

A stylized graphic of a blue circuit board with various traces and nodes, set against a background of blue and white geometric shapes. The circuit lines are thick and blue, with some nodes represented by small circles.

CHS Hungary Ltd.

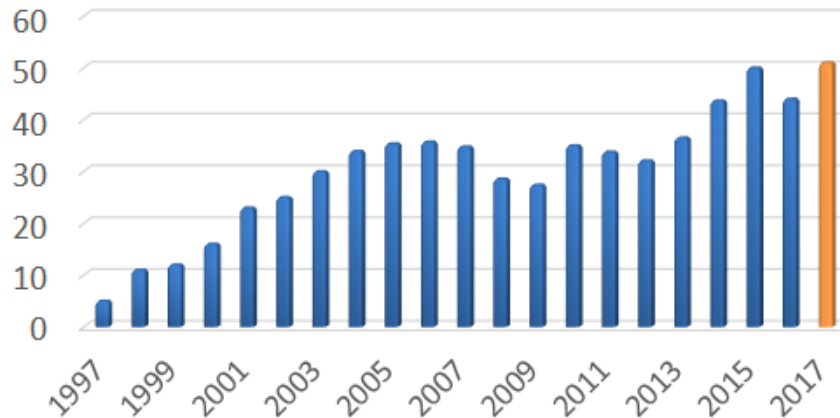
The Hungarian IT distributor

CHS
EXCELLENCE IN DISTRIBUTION

Facts

- Established in 1990 as member of CHS Electronics Inc.
- Independent since '98
- Took over market leadership in 1999
- Revenue 2017: \$185m

Yearly turnover (Billion HUF)



Annual Revenue 2017: 51 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, C&C and warehouse in Budaörs
- **Strategic alliance with overlappings in ownership structure with:**
 - C Szerviz (service company)
 - Kventa (integrator company)
 - Notebook.hu (reseller chain)



notebook.hu



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

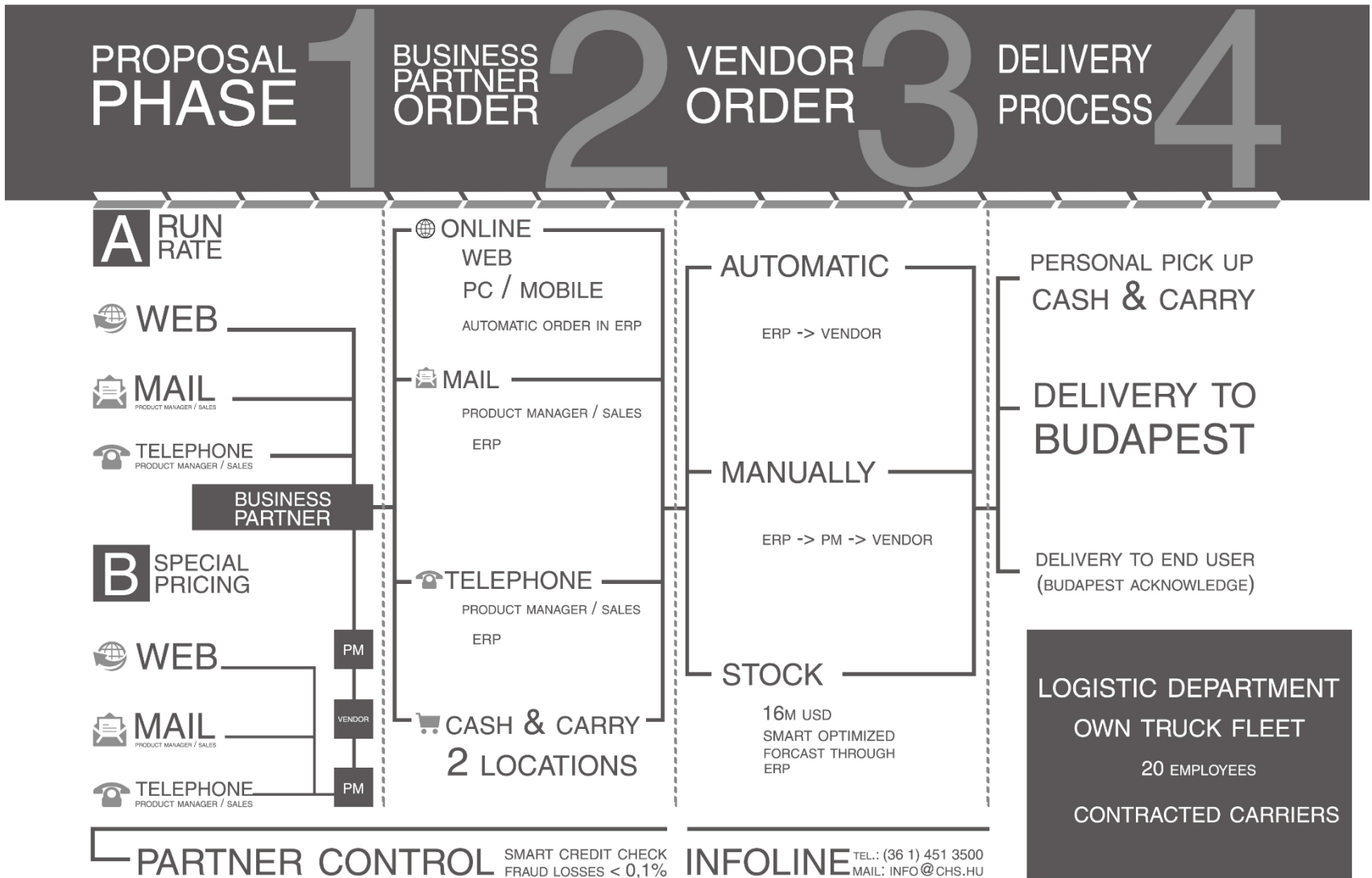
Unique
concept in IT
distribution that
makes CHS
the #1 choice
for SMB dealers

Webshop

**Totally renewed in
2015 Q3**



Sales Process



Driving focused communication

Web

- Weekly newsletter
- All news and promotions on the brand-new www.chs.hu

Superstore

- Products presentations
- POS tools
- Focus weeks & sales days

Training Center

- Events, seminars and trainings to resellers



Innovation Platforms

- **Broadliner distribution**

- Widest product range and
- Broadest customer range in Hungarian IT 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!

