



**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

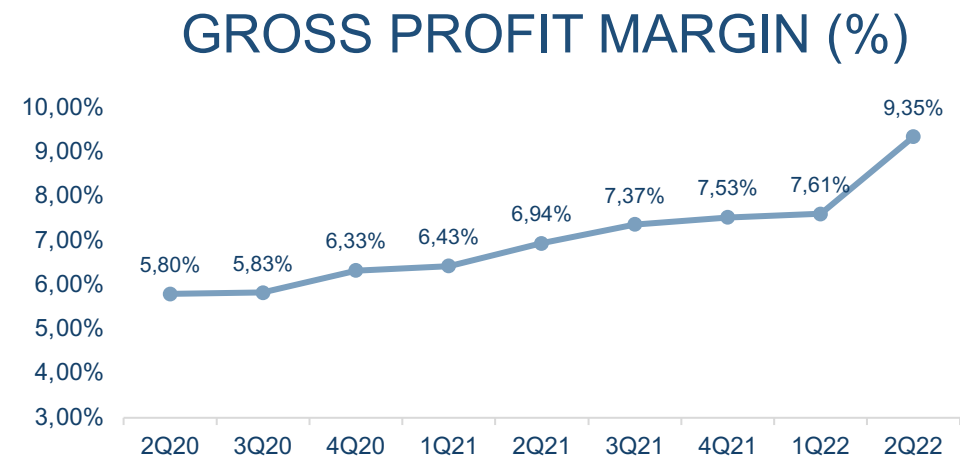
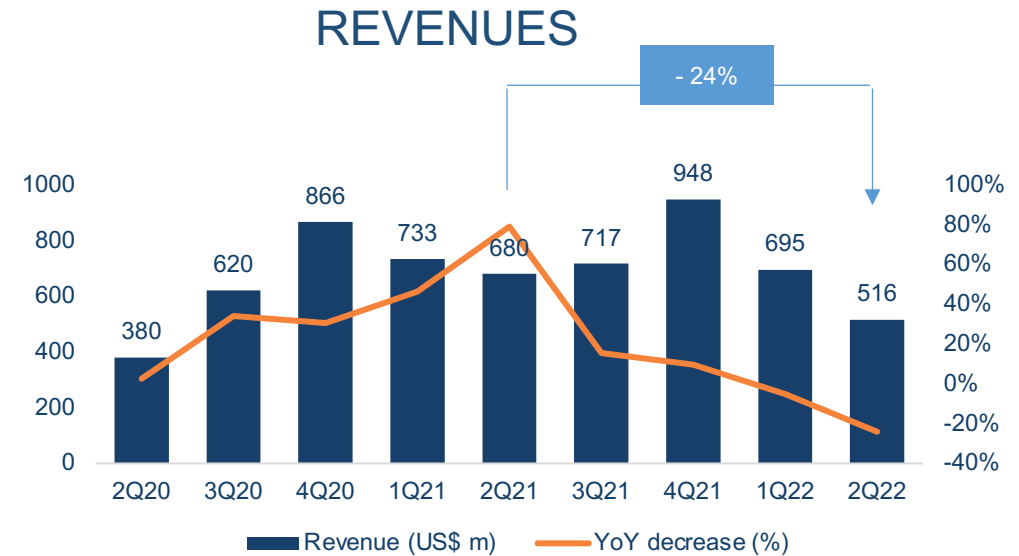
- Strong top line, reached USD 516.4 m.
- Gross profit margin skyrocketed to 9.35 % in Q2'22 - a new record-high level.
- SG&A costs up 17% YoY, remained under strict control.
- SG&A costs include the cost to support Ukraine.
- Net income reached USD 11.1 m.

