

RESULT PRESENTATION

1 HY 2015

A time of changes



Situation of the European IT market

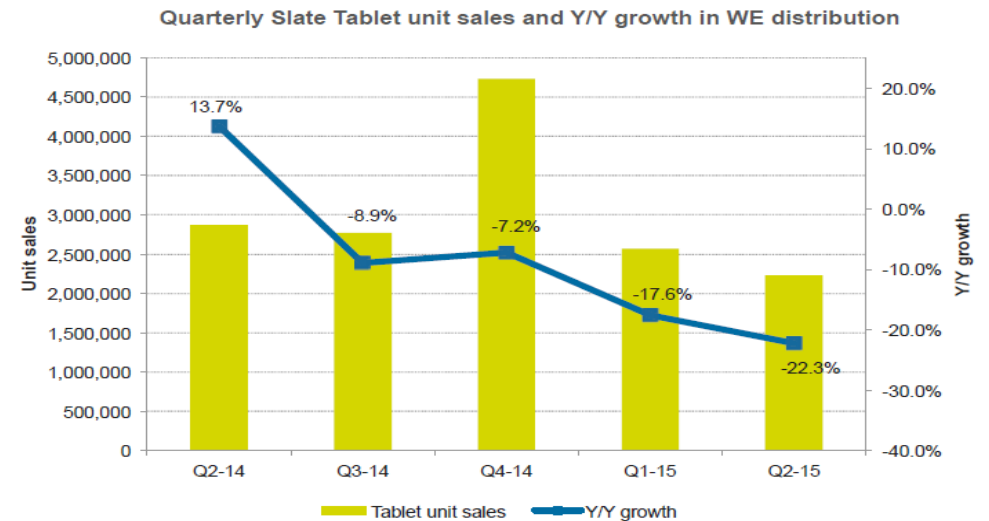
Decrease in the value of the biggest European markets

National growth percentage, €	Q1-15	Q2-15
Germany	-2.90%	-5.40%
UK & Ireland	-1.60%	-2.70%
Poland	-1.70%	-6.90%



Decrease in the sales of flagship products

CONTEXT SalesWatch



Sales of tablets, PCs and notebooks in Q2 2015:

- Sharp slowdown of demand
- Extension of product life cycle
- Decrease in the sales in Central and Eastern Europe countries

Achievements in the first half year

We are developing our business

- HGST distribution for Action EU
- Delivery of Prometeusz (AGH University of Science and Technology/Cyfronet), the biggest computing cluster in Poland
- Conclusion of a distribution agreement for Lenovo SystemX (IBM)
- Delivery of servers to Wirtualna Polska
- Development of electronic distribution of ESD software: contracts with Microsoft, Eset, Panda Antivirus and Kaspersky
- Starting the distribution of Hasbro
- Launching a program with Samsung - Specjalista Samsung AGD (Samsung White Goods Specialist)
- Acquisition of a contract with NETTO chain
- Delivery of servers to the Armament Inspectorate of Poland, Wroclaw Centre for Networking and Supercomputing and Silesian University of Technology
- Trade agreement with Amazon



