

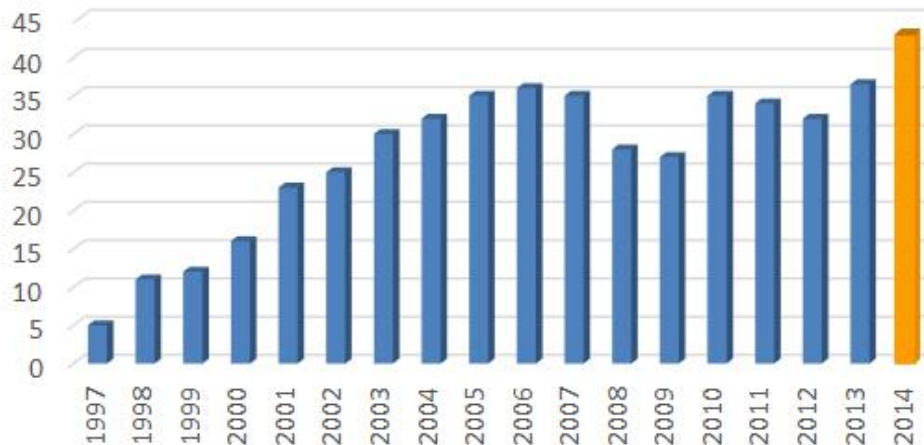


CHS Hungary Ltd.
The Hungarian IT distributor

CHS
EXCELLENCE IN DISTRIBUTION

Facts

- Established in 1990 as member of CHS Electronics Inc.
- Independent since '98
- Took over market leadership in 1999
- Revenue 2014: \$160m



Annual Revenue 2014: 43 billion HUF



CHS in motion

~200 employees

- 50 Product Managers
- 35 Sales (Key Account, Retail, Pool Sales)
- 20 Admin & Finance
- 20 Configuration & Assembly
- 30 Service center
- 45 Logistics (warehousing, Cash&Carry, delivery)



Focus on Growth

- **Two locations**
cash&carry downtown BUD, HQ in Budaörs
- **Strategic alliance with overlappings in ownership structure with:**
 - C Szerviz (service company)
 - Kventa (integrator company)
 - Notebook.hu (reseller chain)



Business Setup

Product
Management

Inventory
planning pricing
sales support
fueling
marcomm

Dedicated
Sales Groups

Key Accounts
(150 named acc's)
Retail, Pool
(~3000 resellers)
Cash&Carry staff

Distribution
Superstores

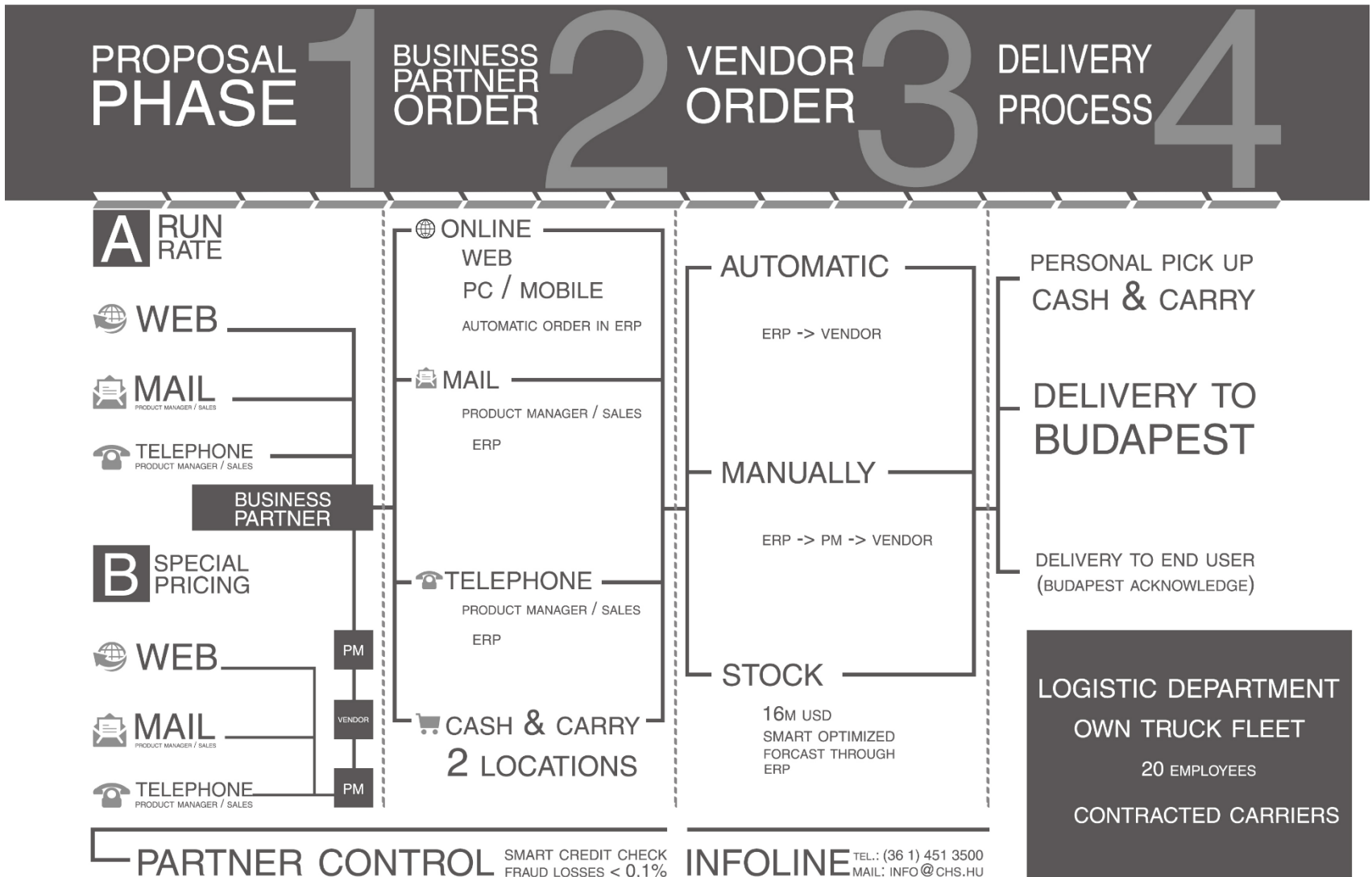
Unique concept
in IT distribution
that makes CHS
the **#1 choice** for
SMB dealers

