



PRESENTATION OF RESULTS

Q1 2015

Building competitive advantages

 **ACTION**[®]

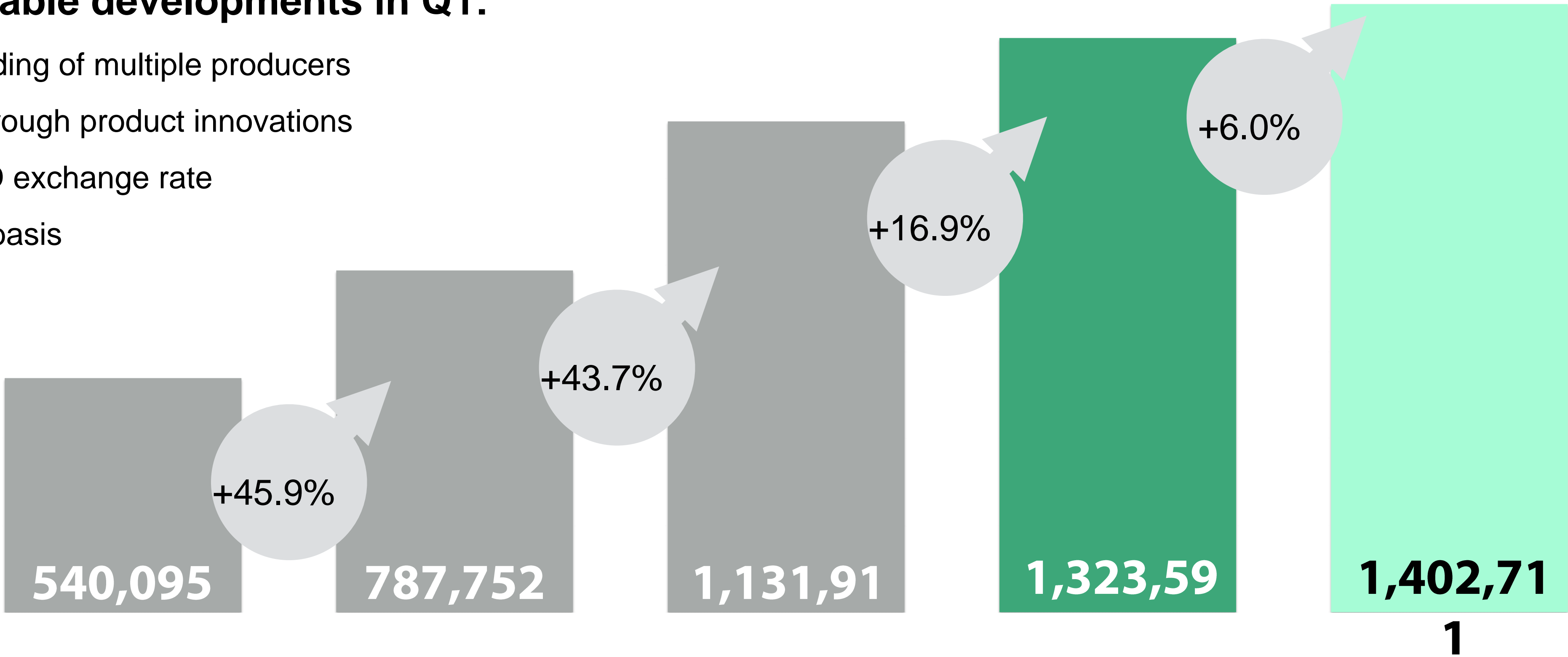


Financial results

SALES DYNAMICS (IN THOUSAND ZLOTY)

Unfavourable developments in Q1:

- Lower standing of multiple producers
- No breakthrough product innovations
- Higher USD exchange rate
- High 2014 basis



