

RESULTS PRESENTATION

2015

RESPONDING TO CHANGE

 **ACTION**[®]



FINANCIAL RESULTS

Selected financial data of GK ACTION

	2014	2015	Change %	Q 4 2014	Q 4 2015	Change %
Sales revenues	5,445,189	5,312,134	-2.4%	1,632,821	1,580,801	-3.2%
Gross sales margin	328,284	288,284	-12.2%	99,377	80,386	-19.1%
Gross margin profitability	6.03%	5.43%	-0.6 p.p.	6.09%	5.09%	-1 p.p.
Sales and marketing expenses	-207,540	-217,829	5.0%	-66,917	-65,085	-2.7%
In relation to revenues	-3.81%	-4.10%	-0.3 p.p.	-4.10%	-4.12%	-0.02 p.p.
General and administrative expenses	-31,268	-35,831	14.6%	-8,099	-10,894	34.5%
In relation to revenues	-0.57%	-0.67%	-0.1 p.p.	-0.50%	-0.69%	-0.19 p.p.
Other revenues and expenses	2,854	392	-86.3%	2,040	-1,264	-162.0%
Results on operating activities	92,330	35,016	-62.1%	26,401	3,143	-88.1%
Net financial expenses	-6,796	-8,058	18.6%	-1,854	-2,431	31.1%
Net profit allocated to the Company's shareholders	69,922	23,232	-66.8%	21,296	722	-96.6%
Net result profitability	1.28%	0.44%	-0.84 p.p.	1.30%	0.05%	-1.25 p.p.

Cash flow

	Q4 2014	Q4 2015
Net cash flows from operating activities	- 81,810	51,122
Net cash flows from investment activities	- 62,173	- 17,555
Net cash flows from financial activities	220,571	- 109,827

Cash conversion cycle

	31.12.2014	31.12.2015
Inventory turnover	33	28
Inflow of receivables	33	37
Payment of liabilities	47	46
Cash conversion	20	20



ACHIEVEMENTS OF 2015



- **New distribution contracts**

- **Motorola:** telephones
- **Microsoft Surface:** tablets
- **Lenovo:** SystemX (IBM)
- **Hasbro:** full product mix
- **Medisana:** home medicine, beauty products
- **Toyota:** sewing machines
- **Qnap:** storage
- **Tristar:** small electrical and homeware



lenovo



MEDISANA®
Germany 



TOYOTA

QNAP

TRISTAR

- **New trade agreements – e-commerce:**
 - Establishing sales - the retail part
- **Supply of Prometeusz (AGH/Cyfronet), the largest computing cluster in Poland**
- **Supply of servers: Armaments Inspectorate, WCSS (Wrocław Centre for Networking and Supercomputing, Silesian University of Technology)**