The market appreciates us

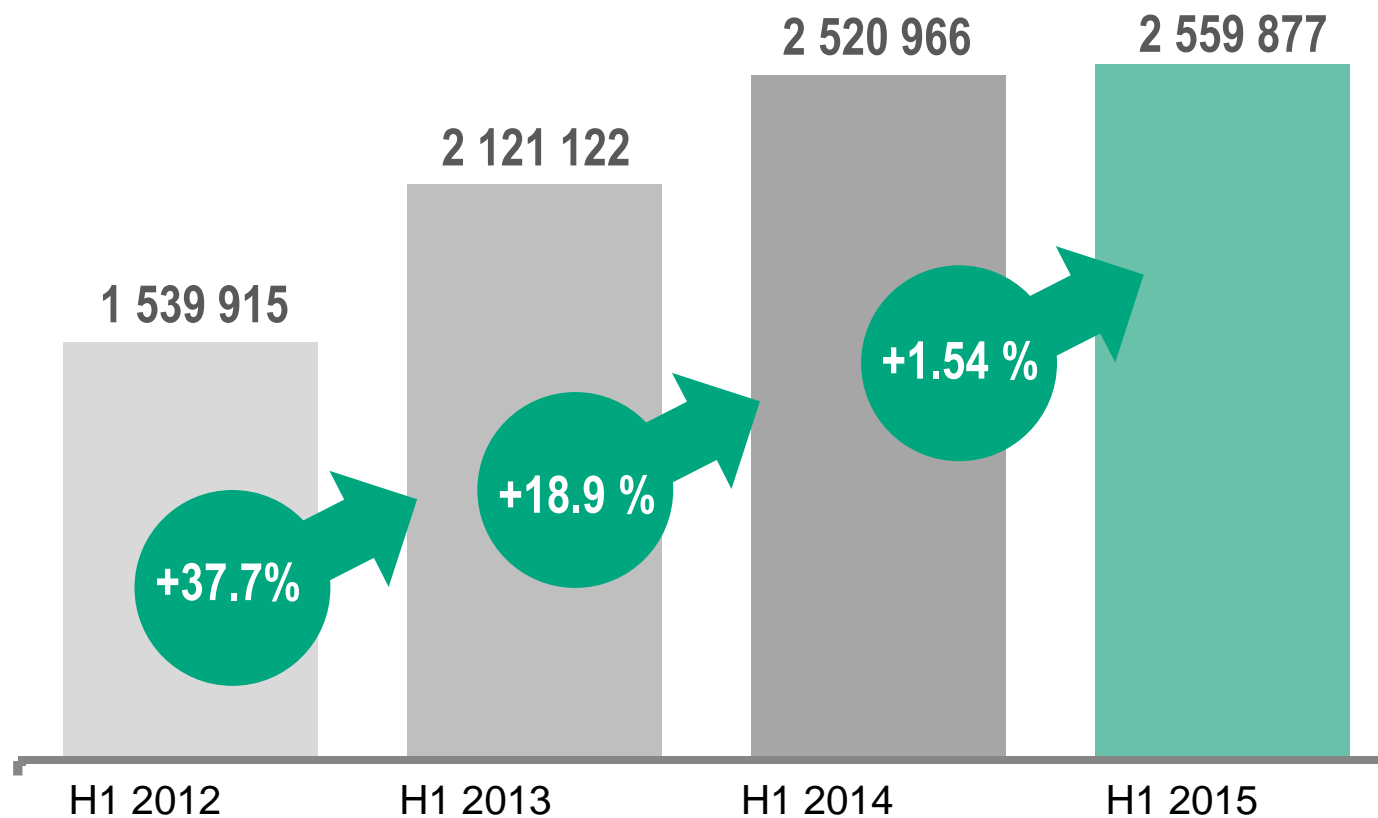
- 1st place in the EMEA-wide competition for Fujitsu distributors
- Distributor of the Year 2014 in CEE Region; an honourable mention during Distree 2015 expo
- Mobility Trends 2015 Distributor of the Year