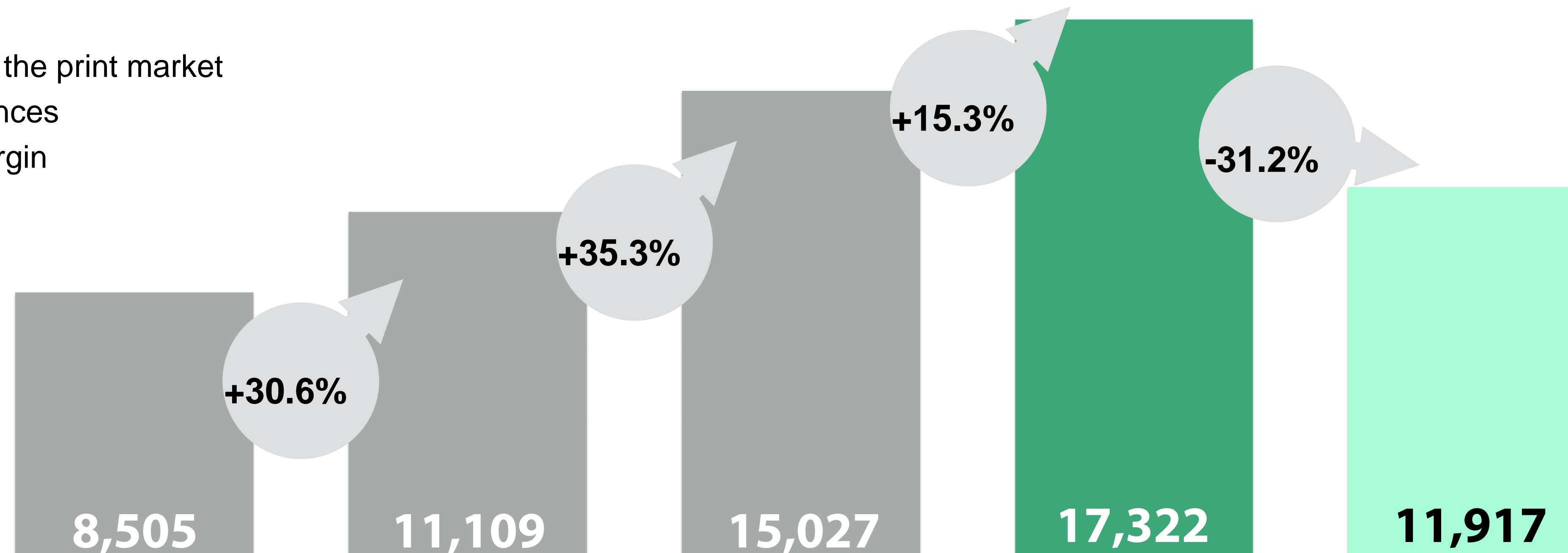
GK ACTION Revenues



NET PROFIT (IN THOUSAND ZLOTY)

Unfavourable developments in Q1:

- Large proportion of the informal sector in the IT business
- Decline in the print market
- FX differences
- Lower margin



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Selected financial data for GK ACTION



	Q1 2014	Q1 2015	% DIFFERENCE
Sale revenues	1,323,596	1,402,711	6.0%
Gross profit from sales	76,748	70,441	-8.2%
Gross margin on sales	5.8%	5.0%	-0.8 pp
Costs of sales and marketing	-46,413	-46,379	-0.1%
In relation to revenues	-3.5%	-3.3%	0.2 pp
General and administrative expenses	-7,981	-8,858	11%
In relation to revenues	-0.6%	-0.6%	-
Other revenues and expenses	1,113	1,097	-1.4%
Result on operating activities	23,467	16,301	-30.5%
Net Finance Costs	-1,376	-1,668	21.2%
Net profit/loss	17,322	11,917	-31.2%
Profit margin	1.3%	0.8%	-0.5 pp

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Cash flows



	Q1 2014	Q1 2015
Net cash flows from operations	-89,744	41,703
Net cash flows from investments	-13,208	-4,019
Net cash flows from financial activity	73,201	-83,296
Cash at the end of the period	13,436	68,711



Cash conversion cycle



	Q1 2014	Q1 2015
Inventory turnover	33.35	30.64
Flow of receivables	36.71	32.13
Repayment of liabilities	50.43	41.62
Cash conversion	19.63	21.15