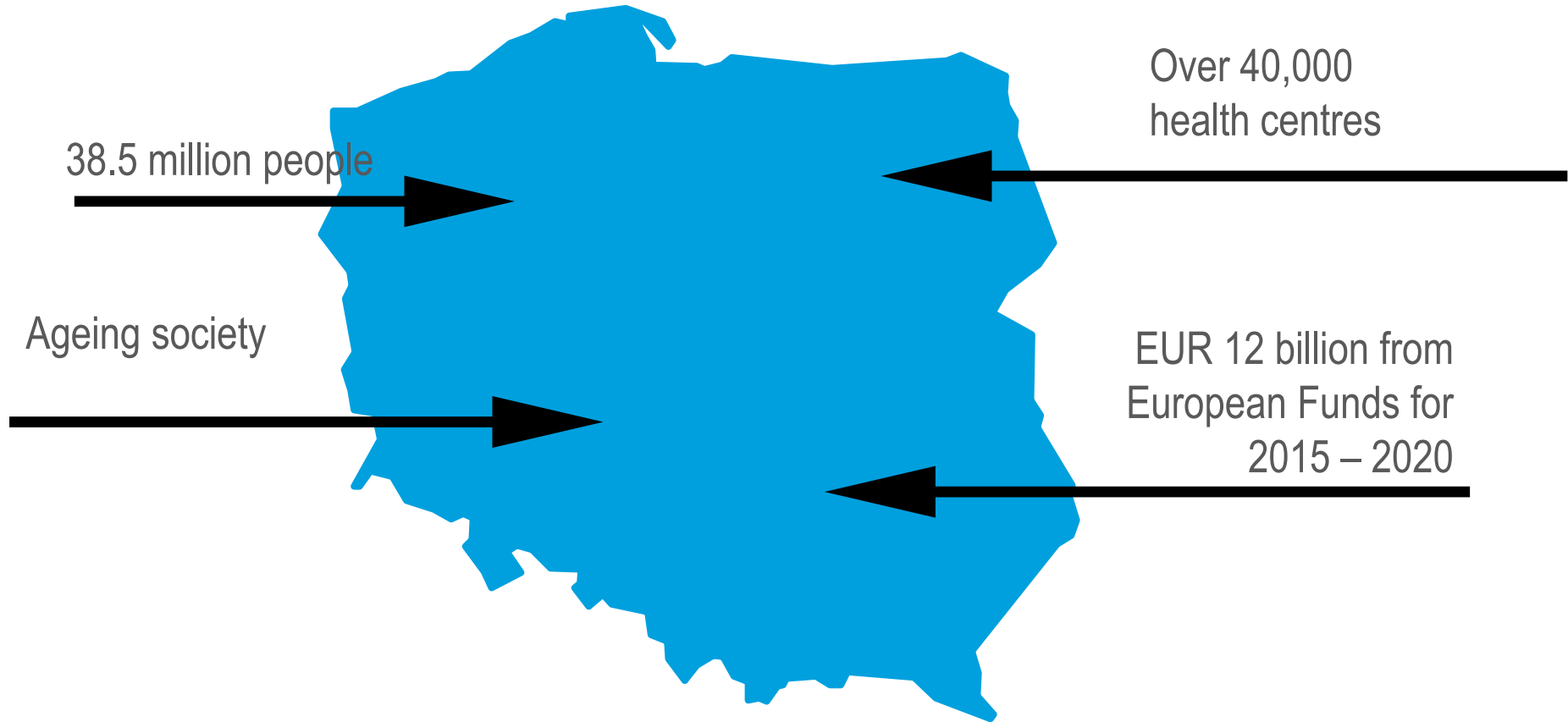




BUSINESS DEVELOPMENT PROJECTS



MARKET POTENTIAL:



Ultrasonography MARKET SEGMENTATION:

- ACTION S.A. – **the largest distributor** of Samsung products in Poland and the region
- Since June 2015 a **strategic partnership between Samsung and Actionmed** in the following areas: ultrasonography, x-ray and tomography
- In January 2016 Actionmed received the Gold Partner status from Samsung and became one of the **ten best distributors of the brand worldwide**



- **Areas of operations:**

- Diagnostic imaging systems: ultrasonography, digital X-ray and portable tomographs, especially dedicated to neurosurgery
- Automated logistic systems for medicine distribution in hospitals and pharmacies
- Registration, archiving and video transmission of surgery procedures

- **Main distribution contract:**



Neuro**o**Logica



CareFusion

ORPHEUSMEDICAL

LEADING PRODUCTS:

CereTom



Mobile stroke unit



New consumer categories

- Further development of the product and service range – an ongoing process:
 - General merchandise
 - Stationery
 - Kitchen
 - Child/mother
 - Beauty products
 - Using the potential of current sales channels for new product groups
 - Expanding the offer for new sales channels
- Presence in the following retail chains:

ROSSMANN
Carrefour

Auchan
NETTO

LEROY MERLIN
Praktiker

JULA
psb MRÓWKA

makro
OBI





COMPANIES BELONGING TO THE GROUP



- Successively following the growth path
- Range - strong position in **IT components and peripherals**; development in such categories as: **household appliance, and video and audio devices, networks, Smart House and consumer products**
- Development of the customer base (**2650 purchasing customers per month**)

- **Achievements of 2015:**
 - HGST distribution
 - Development of sales in retail chains (Norma)

HGST
a Western Digital company

NORMA
Mehr fürs Geld.



- **Sferis in numbers:**

- **288** manufacturers
- **12 000** products
- **963** parcel collection points
- **114** retail outlets

- **17 Sferis showrooms:**

Warsaw, Kraków, Kielce, Katowice, Gdynia, Poznań, Wrocław, Łódź, Białystok, Piła, Rzeszów, Tarnów, Bełchatów, Bydgoszcz, Bielsko-Biała, located in the best shopping centres;

- **Samsung Brand Store at the Arkadia Shopping Centre in Warsaw**

- **Appreciated by customers:**

- **99.7%** satisfied customers at Allegro
- **96%** satisfied customers at Opineo
- **95%** satisfied customers at Ceneo



- Launch of an e-commerce website www.specrtvagd.pl
- Number of shops/collection points: **over 180**
- Strengthening brand awareness by **revitalization of partner stores**
- Regular meetings for partners, marketing support, possibility to participate in the partner program

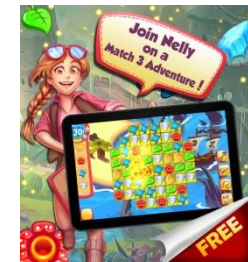




ACTION GAMES LAB

- **Nelly's Puzzle Jam**

- New graphics
- Introducing subsequent monetisation tools
- Intensified efforts at App Store and Google Play
- Extending marketing actions into foreign markets: USA, Brazil, Canada, Germany, and UK



- **World Clash**

- Test analysis on the soft launch stage – development of a foreign tester base
- Extending soft launch to new countries – analysis
- Preparatory works for the main launch of the product
- Cooperation with international partners in the mobile area



The market appreciates us

- **Distributor of the Year, Mobility Gala 2015**



- **TOP500 list of the world's most powerful supercomputers.** Three Action server installations appeared on this prestigious list