WebShop

Totally renewed in
2015 Q3



Sales Process



Driving focused communication

- **Web based MarComm**

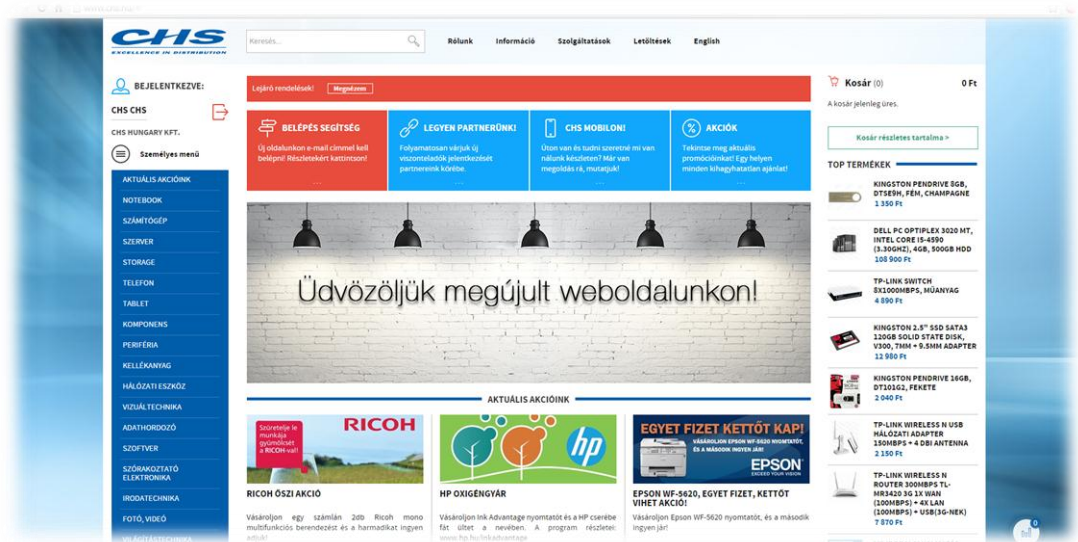
- Daily CHS Newsletter to all resellers
- Weekly BU specific Newsletter to targetted resellers
- All news and promotions on the brand-new www.chs.hu

- **Superstore based MarComm**

- Products presentations
- POS tools
- Focus weeks
- Sale days

- **CHS Training Center**

- Events, seminars and trainings to resellers



Innovation Platforms

- **Broadliner distribution**

- Widest product range and...
- Broadest customer range in hungarian distribution
- Full service incl. PC configuration, repair, warranty handling

- **Product range (Business Units)**

- PC (Dell, Lenovo, Acer, Toshiba, HP)
- Peripherals (Samsung, LG, Canon, Xerox, Ricoh...)
- Software (Microsoft, Symantec, Adobe, Panda...)
- Networking (TP-link, D-link, Linksys, Netgear...)
- Components (Intel, Kingston, Asus, Samsung,...)
- HP (full range)

- **Customer base**

- 40% Large accounts – system integrators, VAR's...
- 20% Retail – active contract with all chains
- 40% SMB – ~3000 resellers



TOP Partners



Higher Quality in Trade





Thank You
for watching!