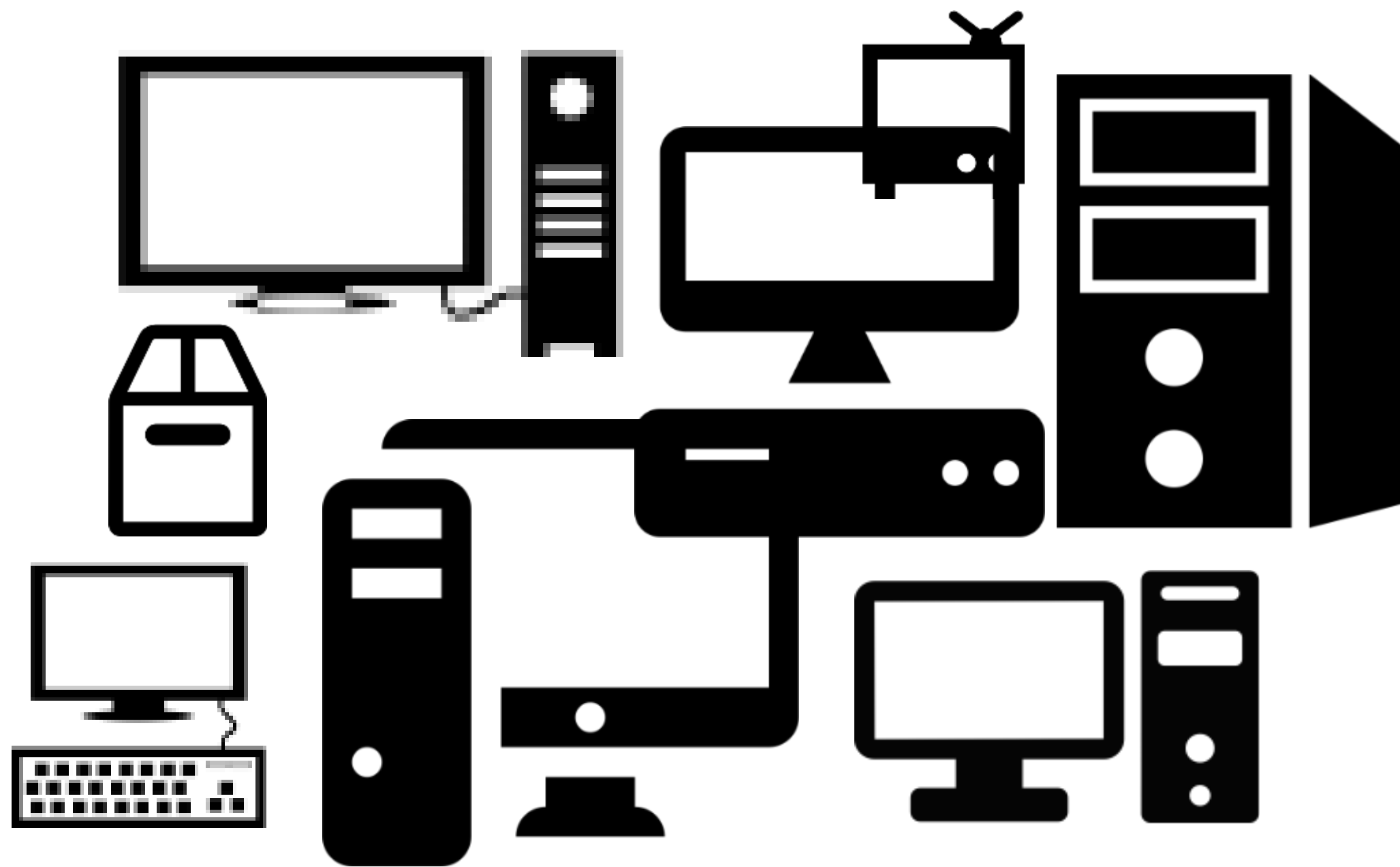


Inventory balance

