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Warsaw 2016

Corporate presentation

 **ACTION**[®]

About ACTION S.A.



LEADING DISTRIBUTOR of IT, CONSUMER ELECTRONICS, MOBILE operating in Poland, Germany and worldwide  (EU)

PRIVATE BRAND OWNER:



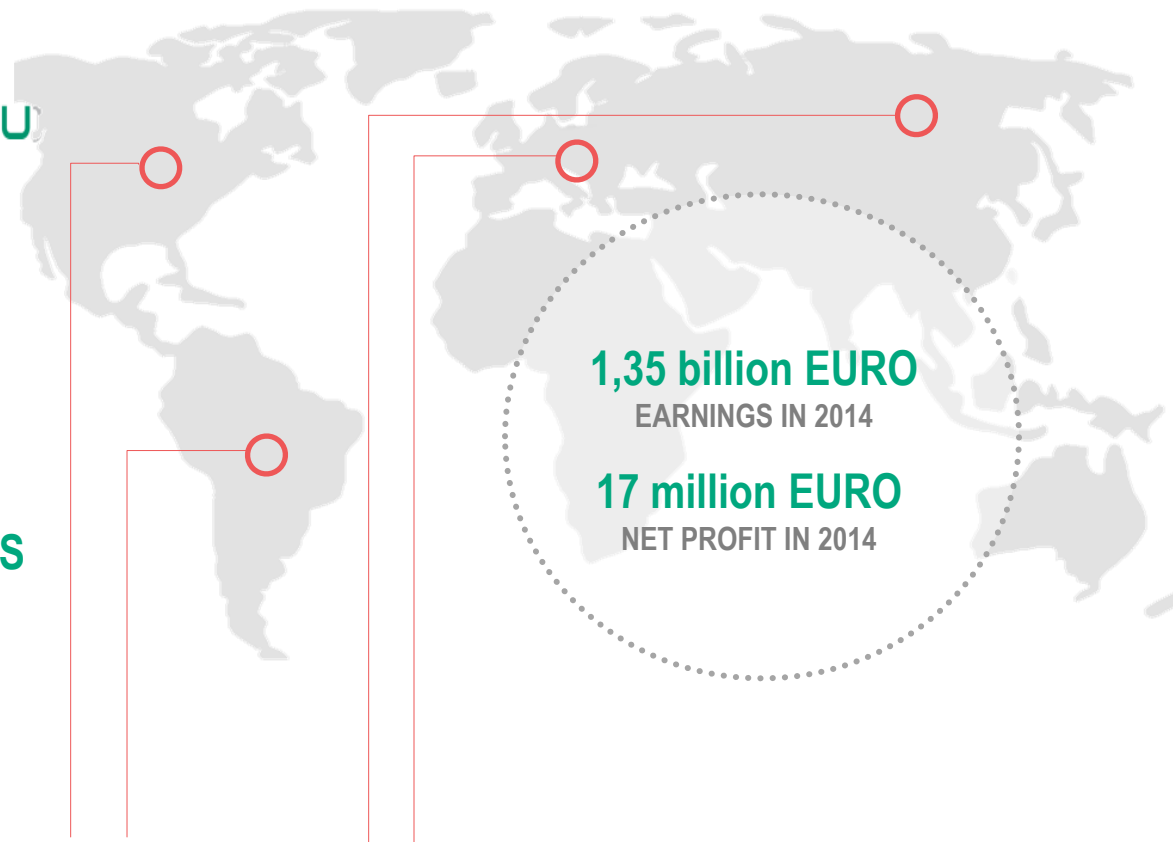
HIGH PERFORMANCE COMPUTING CLUSTERS



OUR RETAIL CHAINS



E-COMMERCE SITE OWNER, e.g.



SHIPPING TO BOTH AMERICAS AND ASIA, INCL. INSPECTION (**ON HOLD** OPTION)

