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Content...

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Company Overview



The company was established in November 1991.

SWS / a joint-stock company / headquarters in Slušovice.

For better support of its dealer network, SWS a.s. has established a branch office in Prague.

A subsidiary named SWS distribution a.s. operates in the Slovak market.

The registered capital of SWS a.s. totals EUR 5,018 million and it is 100% owned by Czech physical persons. The company employs a staff of more than 170 people. The company holds the (SWS)[®] trademark registered with the Industrial Property Office of the Czech Republic as a trademark owned by SWS company.

On November 30th SWS a.s. received a certificate for system management according to standards ČSN EN ISO 9001:2009 in the area of „purchase, sale and distribution of IT products“.

Company Highlights

- SWS ranks among the top IT + ICT distributors
- Fastest growing company on the Czech IT market
- Dealer network all over the Czech Republic and Slovakia
- Widely dispersed hardware portfolio
- Full range of software portfolio

Representation on Slovak market

As a distributor, SWS is certainly not just a regional and national firm, its dealer network is spread out equally throughout the entire territory of the Czech and Slovak Republic. It is represented by SWS Distribution a.s. – sister organization (67% shares SWS a.s., 33% shares management of SWS Distribution)

- 8 years experiences on Slovak market
- New office house and stock in Bratislava
- Team of 24 employees
- Turnover in 2009 17,9 mil EUR



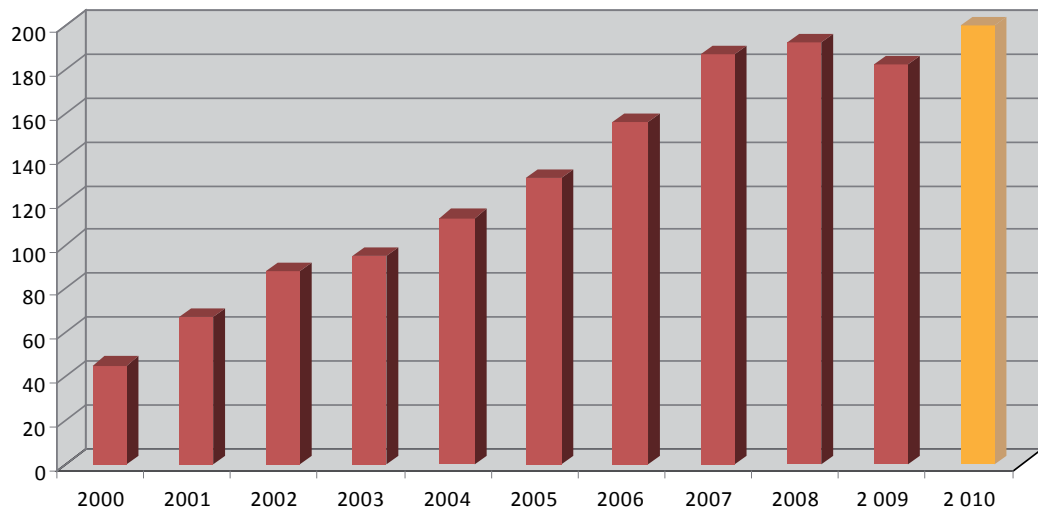
About SWS...

SWS is purely a distribution company providing top-quality services to its dealers - sellers of modern information technologies. This is clearly demonstrated by the fact, that SWS has on-going business relationships with the overwhelming majority of partners and many dealers have been co-operating with SWS since the company was founded. SWS also has similar long-term relations with its suppliers.

SWS is award holder - „IT Distributor 2007“, „Czech IT Distributor 2008“ and „Czech IT Distributor 2009“.



Turnover progress

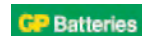


anticipated turnover

million EUR *

SWS Portfolio

- Software □ PC □ Components □ Display □ Digital technology
- Networking □ Printing □ Consumer Electronics