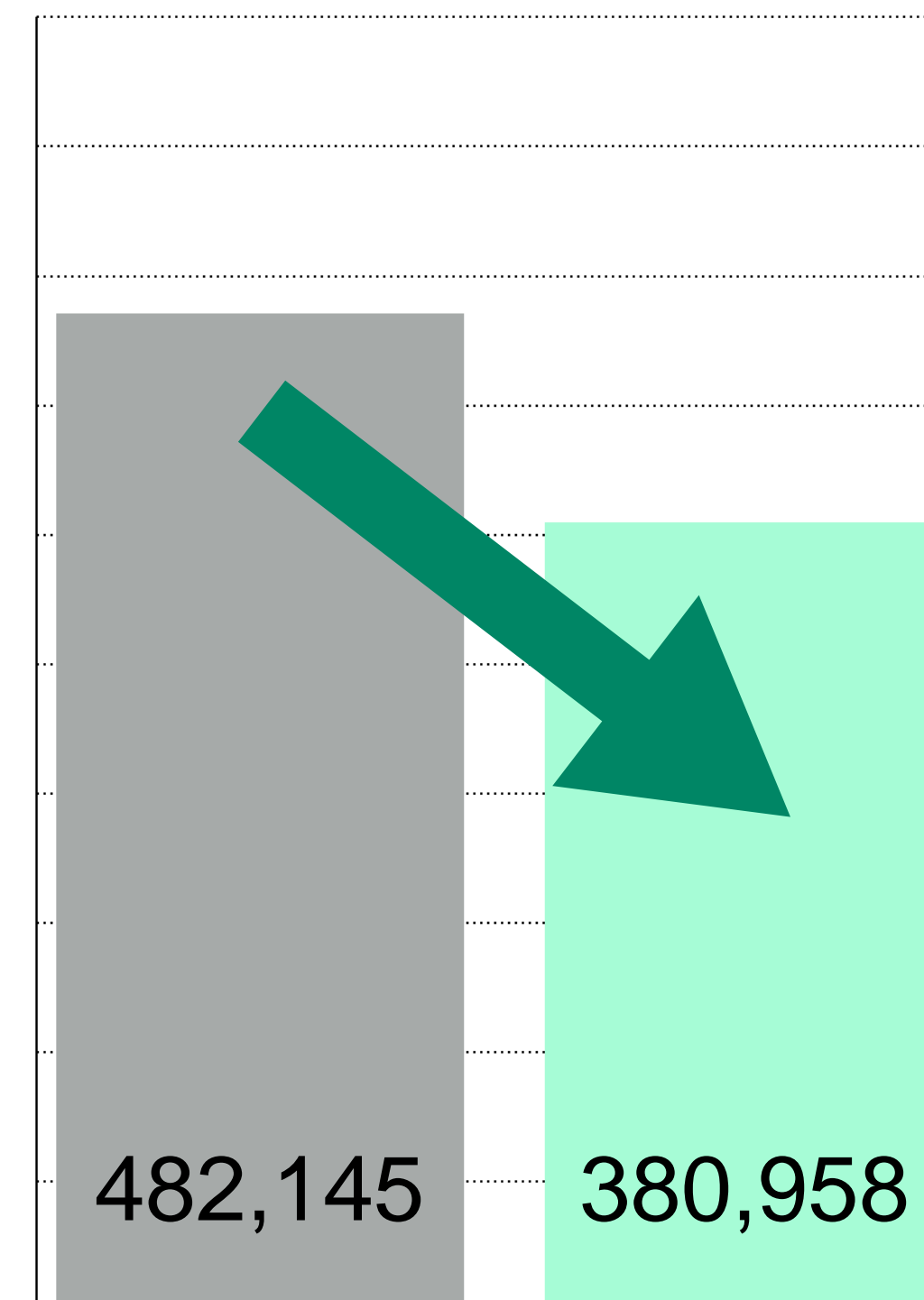


INVENTORY BALANCE REDUCTION IN Q4 2014 v Q1 2015