24/48H DELIVERIES TO EUROPEAN COUNTRIES

EXPORT TO **481** CUSTOMERS WORLDWIDE

12,500 RETURNING CUSTOMERS IN POLAND AND GERMANY

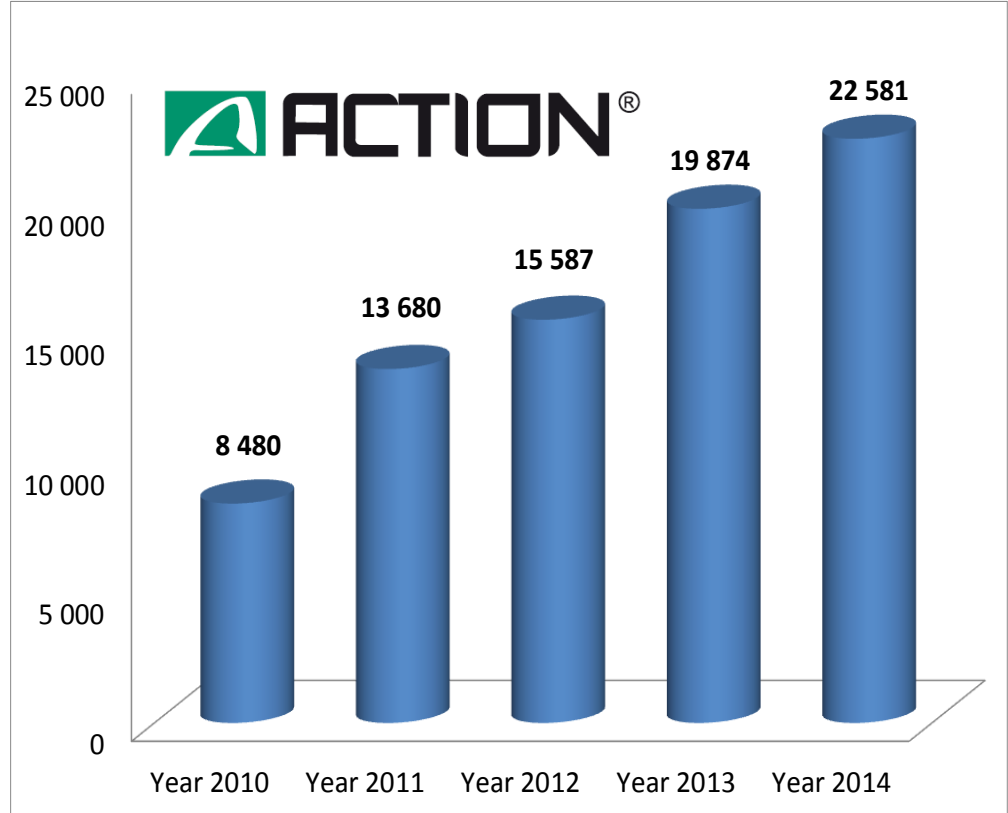
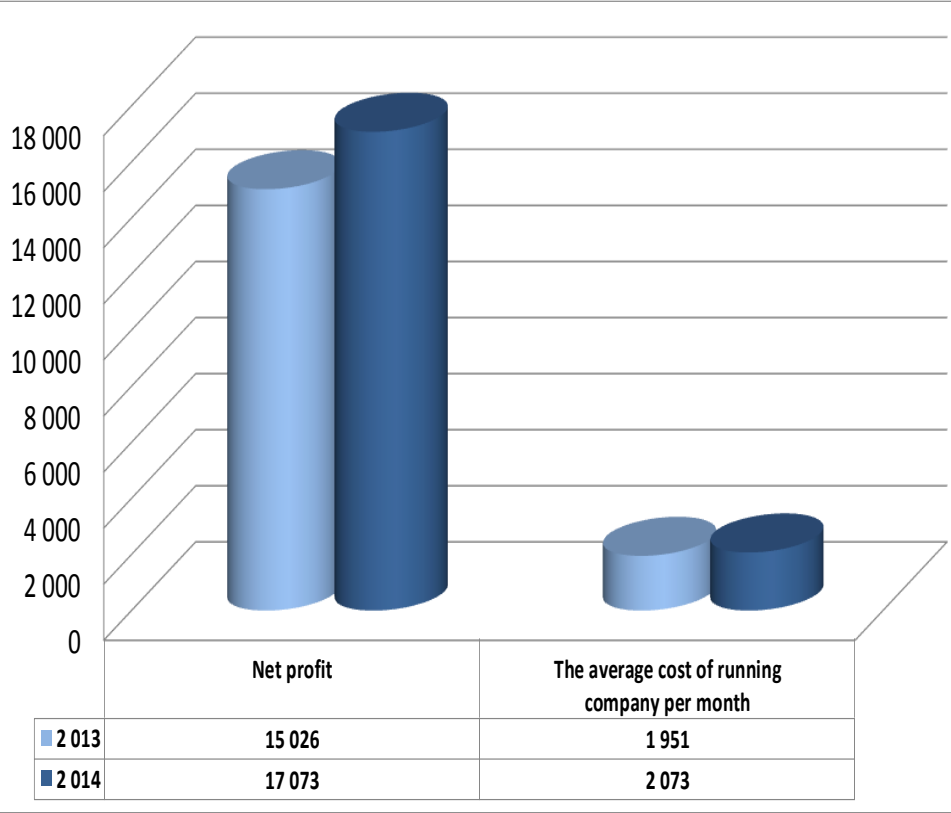
ACTION JSC in numbers