Business

across all regions

SWS customers

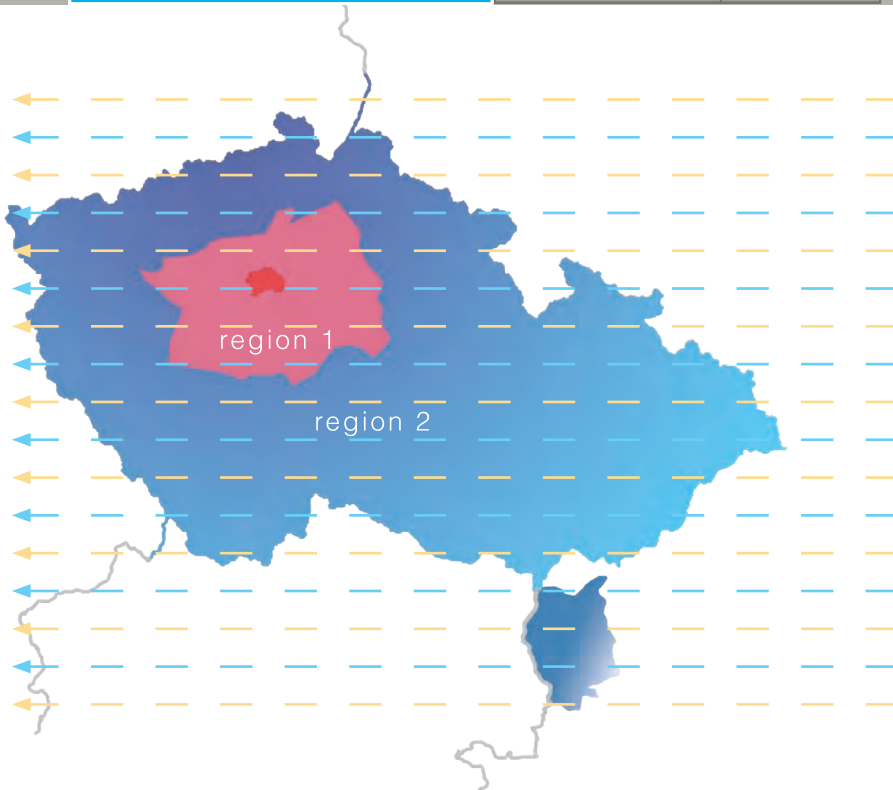
- Totally 4500 dealers
- Active 2250 (min. one sale per month)
- Growth 15% (of active dealers 2007)

Active dealers

- Totally - 2250
- Large accounts - 50
- SMB - 1800
- Retail & shops - 400

Cooperation with Retail Chains /Hypermarkets/Discounts/Consumer Electronics

- Penny Market □ Lidl □ DATART □ ELECTROWORLD □ HP Tronic
- K+B Expert □ OKAY □ Makro □ Tesco



SWS Sales Division organisation

Sales Team Region 1 - Sales representative / Team of Sales Assistants / region1@sws.cz

Sales Team Region 2 - Sales representative / Team of Sales Assistants / region2@sws.cz

Key Account and Retail Management - Key Account Representative - Retail manager

Software Unit Manager - Hardware Unit Manager - Team of Senior Product Managers

- Team of Product Managers

SWS Team - flexible and inovative

- Sales department organisation - by customer groups
- Product managers organisation – by brands/comodities
- RMA department
- Value Added Division



Our Advantages

finance, marketing, logistic

Since SWS became the leading Czech software distributor, it has focused on significant expansion of the hardware assortment. These activities have resulted in major distribution contracts and a growing share of hardware revenues in the total turnover of the company.

Good financial position

- ❑ **Stable financial position**
(19 years on the market)
- ❑ Accurate payment and good name
(possible references - Acer, BenQ, Fujitsu-Siemens, IBM, Microsoft...)
- ❑ We are used to work with low margin (4-5%)
- ❑ Credit dealers
(normal is 30 to 60 days)

Excellent logistics

- ❑ 17 hours delivery throughout whole CZ
- ❑ Orders from **385 EUR** are delivered to dealers free of charge
- ❑ Dealers can order goods until 19.30 hours
December - 7 days working week
- ❑ 80% orders come via internet

Good marketing

- ❑ Customer visits with presentation of products
- ❑ Dealers meeting with product presentations and showcase
- ❑ Advertisements in IT magazines
- ❑ Dealer loyalty program
(bonus club SWS)
- ❑ Press conference
- ❑ Active form of sales from sales people

Good stock facilities

- ❑ Enough space in stocks (8000 m2) to store suitable amount of products
- ❑ Duty-free stocks



Goals for 2010

The basic goal is a complete offer satisfying high demands of customers to the maximum extent, while SWS continues to expand and improve the selection of distributed products.