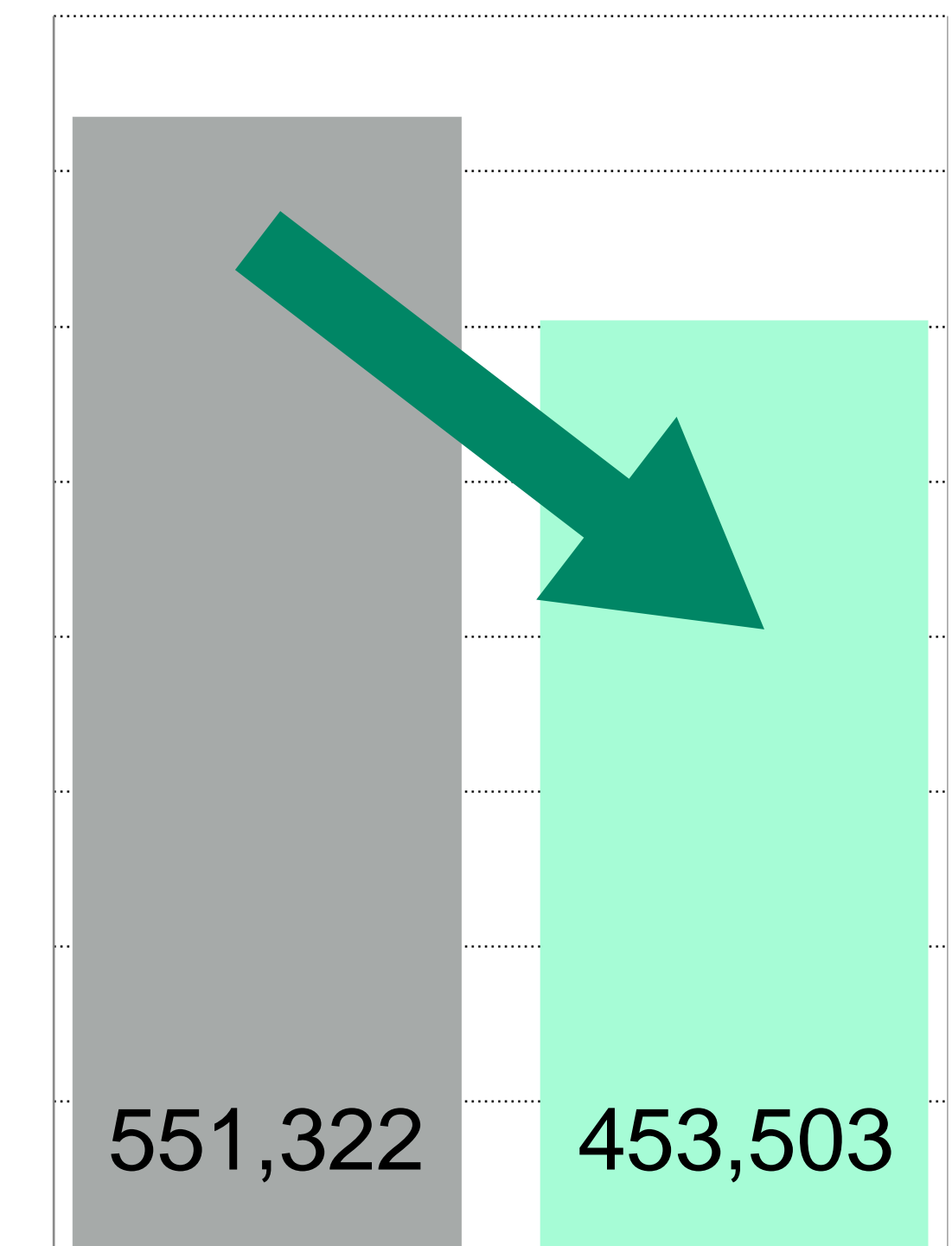
INVENTORY VALUE (IN THOUSAND ZLOTY)



