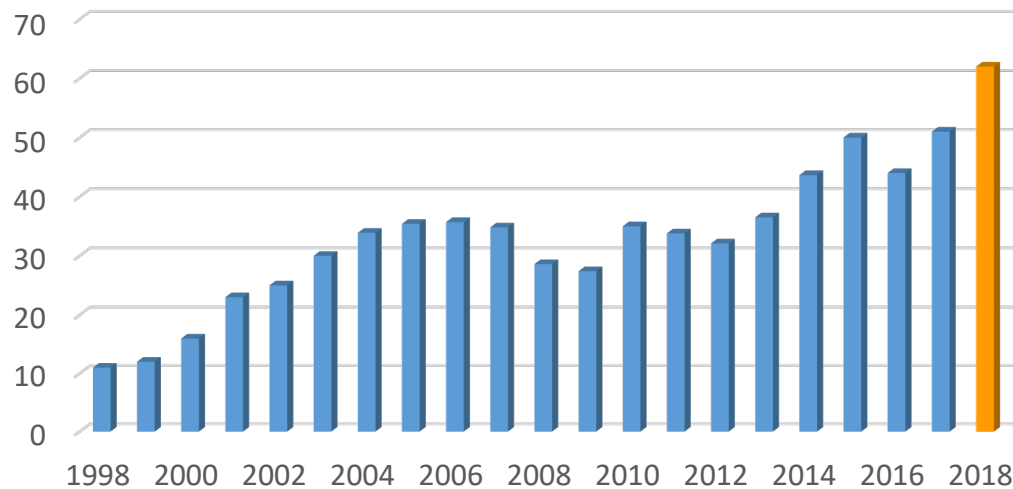


The background features a diagonal split between a light blue upper-left section and a white lower-right section. Overlaid on the light blue area are intricate, dark blue circuit-like patterns consisting of lines, nodes, and circles, resembling a network or data flow diagram.

CHS Hungary Ltd.
The Hungarian IT distributor

Facts

- Established in 1990 as member of CHS Electronics Inc.
- Independent since '98
- Took over market leadership in 1999
- Revenue 2018: \$229m



Annual Revenue 2018: 62 billion HUF

CHS in motion

~200 employees

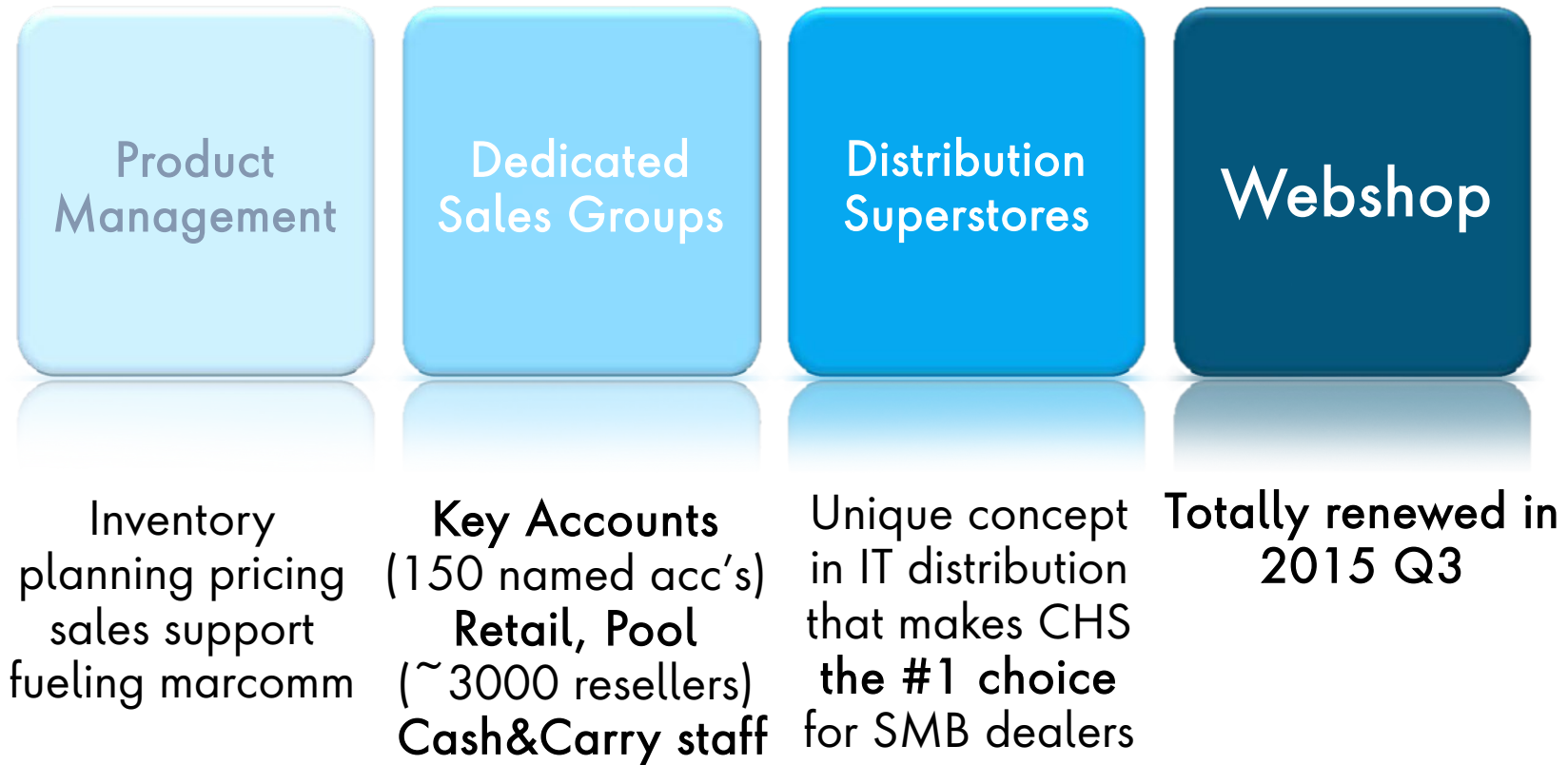
- 50 Product Managers
- 35 Sales (Key Account, Retail, Pool Sales)
- 20 Admin & Finance
- 20 Configuration & Assembly
- 30 Service center
- 45 Logistics (warehousing, Cash&Carry, delivery)