Financial results

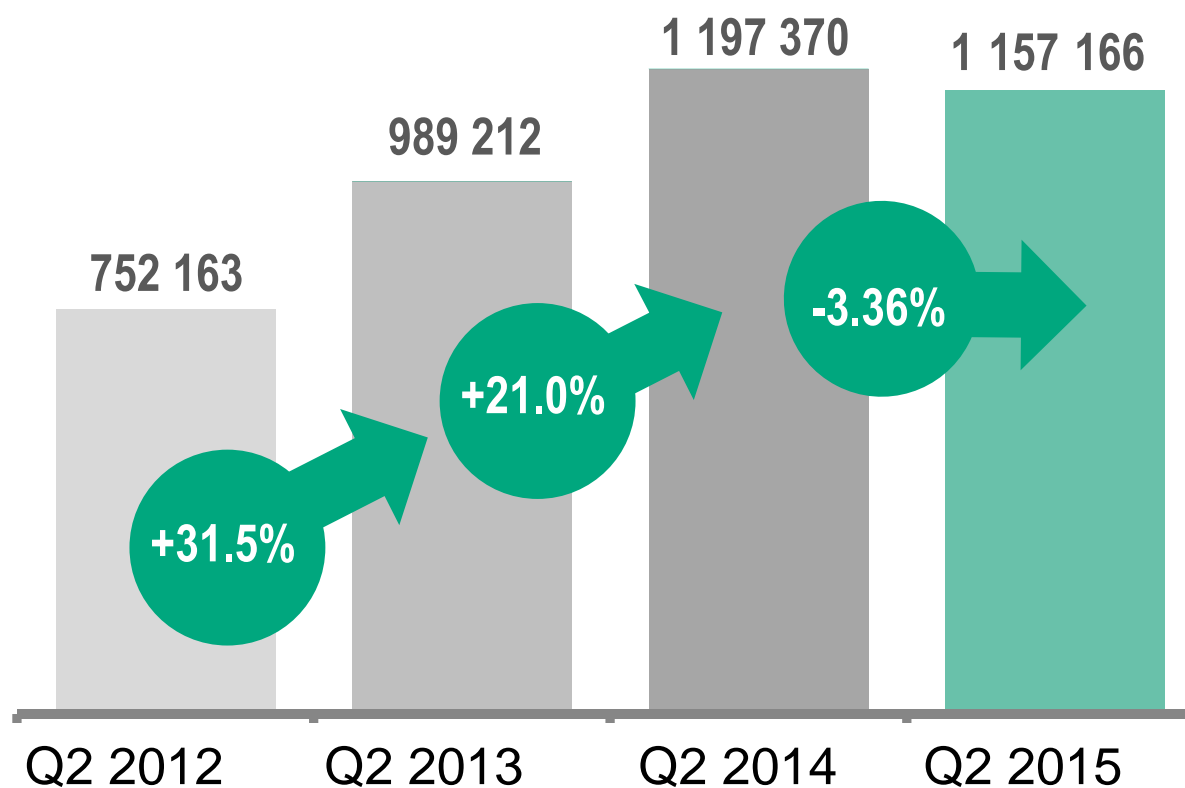
Revenues of GK ACTION

SALES DYNAMICS
in H1 2015 (PLN k)