of ACTION S.A.



GK ACTION



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Prospective projects for GK ACTION in Q1 2015

Digital Signage

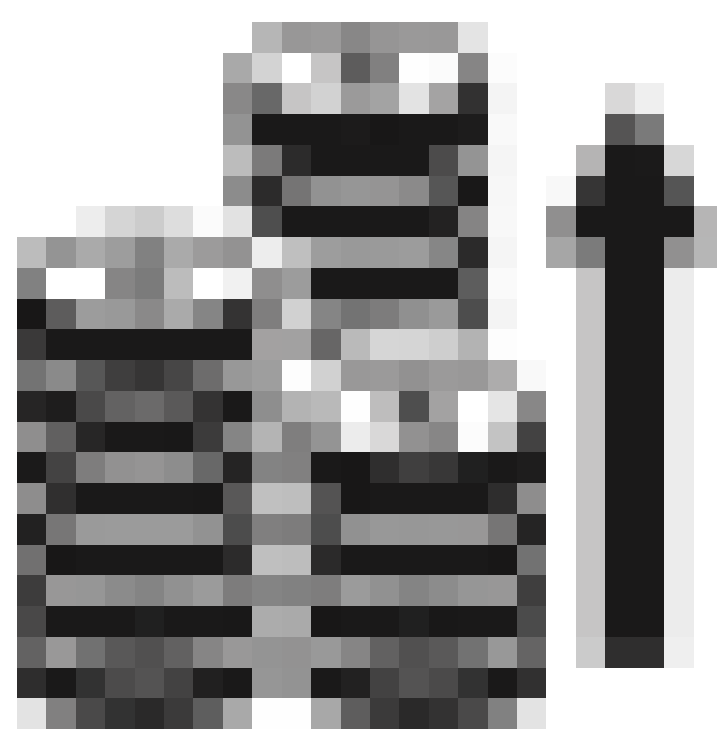


COMPLETED PROJECTS

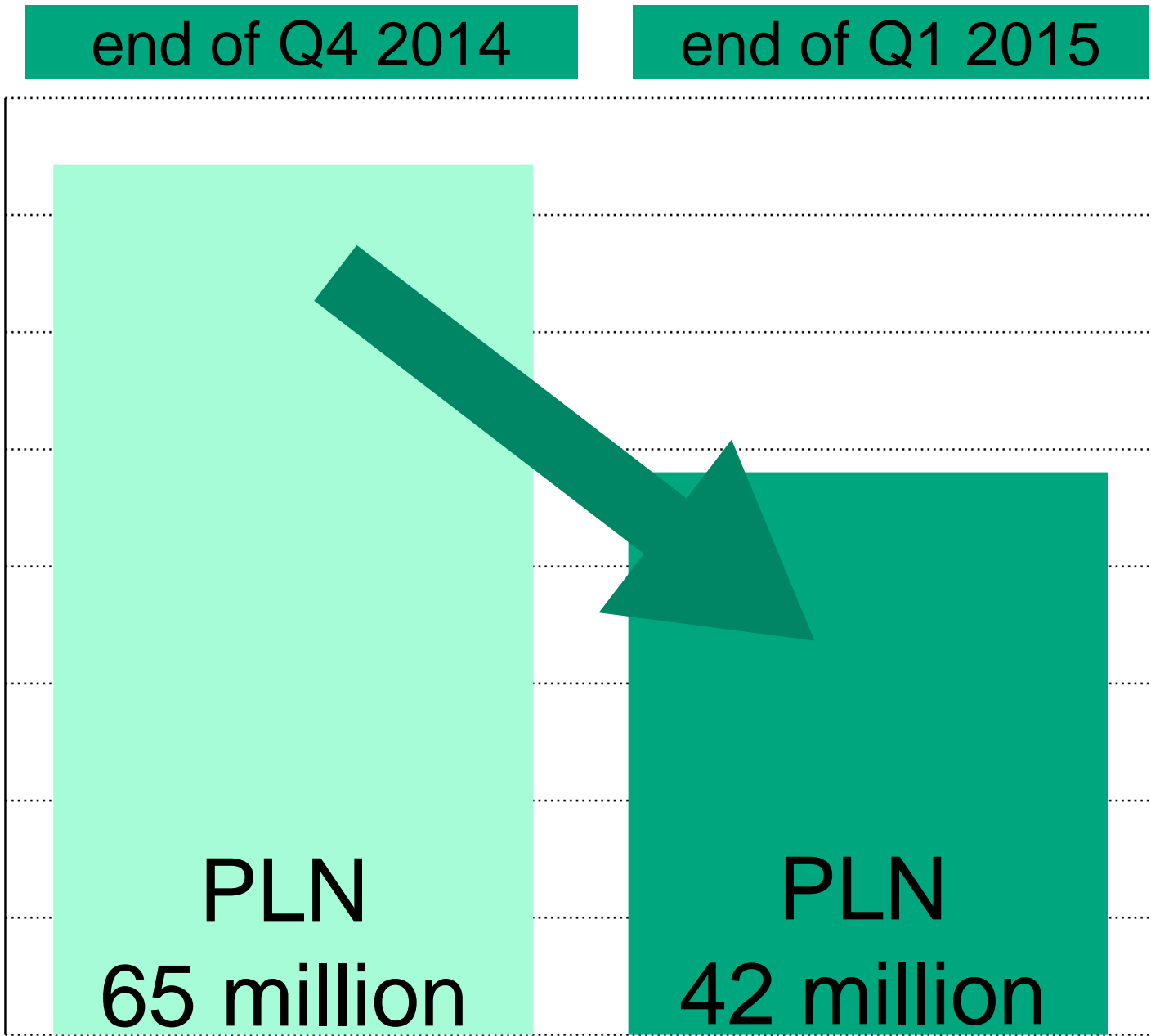
LFD

Hotel TV

- Regular implementation of a major contract for **PLN 65 million** (Q4)
- Inventory reduction