COMPANY'S HEADQUARTERS AND LOGISTIC CENTER

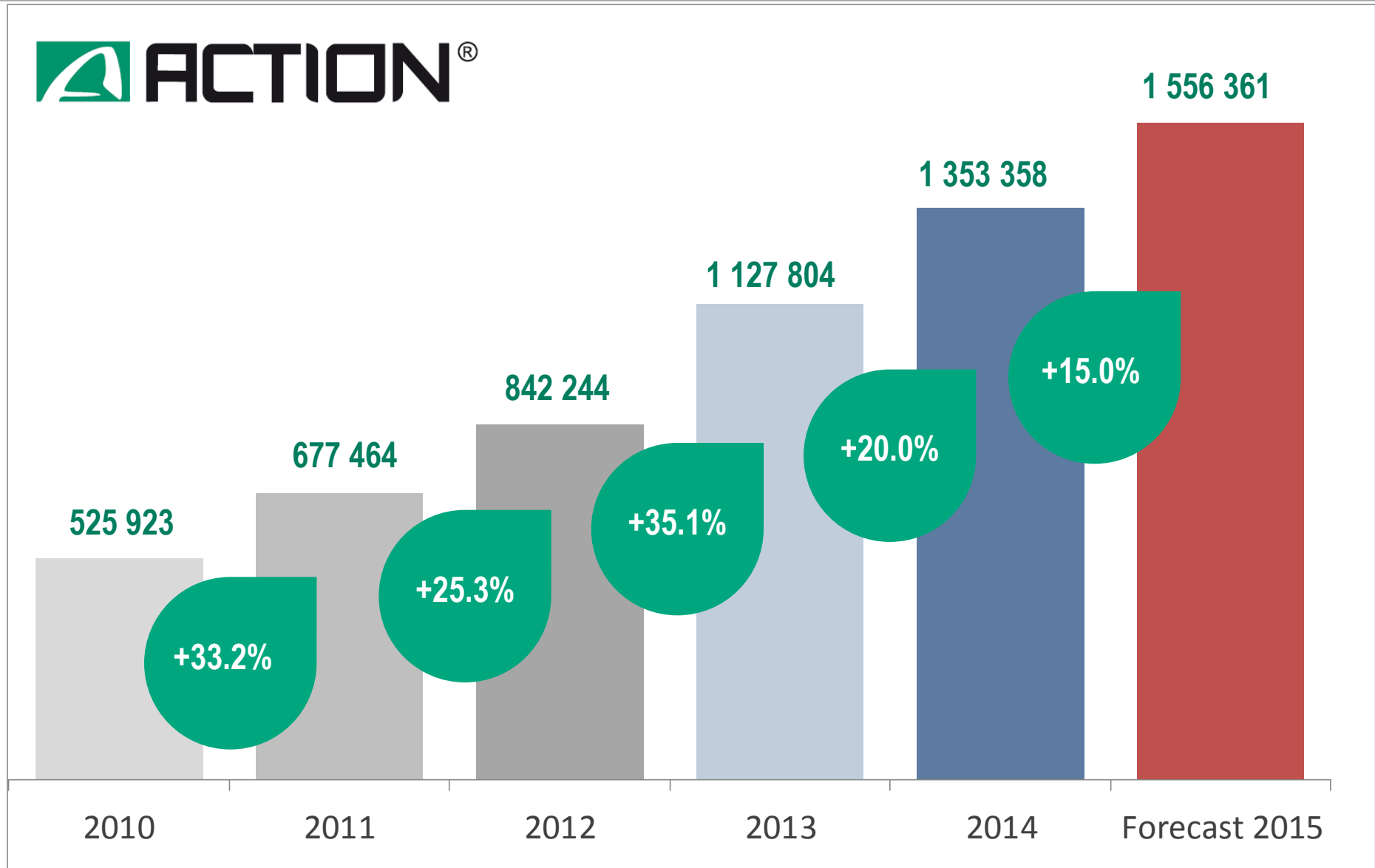


Net profit of ACTION in 2014 (in keuro)

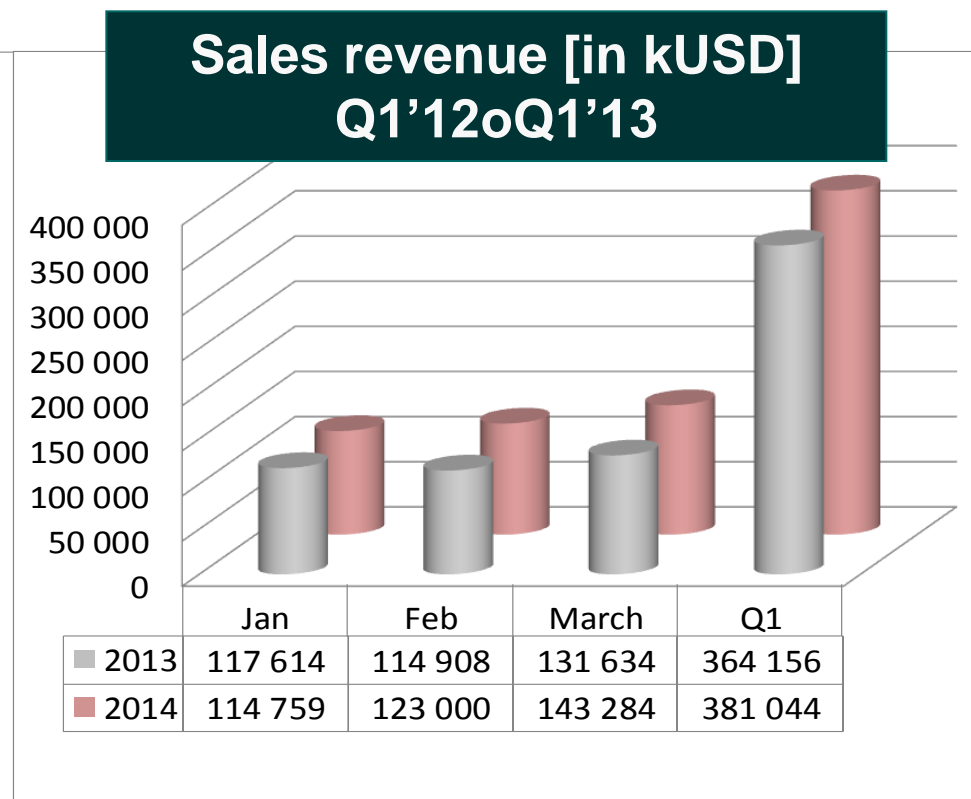
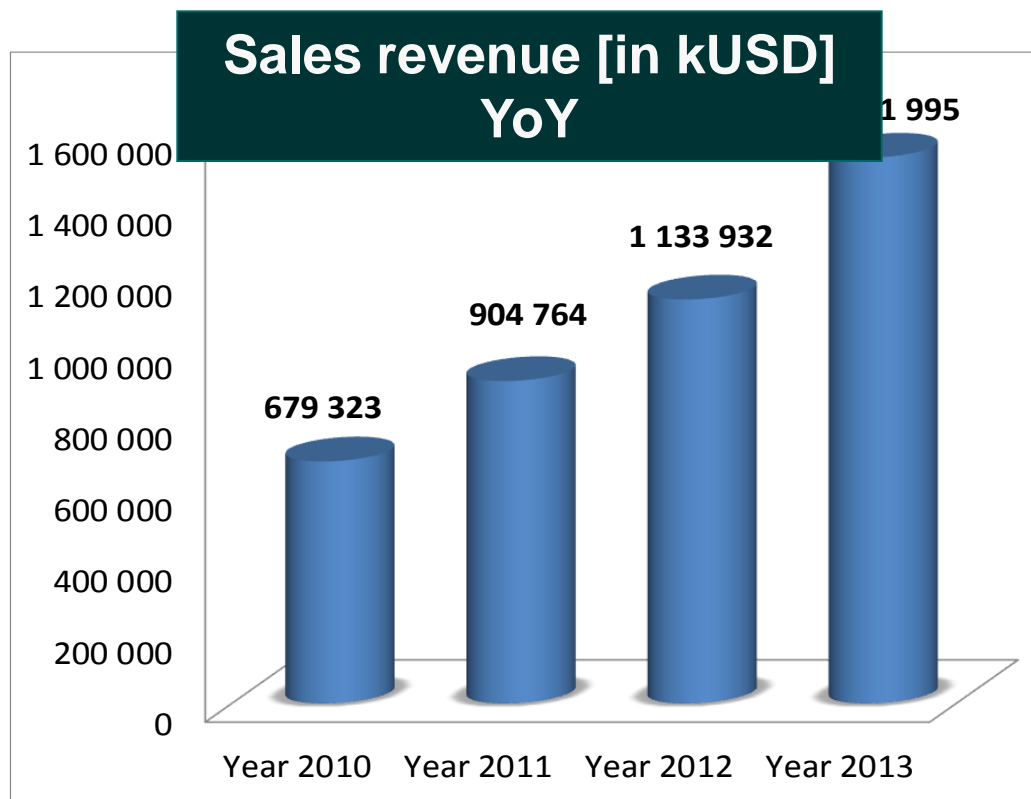