USD m	Q2'22	Q2'21	YoY
Revenue	516.4	680.1	-24%
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%
Profit from operations	19.5	22.6	-14%
<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%
Profit before tax	13.6	18.6	-27%
Tax	-2.5	-3.6	-31%
Profit for the period	11.1	15.0	-26%
<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

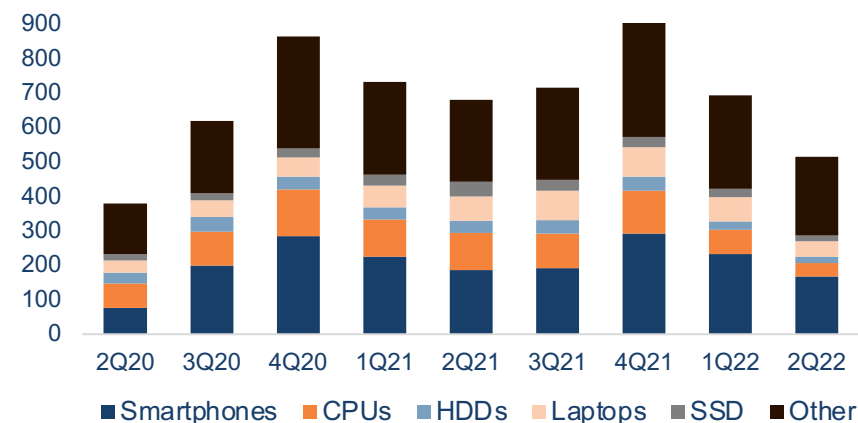
- Revenues down only 24% YoY despite the on-going full-scale war in Ukraine.
- Gross profit margin at a new record-high level of 9.35% in Q2'22.
- Gross profit margin continued a positive and upward trend.



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)

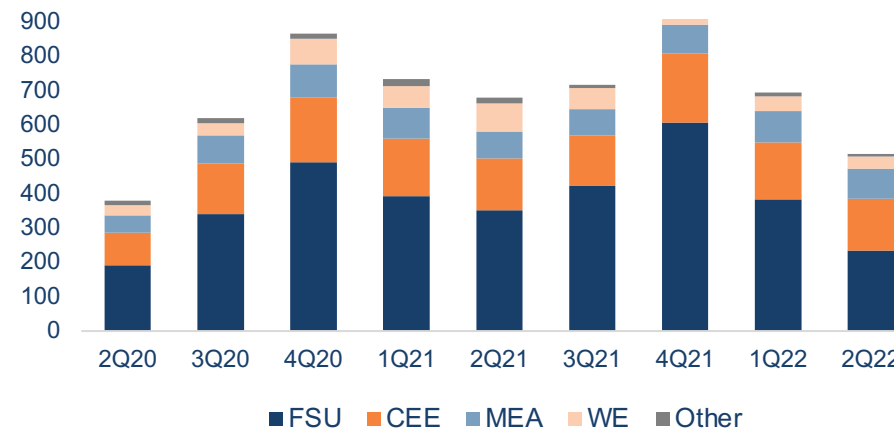


US\$ m	Q2'22	Q2'21	YoY
Smartphones	168.3	185.5	-9%
Laptops	45.4	70.9	-36%
CPUs	38.4	109.0	-65%
Peripherals	31.7	31.4	1%
Servers & server blocks	22.2	24.9	-11%
Networking products	18.0	14.6	23%
TOTAL	516.4	680.1	-24%

