

YOUR ONLY DISTRIBUTOR OF CHOICE

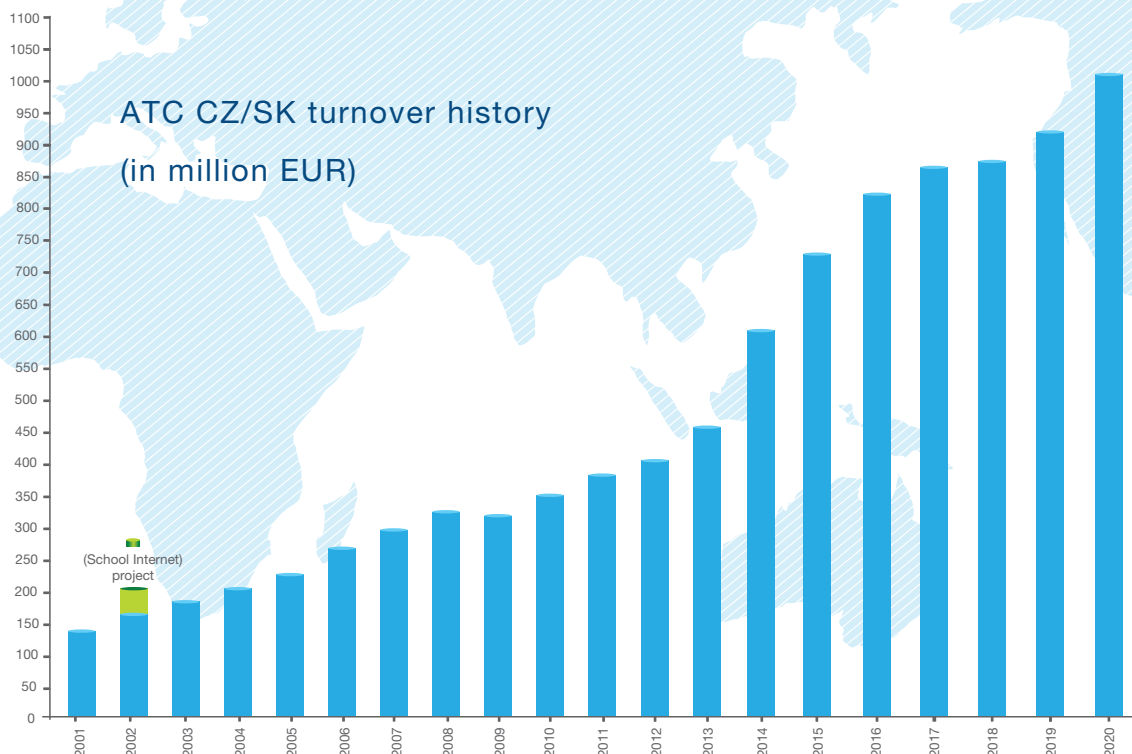
# ATComputers

## Central Eastern Europe

The largest ICT distributor  
in the Czech Republic



AT Computers is part of **ALB PL**  
Digital World



We are **the largest**  
ICT **distributor** in the Czech Republic

## TOP10 Distribution group EMEA

Direct to **all important vendors** in all IT and Telco Products



## CUSTOMER BASE & ACTIVITIES

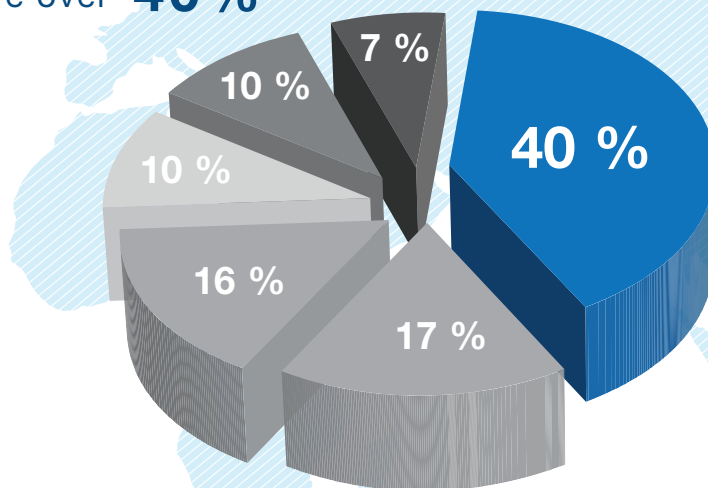
Customer base CZ 5000

5000

2000

Customer base SK 2000

Typical marketshare over **40%**



Revenue

**USD 1,28 B**  
**€ 1,09 B**



Over  
**2 M**  
**devices**



**Covering**

CZ+SK from  
one warehouse  
NBD

## BUSINESS DEVELOPMENT ACTIVITIES

WE are different (standard year):

We trained over **2 200** unique resellers last year!

Over **1 490** dealers attended ATC events / half-year

More than **40** events

**15** major events

**52** training days

**During the lockdown period:**

**2-10** online broadcasts per week

Every Tuesday the ATC News program  
– **400** viewers on average

**ATComputers**





2 M leaflets  
per month

# OWNER OF 5 B2C SELL CHAIN

We perform for our chains  
**100% of marketing and product marketing**



#1 in ICT specialized retail, SMB in CZ and SK



#1 in Telco specialized retail in CZ



#1 in Gaming retail in CZ



#2 in ICT specialized retail, SMB in CZ and SK



#2 in ICT specialized retail, RETAIL / SOHO in CZ and SK

- Over 800 TOP selling places all around CZ + SK
- Over **2 mil. promotion prints** per month
- Over **400 promotion activities** per year
- **Online / offline marketing**
- We can **quickly and efficiently** implement new products onto the market.

# ATComputers

www.atcomp.cz