- Net profit increased compared to previous financial year by 14%
- The average total cost of running company per month decreased to previous financial year by 6%

ACTION Capital Group: Sales in thousands of EURO



SALES REVENUE OF ACTION JSC



- ⊙ Sales revenue increased compared to previous financial year by 35,1%
- ⊙ Sales revenue in Q1 of 2014 increased compared to revenue in Q1 of 2013 by 4,1%

Action S.A. on Warsaw Stock Exchange



GIEŁDA PAPIERÓW
WARTOŚCIOWYCH
w Warszawie



LEADING STOCK EXCHANGE OF CENTRAL AND EASTERN EUROPE



ACTION S.A. ON WSE:

Traded on WSE since 2006

ACTION S.A. is part of **WIG 50**

TOP MARKET CAPITALISATION among IT distributors

The only IT distributor of **INDEX OF DIVIDEND COMPANIES**

ACTION Capital Group Members

DISTRIBUTION

 ACTION®

 ACTION (EU)

RETAIL
AND E-COMMERCE
PROJECTS

  Lapodo

  gram.pl®

MORE  KIDS

 Sferis

 specjalści
RTV AGD


ACTION GAMES LAB

PRIVATE BRANDS

 ACTINA®

 ActiveJet®

 Actis

 PENTAGRAM
POWERED BY ACTINA

EDUCATION

 ACTION®
CENTRUM EDUKACYJNE

ACTION S.A. sales channels

DISTRIBUTION

9,000

ACTIVE
CUSTOMERS -
RESELLERS



EXPORT

MORE THAN

480

CUSTOMERS
FROM 43
COUNTRIES,
INCL. ALL
EUROPE, UAE,
HONG KONG,
SINGAPORE,
ISRAEL,
RUSSIA



RETAIL CHAINS

RETAIL



FOOD



DYI SUPERMARKETS



TELCO

T-Mobile



B2B SALES



PRIVATE
BRAND
ACTINA:
SERVERS
PCs

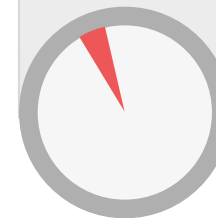


RETAIL CHAIN



197 POINTS
OF SALE

687
COLLECTION
POINTS



ELECTRONICS/ APPLIANCES



OVER 650
SHOPS SELL
OUR
CONSUMER
ELECTRONICS
AND HOME
APPLIANCES.

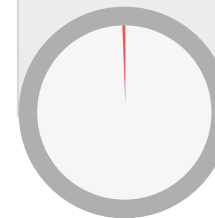
202 SHOPS
TAKE PART IN
"SPECJALISCI
RTV/AGD"



E-COMMERCE

gram.pl

LARGEST
ONLINE
GAME STORE.



ACTION S.A. logistics centre

EXCELLENT GEOGRAPHIC LOCATION - DIRECT PROXIMITY OF S-7 EXPRESSWAY, WHICH CONNECTS GDAŃSK AND CRACOW

2 EXPRESSWAY EXITS AND ROUNDABOUTS DIRECTLY AT OUR LOGISTICS CENTRE

CUTTING-EDGE LOGISTICS SOLUTIONS



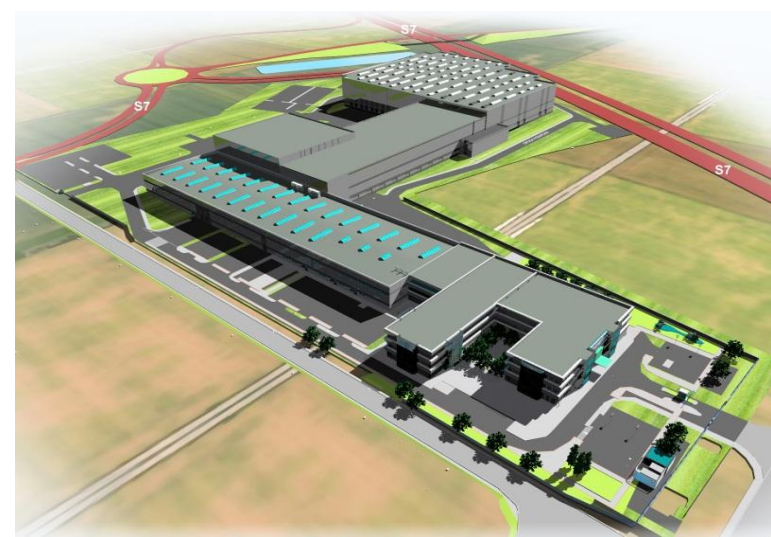
EXCELLENT LOCATION

ACTIONS warehouse and logistic expansion

THE STATE OF THE ART LOGISTIC CENTER IN POLAND

MODERN LOGISTIC SOLUTIONS

EXCELLENT LOCALIZATION



New Highway S7 near ACTION



- Fully automated storage and order picking station equipment called AKL „Mini Load” containing 20k of containers
- Ultimately around 5 km of different type of roller and belt conveyors
- Three-level distribution warehouse
- 6 inductive loop controlled forklift tracks, integrated with WMS system
- One, really huge logistic ecosystem consist of Storage and Distribution Warehouse as well as of Goods Acceptance Area and Sorting Facility

WAREHOUSE SPACE

32 000 M² 2014 r.  52 000 M² 2015 r.