Economical targets for 2010

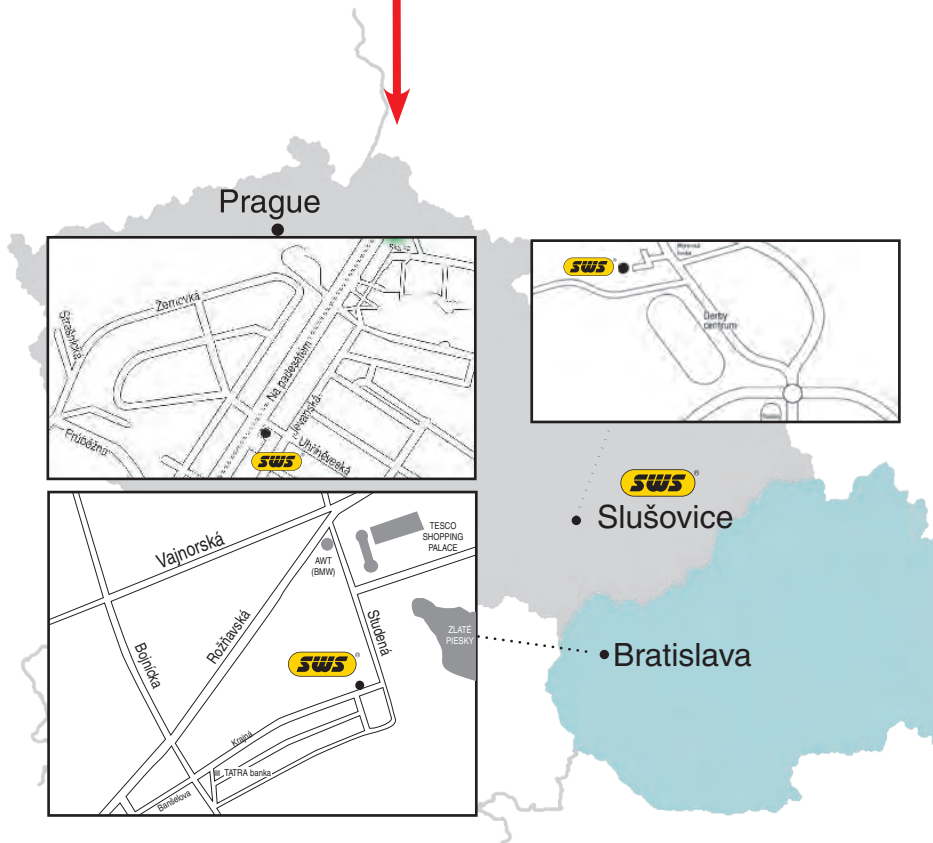
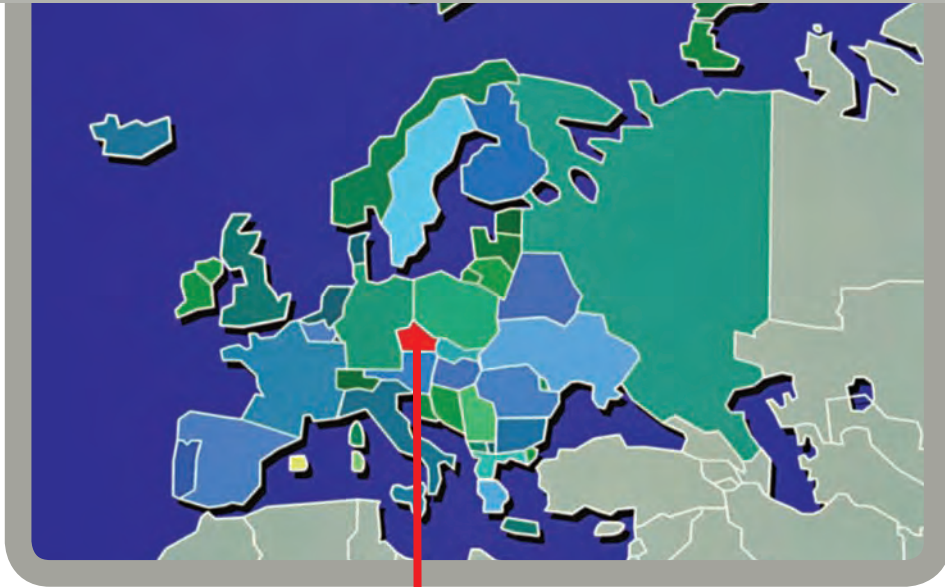
- 200mil. EUR turnover for Czech Republic

Strategy for 2010

- penetration to other distribution channels - portfolio expansion of non-IT products
retail, sport, smartphone, consumer electronics

E-commerce support (EDI)

- creation of the „bridge“ vendor – customer



Headquarters - Slušovice**SWS a.s.**

Dostihová 1
763 15 Slušovice
Czech Republic

Tel: +420 577 640 555
+420 577 640 565
GSM: +420 603 227 252
+420 606 737 811
Fax: +420 577 981 008
+420 577 981 311
e-mail: sws@sws.cz
web: <http://www.sws.cz>
<http://terminal.sws.cz>
WAP: <http://wap.sws.cz>
<http://mobile.sws.cz>
GPS: N 49°15'38.3"
E 17°47'57.1"

Branch office - Praha**SWS a.s.**

Uhřetěveská 1227/4
100 00 Praha 10
Czech Republic

Tel: +420 222 745 630
Fax: +420 222 780 660
e-mail: swspraha@sws.cz
web: <http://www.sws.cz>
<http://terminal.sws.cz>
GPS: N 50°3'56.63"
E 14°30'22.94"

Subsidiary - Bratislava**SWS Distribution a.s.**

Studená 5
824 01 Bratislava
Slovakia

Tel: +421-2-48200500
Fax: +421-2-48200599
e-mail: sales@swsd.sk
web: <http://www.swsd.sk>
GPS: N 48°18'02,00"
E 17°17'49,6"