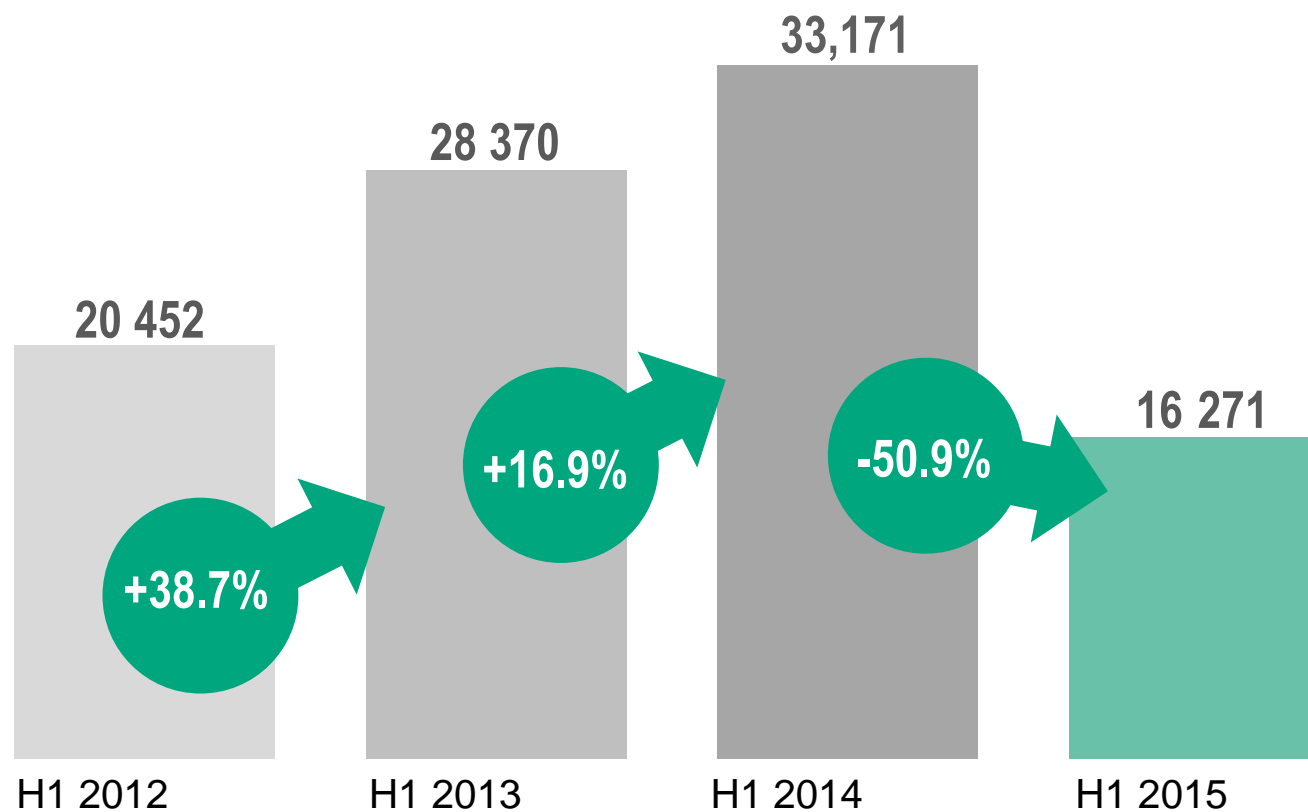
Revenues of GK ACTION

SALES DYNAMICS
in Q2 2014 (PLN k)