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%
TOTAL	516.4	680.1	-24%

H1 2022 EXCELLENT RESULTS

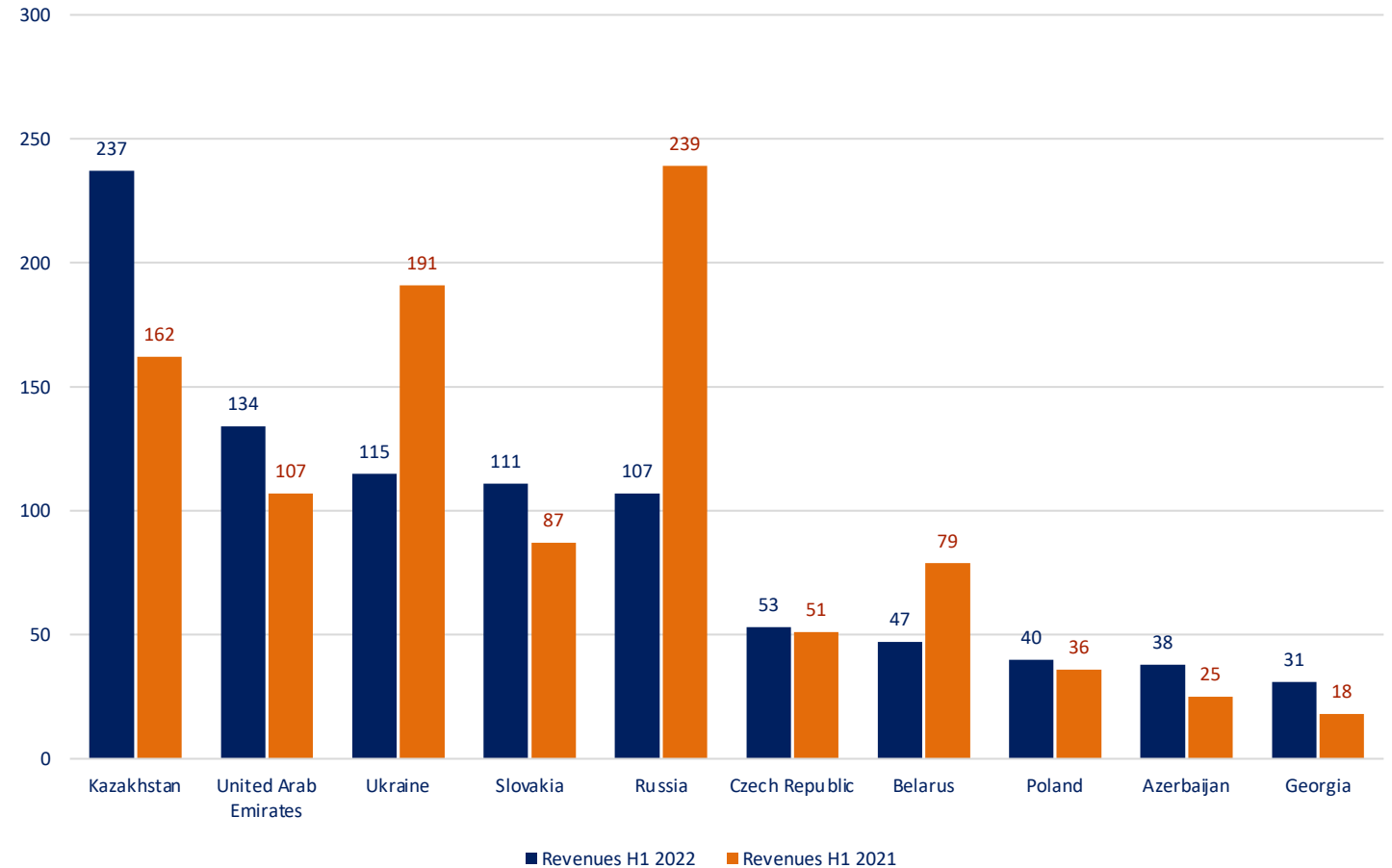
- Strong top line, despite the full-scale war in Ukraine.
- Gross profit up 7% YoY, to USD 101.1 m.
- Gross profit margin much improved and reached 8.35% in H1'22.
- SG&A expenses grew by 18% YoY mainly due to higher GP and costs incurred to support Ukraine.
- Achieved Net Income of USD 27.1 m.

US\$ m	H1'22	H1'21	YoY
Revenue	1,211.0	1,413.5	-14%
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%
Profit from operations	43.8	45.5	-4%
<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%
Profit before tax	33.2	37.3	-11%
Tax	-6.1	-7.2	-15%
Profit for the period	27.1	30.2	-10%
<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.