Inventory value



Digital Signage - projects and trade fairs



PRESENCE AT LEADING TRADE FAIRS

INCREASED NUMBER OF SPECIALIST INTEGRATORS

Operations abroad

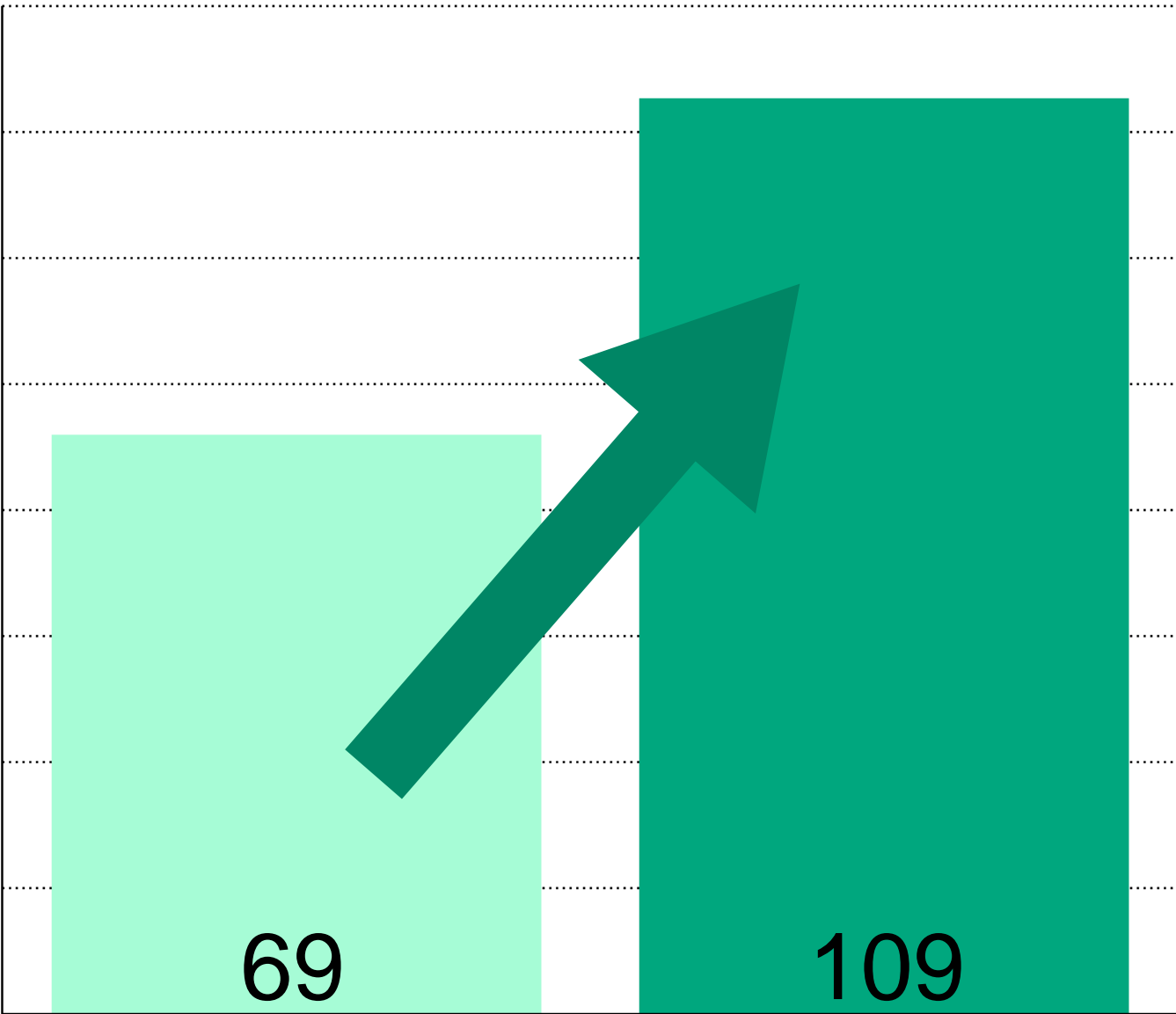


ISE - leading audio-visual trade fair in Europe
over 40 leading integrators

Operations in Poland



146 people from nearly 60 partner companies

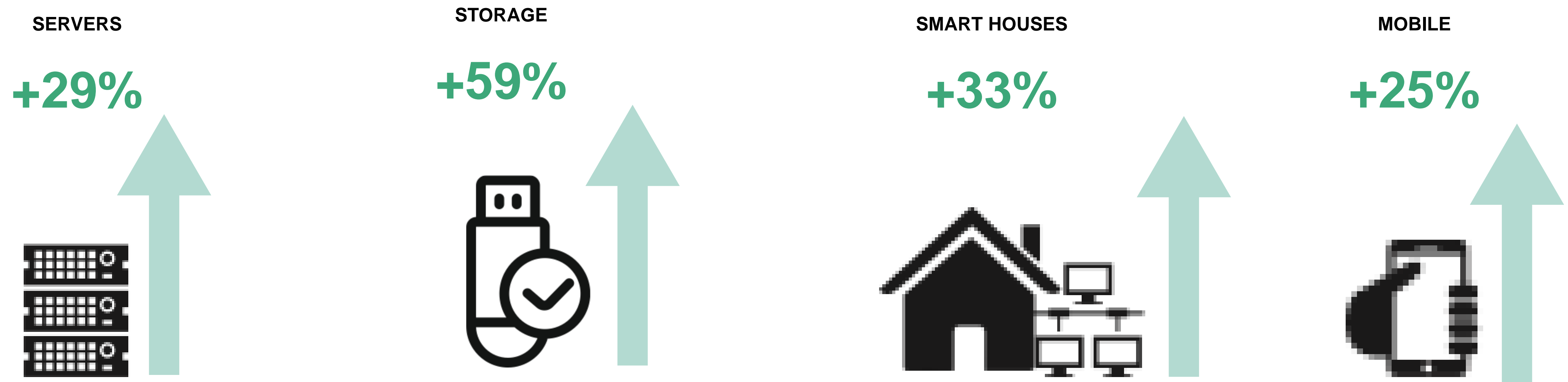


Dealer channel



MAJOR EVENTS:

- Sales increase by **15.8%**, despite declining market
- Securing **678** new clients, who made purchases valued at **PLN 12 million**
- Sales increase in the most promising groups:



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Audio/video and household equipment sector



CONSISTENT DEVELOPMENT

Sales increase by 14% YOY



198 partner stores

- Sales increase by 29% YOY
- Intensive partner-support measures:
 - bulletin campaigns
 - billboard campaigns
 - ads on local radio stations
 - Specialist bulletin
 - designing store layout template



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Commercial networks



EXTENDED CUSTOMER PORTFOLIO

- Intensive actions towards building actual growth in Poland
- 16% sales increase YOY