ENORMOUS NUMBER OF PACKAGES

 45 000 packages per day in 2014 r.   100 000 packages per day in 2015 r.

HUGE NUMBER OF SKU

18 000 SKU 2014 r.  50 000 SKU 2015 r.

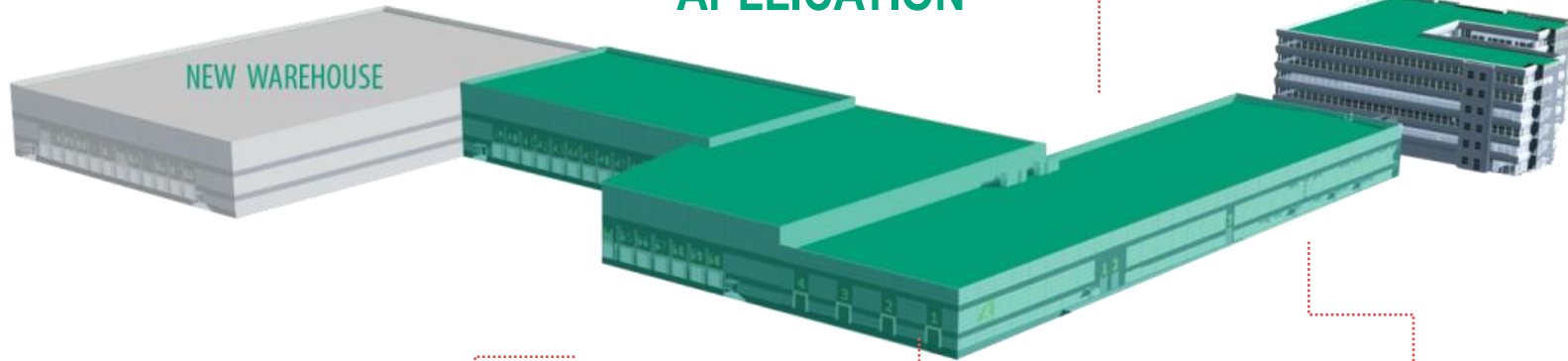
ACTION S.A. logistics centre in numbers

56,000 sqm
OF WAREHOUSE SPACE

WMS

INTEGRATED with
ERP, B2B and 3D
APPLICATION

OVER **50,000**
SKUs



5 KM
OF STATE-OF-THE-ART
CONVEYOR LINES

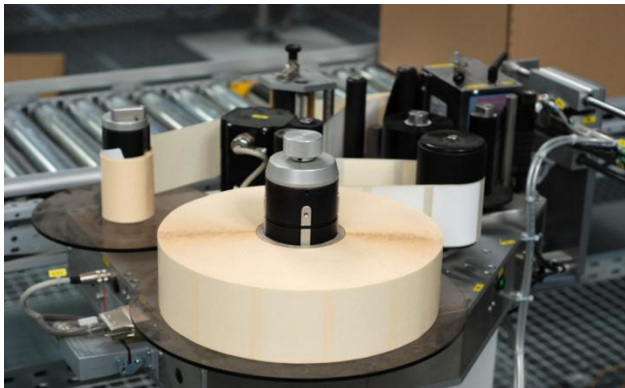
20,000 CONTAINERS

IN AUTOMATED SMALL PARTS WAREHOUSE

100,000
SHIPMENTS EACH DAY

WAREHOUSE PERFORMANCE

The new facility allows us to handle more orders in the same time

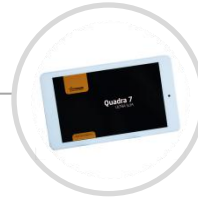


WAREHOUSE PERFORMANCE

We can expand our goods dispatch services and offer them to third parties



ACTIONs private brands



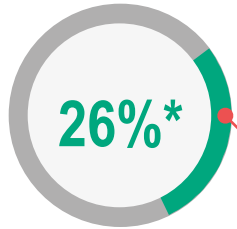
EXPERT BRAND

ECONOMY BRAND

CONSUMER BRAND

EXPERT BRAND

LEADER OF THE ALTERNATIVE CONSUMABLES MARKET



PRODUCT CATEGORIES:

- CONSUMABLES
- LIGHTING

Share in alternative consumables market for both brands

PRODUCT CATEGORIES:

- CONSUMABLES
- LIGHTING
- POWER SUPPLY PRODUCTS
- ACCESSORIES

* Most recent market insights from IDC for Q2 2013

PRODUCT CATEGORIES:

- TABLETS
- NETWORK HARDWARE
- TELEPHONE HANDSETS

PRODUCT CATEGORIES:

- SERVERS
- PCs



PRESTIGIOUS CLIENTS:

SINCE 2006 ACTION DELIVERED SERVERS TO CERN (THE EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH), WHERE THEY HAVE BEEN IMPLEMENTED TO SUPPORT LARGE HADRON COLLIDER





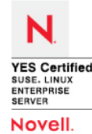
SERVERS

Premium quality proven by prestigious server supply orders placed by **CERN (European Organization for Nuclear Research)**



PCs

Best performance in business applications, innovative form and care for environment.





