBIS operates **21 stores** (APR & Monobrand).

## ASBIS PLANS FOR 2022

ASBIS plans to invest in 2 more Apple stores and 1 more Monobrand



In Q2 2022 till the 11th of August 2022, ASBIS has closed two APR stores in Belarus and opened new one in Batumi, Georgia.

# ASBIS OWN BRANDS



Prestigio is an international brand that has been offering a wide range of consumer electronics for home, education, and business for 20 years. Brand sells products in all countries of our operation.

[www.prestigio.com](http://www.prestigio.com)



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

At the beginning of 2022 Canyon expanded distribution to Western Europe and Middle East. Now Canyon products can be bought in UK, DACH, Spain, Italy, UAE.

[www.canyon.eu](http://www.canyon.eu)



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

[www.perenio.com](http://www.perenio.com)



AENO is a young fast-growing brand of smart home appliances with its own smart ecosystem and a user-friendly mobile app.

By the end of 2022, the brand plans to expand its product line by adding smart devices such as toothbrushes, bathroom scales, and air humidifiers

[www.aeno.com](http://www.aeno.com)

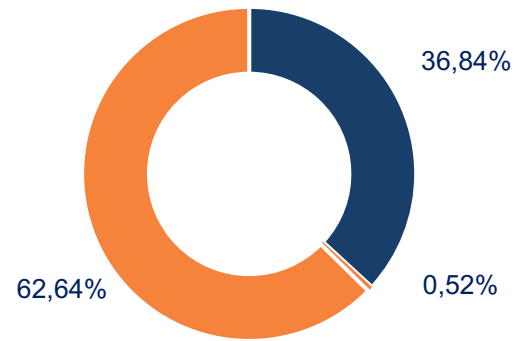


Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level. The brand's mission is to provide every gamer feel living and exciting emotions from gaming with high-quality devices, inspired by the requests of the best gamers.

Lorgar successfully entered the market at the end of 2021. In 2022, the product portfolio is being expanded with gaming chairs, mice, keyboards, mouse pads, gamepads, chairs, microphones, web cameras, headsets, and other peripherals

[www.lorgar.eu](http://www.lorgar.eu)

# SHAREHOLDER STRUCTURE



- KS Holdings Ltd\*
- ASBIS (buy back program)
- Free-float

	Number of shares & votes	% of share capital & votes
KS Holdings Ltd *	20,448,127	36.84%
ASBISc Enterprises Plc (buy-back program)	288,000	0.52%
Free-float	34,763,873	62.64%
<b>TOTAL</b>	<b>55,500,000</b>	<b>100.00%</b>

*As of : 2022-08-11*

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

## Affiliation to indexes:



# 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.