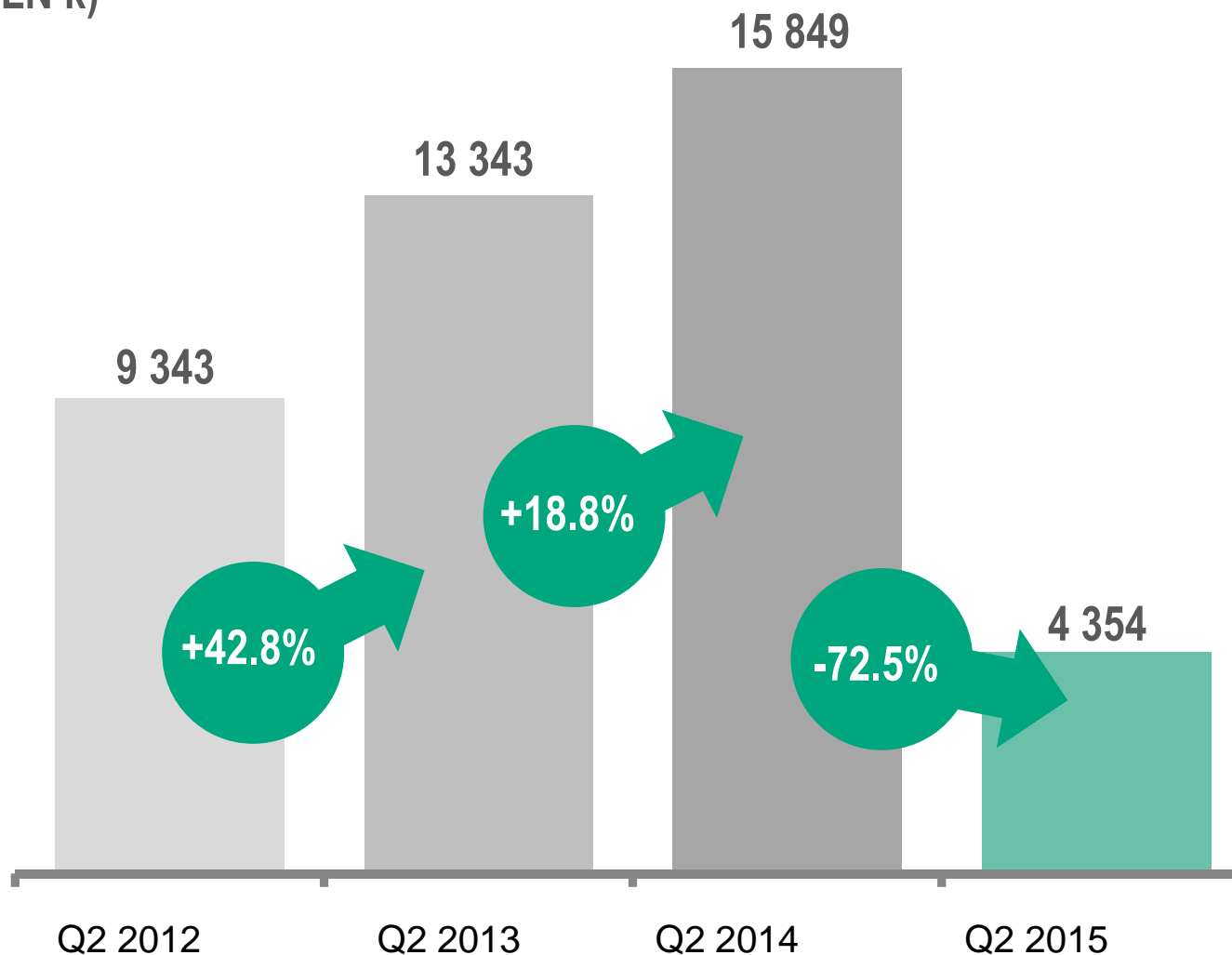
PROFIT OF GK ACTION

NET PROFIT DYNAMICS
in H1 2014 (PLN k)



PROFIT OF GK ACTION

NET PROFIT DYNAMICS
in Q2 2014 (PLN k)



Selected financial data of GK ACTION

	Q2 2014	Q2 2015	Change in %	H1 2014	H1 2015	Change in %
Revenues from sales	1,197,370	1,157,166	-3.4%	2,520,966	2,559,877	1.5%
Gross profit from sales	76,289	68,651	-10.0%	153,037	139,092	-9.1%
Gross margin on sales	6.4%	5.9%	-0,5 p.p.	6.1%	5.4%	-0,7 p.p.
Sales and marketing expenses	-46,452	-53,282	14.7%	-92,865	-99,661	7.3%
In relation to the revenues	3.9%	4.6%	0,7 p.p.	3.7%	3.9%	0,2 p.p.
General and administrative expenses	-7,425	-8,921	20.1%	-15,406	-17,779	15.4%
In relation to the revenues	0.6%	0.8%	0,2 p.p.	0.6%	0.7%	0,1 p.p.
Other revenues and expenses	-788	-19	-97.6%	325	1,078	231.7%
Result on operating activities	21,624	6,429	-70.3%	45,091	22,730	-49.6%
Net financial expenses	-1,779	-2,132	19.8%	-3,155	-3,800	20.4%
Net result	15,849	4,354	-72.5%	33,171	16,271	-50.9%
Net result profitability	1.3%	0.4%		1.3%	0.6%	

Cash flows

	H1 2014	H1 2015
Net cash flows from operating activities	-57,117	-26,909
Net cash flows from investment activities	-29,514	-14,116
Net cash flows from financial activities	65,828	-28,433

Cash conversion cycle

	30.06.2014	30.06.2015
Inventory turnover	33	39
Inflow of receivables	31	32
Payment of liabilities	45	43
Cash conversion	18	28