ACTION AS A MANUFACTURER OF SERVERS

ACTINA Solar servers are based on components of global IT industry leaders



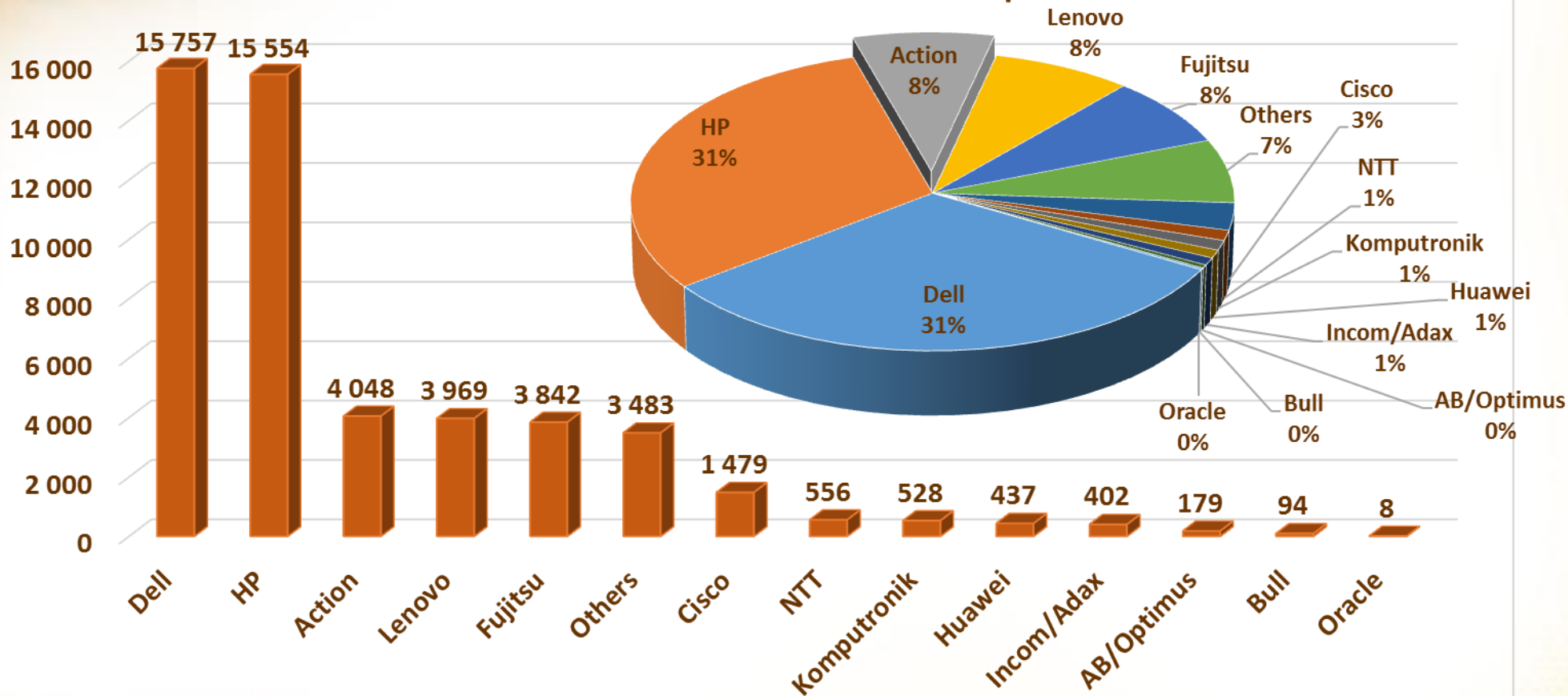
For more information on the ACTINA Solar brand, please visit: www.actina.pl



Our servers in the rankings in Poland

- 2009 – 1670 pcs – 5th rank
- 2010 – 2675 pcs – 5th rank
- 2011 – 3798 pcs – 4th rank
- 2012 – 1911 pcs – 5th rank
- 2013 – 3016 pcs – 5th rank
- 2014 – **4048 pcs – 3rd rank**

Server market in Poland 2014 : 50336 pcs





ACTION AS A SUPPLIER OF CLUSTERS, SERVERS & PCs SOLUTIONS FOR THE ADMINISTRATION AND ACADEMIC SECTOR



Projects completed over the recent years:

- ⊙ Delivery of 3500 servers for needs of large computer infrastructure in European Organization for Nuclear Research in Geneva
- ⊙ Delivery of 3 really huge clusters to all the biggest Polish academic institutions
- ⊙ Delivery of 3 100 servers ACTINA Solar to the Ministry of Education
- ⊙ Delivery of 1700 servers ACTINA Solar to the Ministry of Internal Affairs
- ⊙ Delivery of 40,000 PCs ACTINA to the Polish Ministry of Education (currently one of the largest server and PC delivery projects in Poland)
- ⊙ Delivery of 9,000 PCs ACTINA for ZUS, the Polish Social Security Institution
- ⊙ Delivery of 4,000 PCs ACTINA based on Intel vPro™ platform to PZU (one of the largest Polish insurers)





ACTION's clusters that are listed on the Top500 list - the 500 fastest computer systems on the world