Focus on Growth

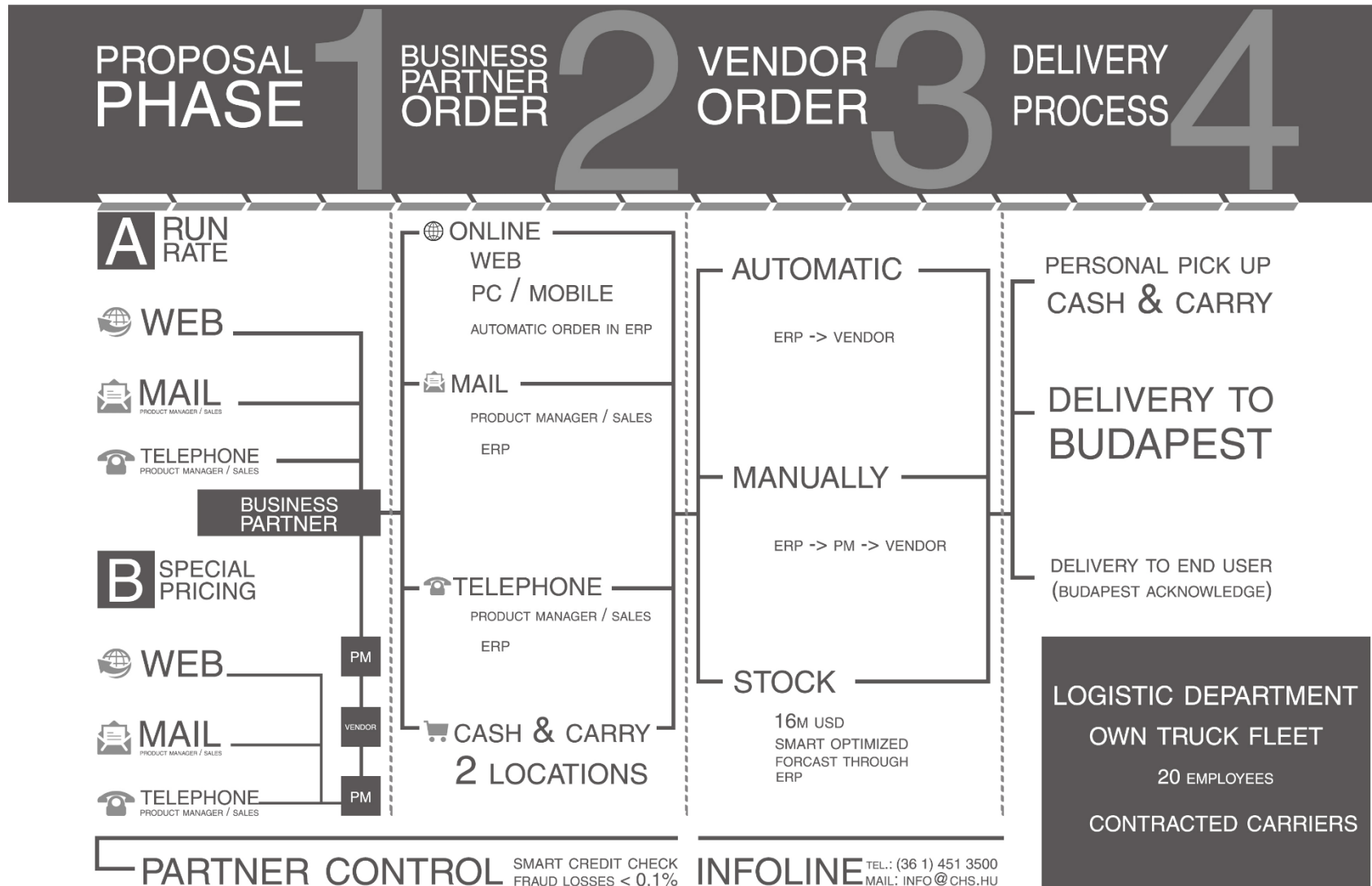
- Two locations
 - cash&carry downtown BUD
 - HQ, C&C and warehouse in Budaörs
- Strategic alliance with overlappings in ownership structure with:
 - C Szerviz (service company)
 - Kventa (integrator company)
 - Notebook.hu (reseller chain)



Business Setup



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!