ORGANISATIONAL CHANGES and KEY PROJECTS



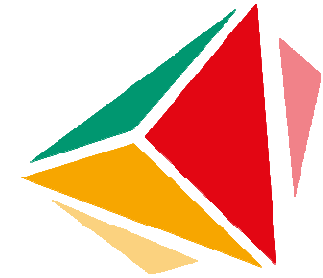
Organisational changes and key projects

✓ ACTION - A COMPANY BASED ON A HOLDING STRUCTURE:

- international departments combining companies from the capital groups
- harmonisation of organisational structures in the companies
- applying business and cost synergy between the companies in the group
- expanding the structure (investing in people)
- better communication and unified goals in the companies and in the departments

The goal? To achieve maximum synergy resulting from the cooperation between the companies in all areas:

- Purchases/Sales/Marketing/Services
- Logistics/Finance/Controlling/Handling



▲ CREATE ADVANTAGES
THINK BIG ▼ MAKE PROFIT ▲

ACTION®

Organisational changes and key projects

✓ ACTION - AN INTERNATIONAL TRADING COMPANY

- strengthening the position in Germany

PLN M	H1/2014	H1/2015	difference	Q2/2014	Q2/2015	difference
revenues	216,627	301,376	39%	109,967	142,626	30%
loss	- 4,076	- 2,939	-28%	-2,187	- 1,575	-28%

- planned revenues in 2015 - €180 M (PLN 750 M)



- export development

- Intensifying activities for the development of export
- Active participation in the most important trade fairs (CEBIT, DISTREE)



Promising projects

✓ German market



- development of distribution and e-commerce on the basis of German companies Action Europe and Lapado
- searching for other companies to achieve synergy on the German market

✓ Specialising in technology and software projects



✓ Building the value of the group abroad

- focusing more on the current foreign markets and trade and logistics potential of the company to open new markets



✓ Tenders



- preparing to use new EU-funds

✓ Retail chains



- introducing new associations

✓ ACTION Games Lab



- Action Games LAB - cooperation with renowned publishers
- Nelly Puzzle Jam – 3 weeks after it was published abroad – 700 k downloads (3 regional versions)
- World Clash – world première on September 1

ACTION GAMES LAB

renowned

publishers

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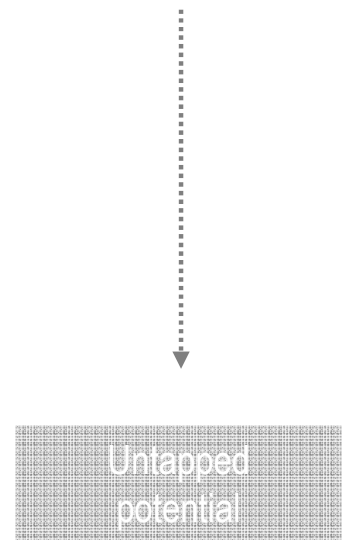
Organisational changes and key projects

✓ ACTION - AN INTERNATIONAL TRADING COMPANY FOCUSING ON:

- **BETTER USE OF THE CURRENT SALES CHANNELS FOR SELLING CURRENT AND NEW PRODUCT GROUPS**
- Products and manufacturers that give competitive advantage
- Areas with the potential for growth within a few year's time

Currently, we are using between a few and a dozen %.