- **EY – contest: Entrepreneur of the Year**

President Piotr Bieliński was a finalist



- **1st place in the pan-European EMEA&I contest for Fujitsu distributors**



- **1st place in the pan-European EMEA&I contest for Intel distributors**



- **Distributor of the Year title in the CEE 2014;** distinction received during the Distree 2015 fair



- **Consumer Quality Leader Award** (Konsumencki Lider Jakości) for ActiveJet

- ActiveJet received an honourable mention from **PC World** monthly
- ActiveJet received an honourable mention from **PC Format** monthly



- **The Golden IT Ace Award** (Złoty As IT) for the ACTION Education Centre



- **Samsung KNOX in Poland** ACTION Education Centre as the best training centre

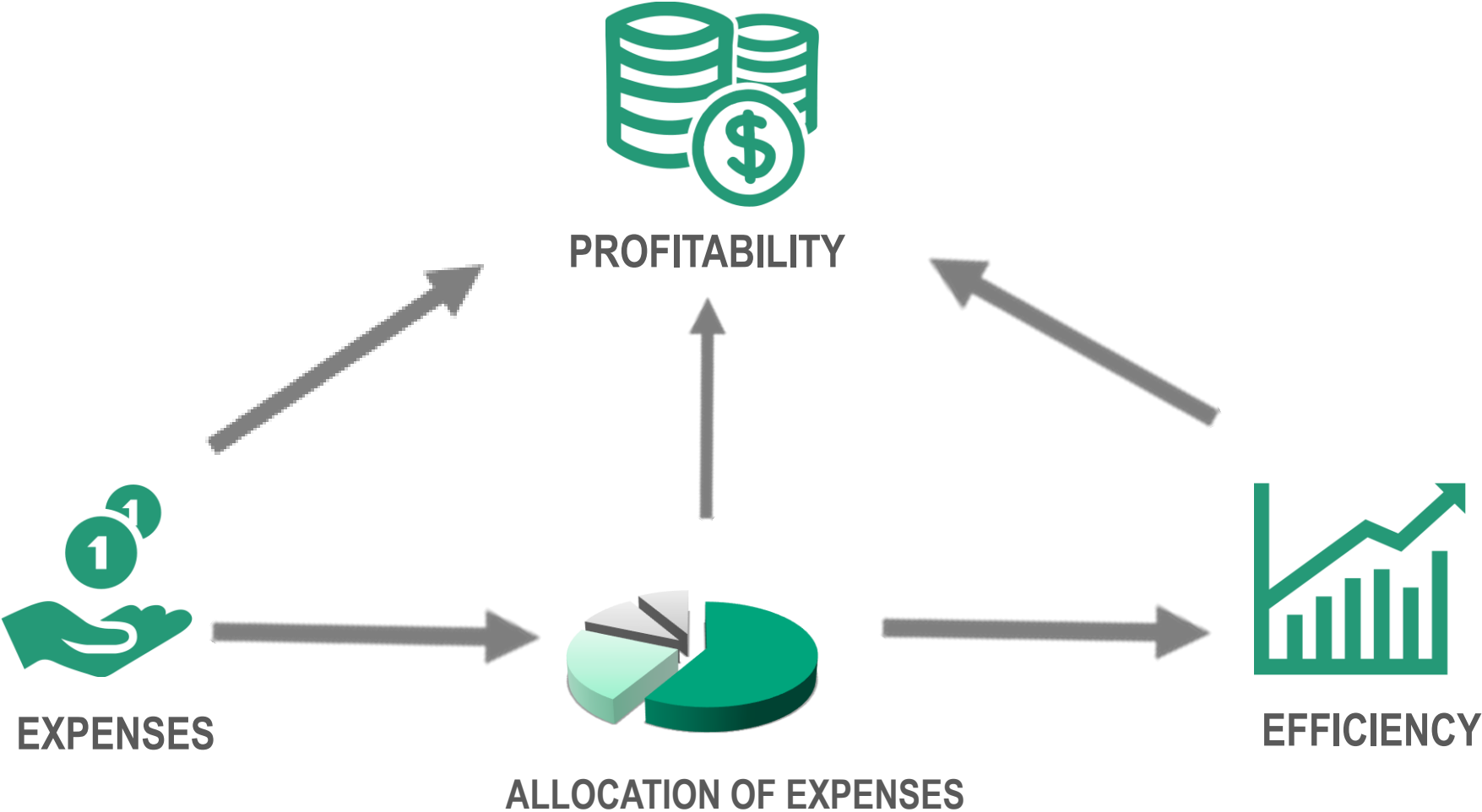




DIRECTIONS FOR DEVELOPMENT



Directions for development



THANK YOU



A solid partner:



GIĘDA PAPIERÓW
WARTOŚCIOWYCH
w Warszawie



REMONDIS
ELECTRORECYCLING



15. edycja
Giełdowa Spółka
Roku 2013