<http://www.top500.org/list/2015/06/>



WCSS

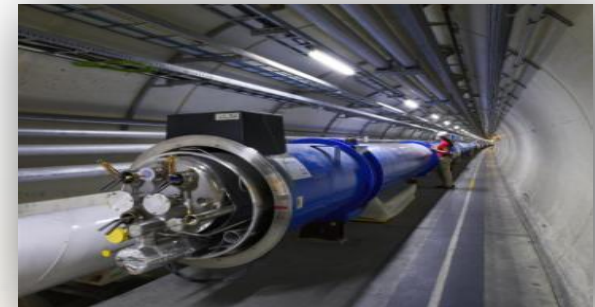


Maximum efficiency

CYFRONET 1,7 Pflops

TASK 1,3 Pflops

WCSS 1,0 Pflops

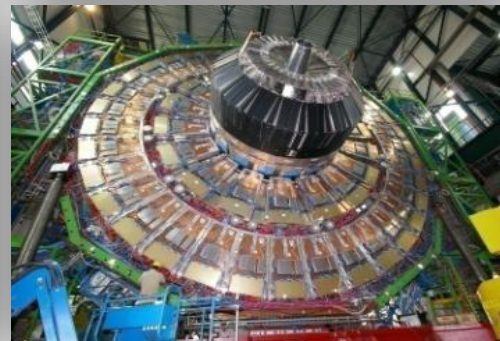
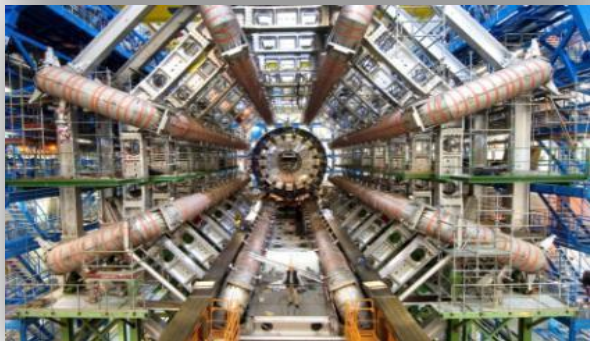
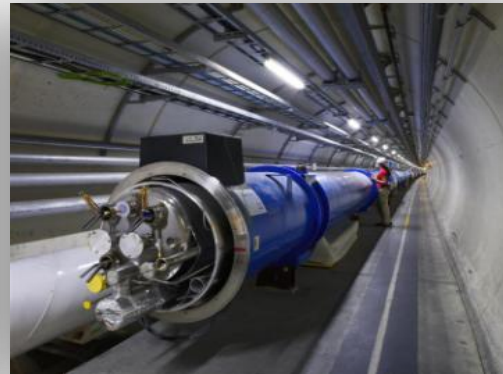




POLISH SERVERS IN CERN

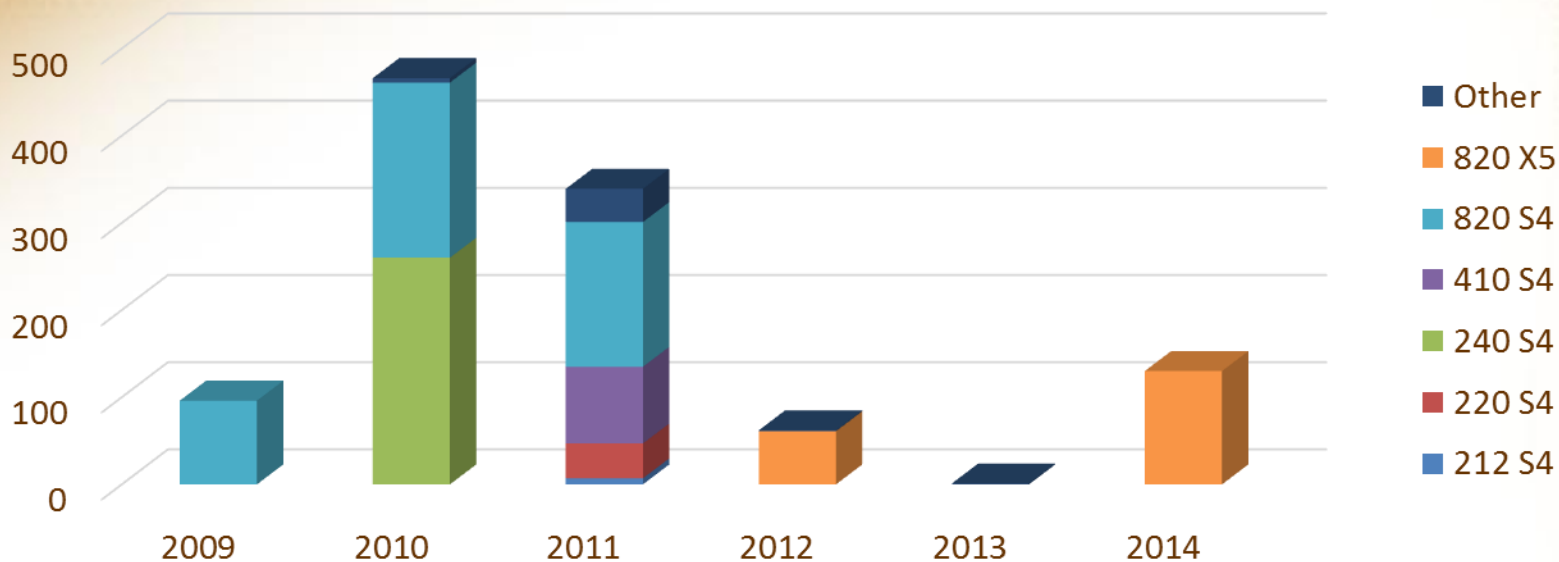


The European Organization for Nuclear Research in Geneva obtained 3500 polish servers. This is the first, only and also largest technological implementation made by the Polish company.





ACTINA SOLAR SERVERS IN CERN



Model	2009	2010	2011	2012	2013	2014	Total
212 S4			7				7
220 S4			40				40
240 S4		260					260
410 S4			88				88
820 S4	96	201	166				463
820 X5				61		130	191
Other		5	38	1	1		45
Total	96	466	339	62	1	130	1094



How polish servers cooperate with Large Hadron Collider

- The hadrons collisions are monitored and recorded with 6 groups of particle detectors.
- Polish calculation servers made by ACTION S.A. analyze, process and store the data resulting from every experiment.
- When it reaches full intensity, in one second up to 600 million proton-proton collisions will take place, what generates colossal amount of several petabytes of data per second.





ACTION AS A MANUFACTURER OF DESKTOP COMPUTERS



ACTINA desktop PCs are used mainly by academic institutions, public administration, banks and corporations.