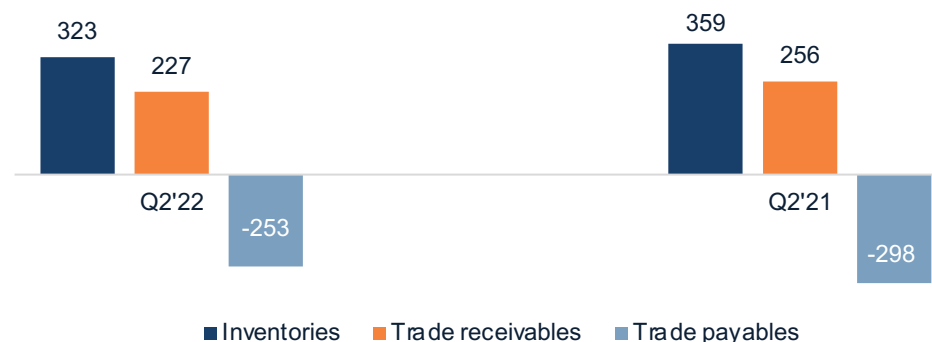
CASH ENGAGED IN WORKING CAPITAL

- 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
Net movement in cash and cash equivalents	-60.8	-65.3

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%
Net debt (no factoring)	-17.7	-8.2	-
Net debt (incl. factoring)	0.0	62.6	-

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

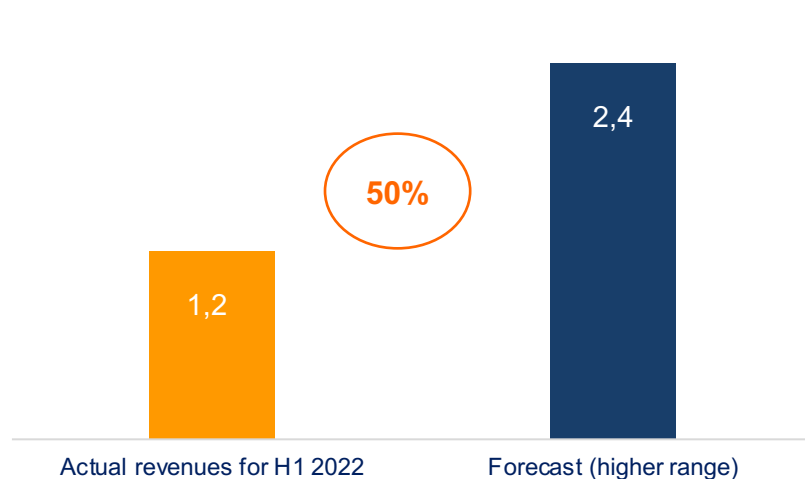
Between USD 2.2bn and USD 2.4bn

NET INCOME

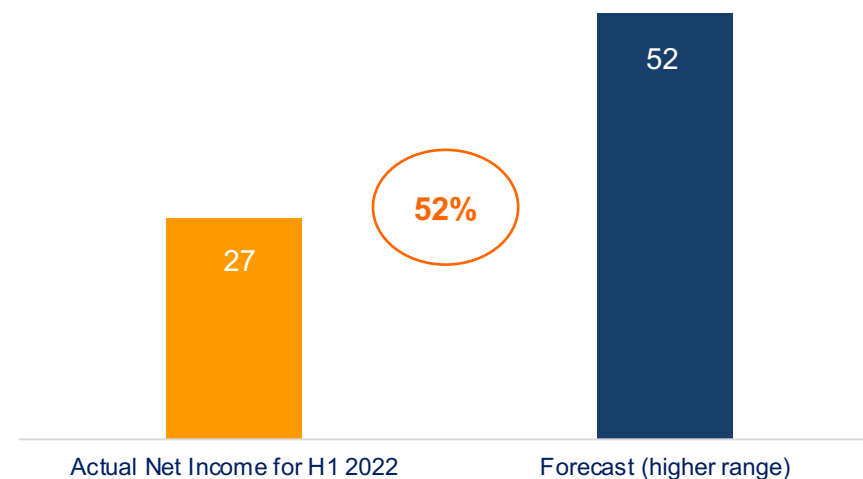
Between USD 48m and USD 52m

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[®]

SUCCESS THROUGH FOCUS

Contact for investors:

Tziamalis Constantinos

Deputy CEO of ASBIS Group

phone: +357 25857188

email: costas@asbis.com

Bartosz Basa

IR Manager

phone: +48 691 910 760

email: 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

HEADQUARTERS

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

Phone: +357 25 857000, Fax: +357 25 857288, 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