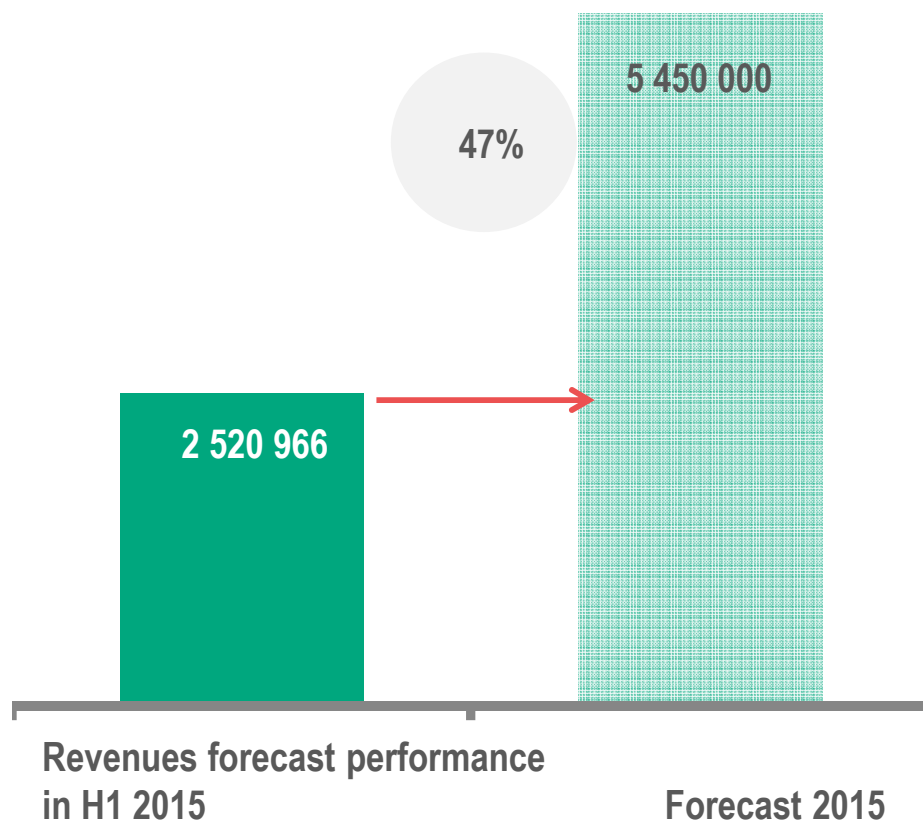
ACCESS TO ALL SALES CHANNELS ✓



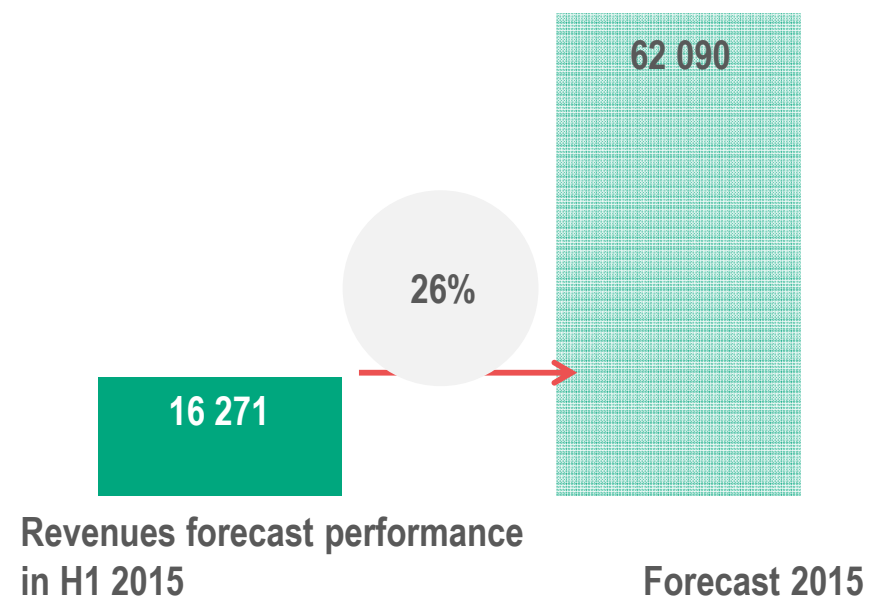
We are not leaving IT - we are diversifying our offer by searching for new,

Forecast performance

Revenues forecast performance
in H1 2015 (PLN k)



Profit forecast performance
in H1 2015 (PLN k)





▲ CREATE ADVANTAGES
THINK BIG ▼ MAKE PROFIT ▲

ACTION®

Thank you



A solid partner:



GIEŁDA PAPIERÓW
WARTOŚCIOWYCH
w Warszawie



REMONDIS'
ELECTRORECYCLING