ACTINA PCs:

- 5 ranges of computers dedicated to specific market segments
- All computer models are designed and assembled at ACTION (the Company has its own Research and Development Department and an assembly line) ACTION directly co-operates with motherboard suppliers (Intel, Gigabyte, MSI)
- All models have the required certificates:



ACTION Education Centre

**LARGEST MICROSOFT TRAINING CENTRE
IN CENTRAL AND EASTERN EUROPE**

SEVERAL THOUSAND PARTICIPANTS TRAINED EACH YEAR

INNOVATIVE LABS

**LATEST MEANS OF COMMUNICATION USED TO STAY IN
TOUCH WITH CUSTOMERS
ANYWHERE IN THE WORLD**

**THE ONLY TRAINING COMPANY IN POLAND
TO BE A MEMBER OF THE PRESTIGIOUS LEADING LEARNING
PARTNERS ASSOCIATION**

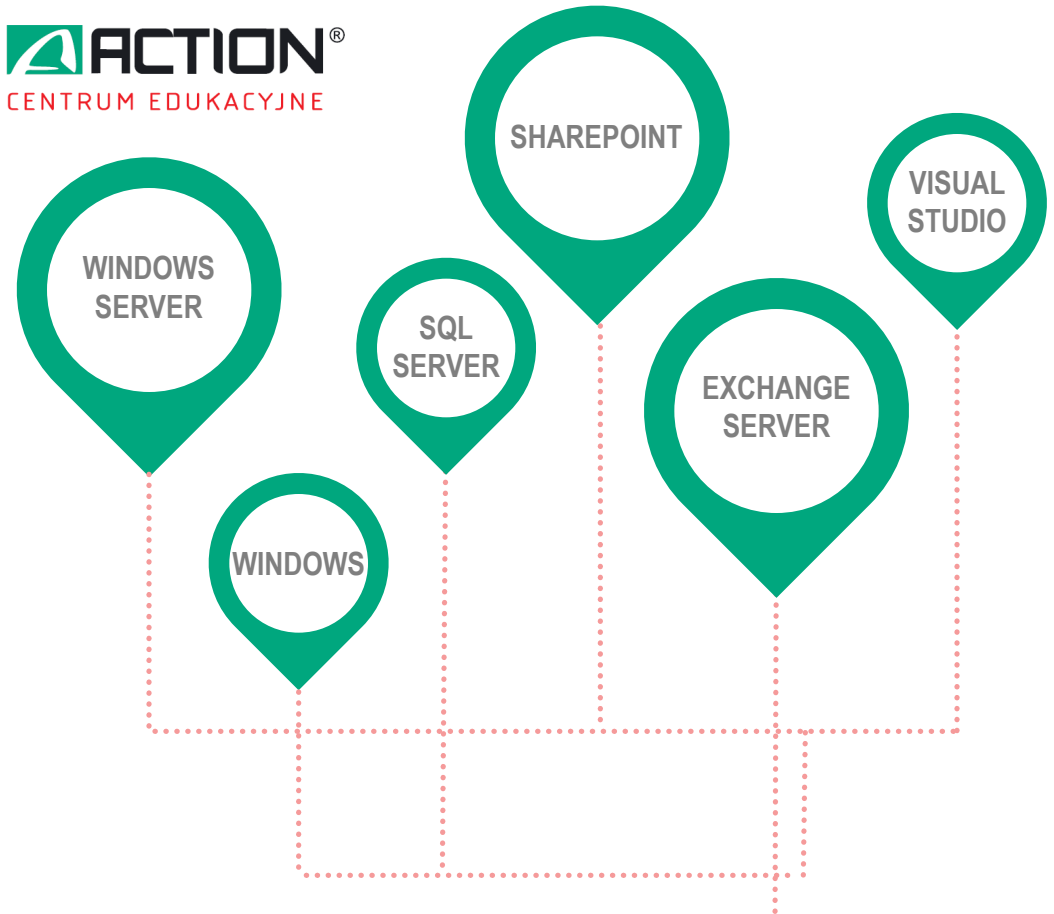
Microsoft Partner

- Gold Learning
- Gold Business Intelligence
- Gold Data Platform
- Gold Management and Virtualization
- Gold Collaboration and Content
- Gold Software Asset Management
- Silver Messaging
- Silver Mobility
- Silver Server Platform
- Cloud Accelerate

Member of the prestigious Leading
Learning Partners Association
(the only training company in Poland)



Leading Learning Partners Association



**NEED TO ACCESS LAB FACILITIES
AFTER COURSE HOURS?
WE ARE THE ONLY COMPANY
TO OFFER IT TO YOU AS PART
OF THE STANDARD PACKAGE!**



EXPORT



481 CLIENTS FROM ALL OVER THE WORLD



EXPORTS TO 43 COUNTRIES: i.e. United Arab Emirates, Hong Kong, Singapore, Israel, Russia and all Europeans countries

WE ARE AT ALL IMPORTANT TRADE SHOWS



396 729 000€

of sales
in 2013



OVER 50 GROUPS OF PRODUCTS, i.e. consumer electronics and home appliances, gsm, PCs, notebooks, servers, components, mobile devices, multimedia, compatible inks and toners



Continuous development of ACTION Europe

- ✓ Growing client base
 - **4,296** unique clients
 - **2 200** clients per month
 - Over **500** clients per day
- ✓ Sales growth
 - **€ 28 mln** – sales in 2014 Q1 → **€ 138 mln** target in 2014
- ✓ Important distribution contracts:



Development directions of ACTION

DEVELOPMENT OF BUSINESS ACTIVITY IN EUROPE AND WORLDWIDE BY ACTION EUROPE AND EXPORT DEPARTMENT



DEVELOPMENT OF BUSINESS ACTIVITY IN POLAND

- Development of e-commerce  
- Development of consumer electronics and home appliances 
- Development of Enterprise Solutions 
- Warehouse and logistic handling of third parties

DEVELOPMENT OF OUR OWN BRANDS



NEW LOGISTIC CENTER OF ACTION JSC