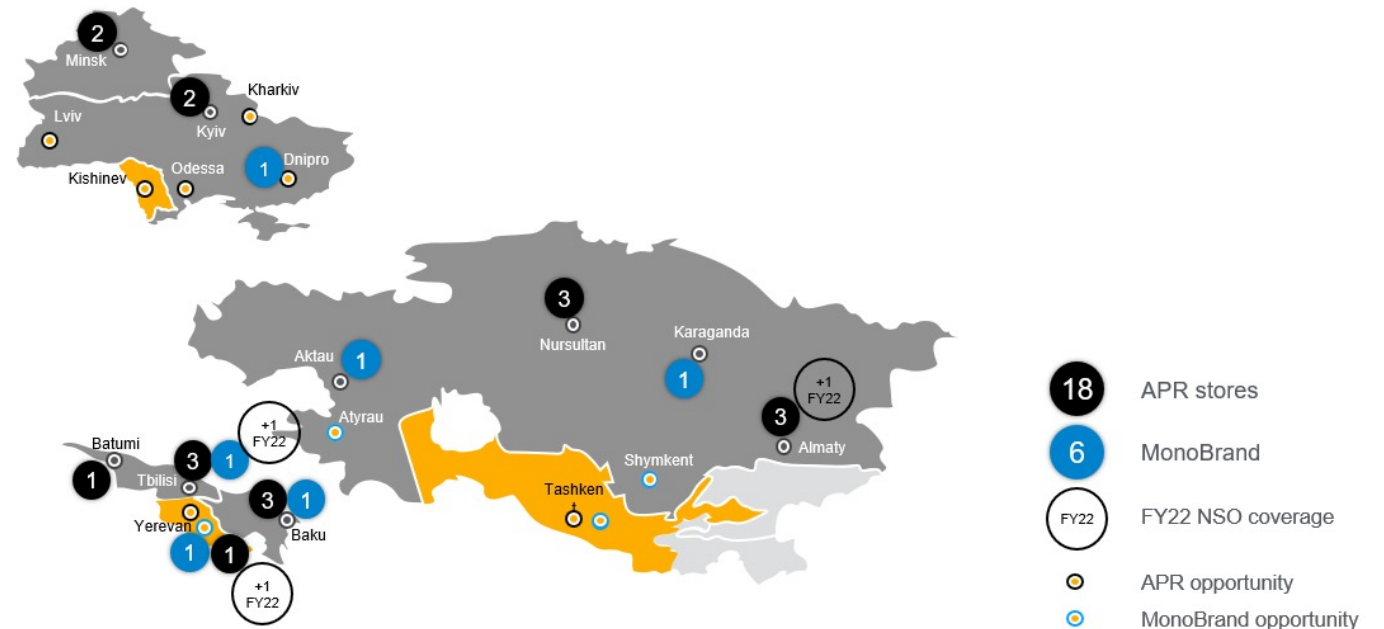
ASBIS is an authorized distributor of Apple products in **11 countries of the Former Soviet Union** (with the exception of Russia) including:

- 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



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



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



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

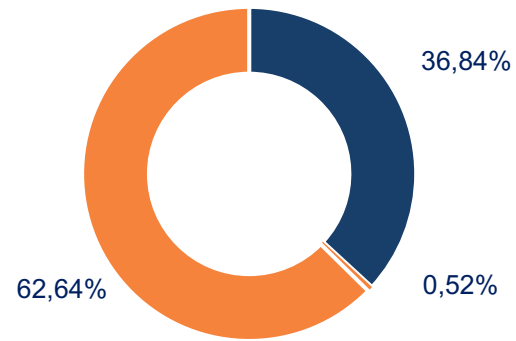


Lorgar is a brand of gaming devices aimed to bring the gaming experience to a high level. The brand's mission is to provide every gamer feel living and exciting emotions from gaming with high-quality devices, inspired by the requests of the best gamers.

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

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%
TOTAL	55,500,000	100.00%

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.