RETAIL





FOOD





DIY STORES





DISCOUNT STORES



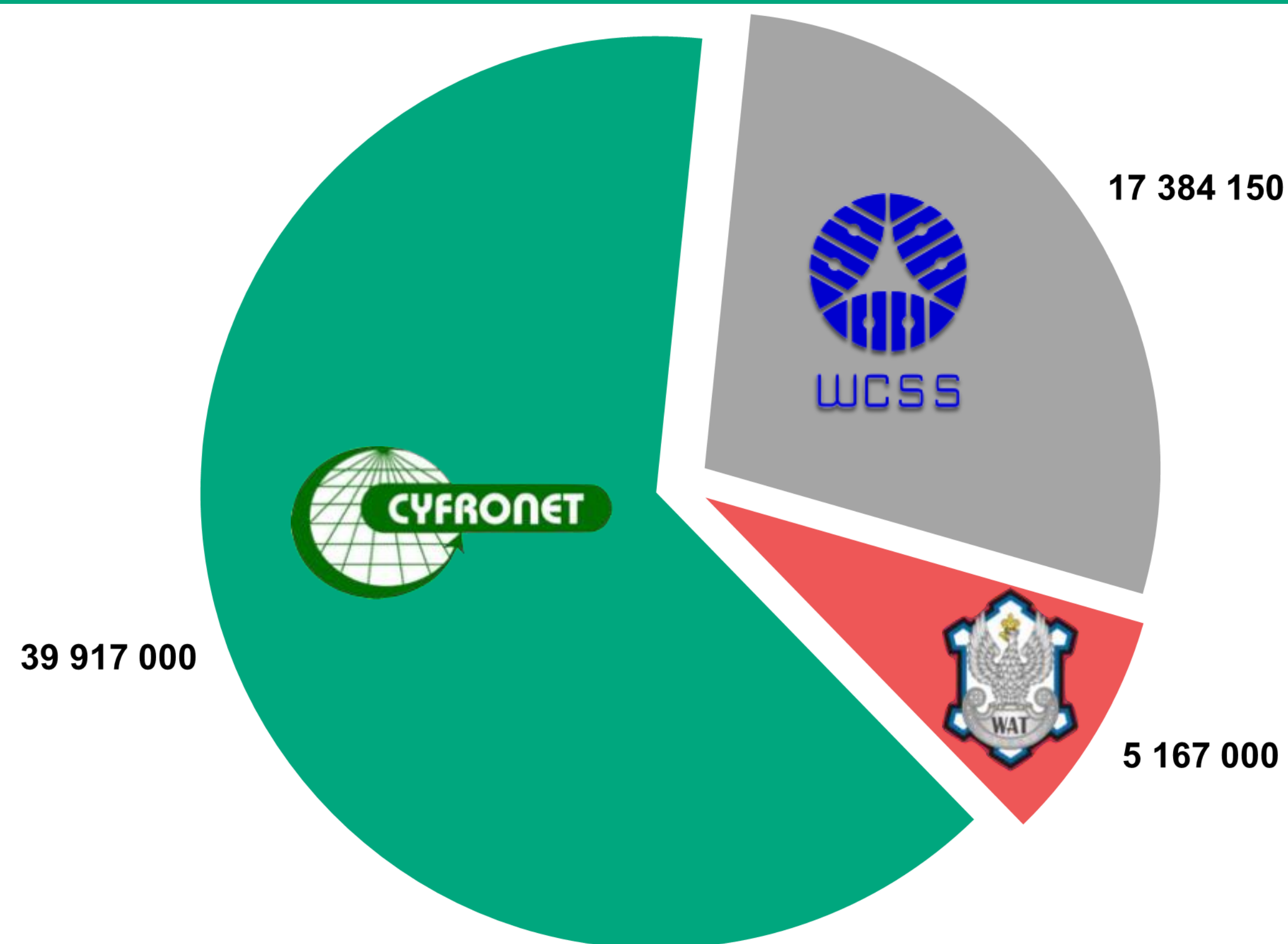


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Tenders

NET SALES (PLN)



The value of tenders completed in Q1 2015 reached **PLN 62,468,150 net**





International expansion

Growth in the German market



PERFORMANCE IN Q1 2015

Turnover: € 39 MILLION (YOY increase by: 50%)

Loss: € 330 thousand (YOY decrease by: 36%)

NEW CONTRACT



NEW CLIENTS

More than 2,237 clients as at the end of Q1

CeBIT – CA. 150 new clients secured



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Q1	Q2	Q3	Q4
PRESENTATION OF FINANCIAL RESULTS			

Exports - constantly searching for new clients



REGULAR GROWTH IN EXPORTS



OVER 43 COUNTRIES
OVER 50 PRODUCT GROUPS

Meetings with over 300 vendors,
30% of which were new partners secured at trade fairs.



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Synergies between e-commerce projects



UNIQUE COMPETITIVE ADVANTAGES DRIVEN BY SUBSIDIARIES

- Complementary package
- Building strong market competence, including gaming market expertise
- Unique competence in building and maintaining external e-stores
- Supported by state-of-the-art logistics



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Strategy and future



Thank you

Reliable partner:



GIEŁDA PAPIERÓW
WARTOŚCIOWYCH
w Warszawie

