



ADVANCED TECHNOLOGY

BRAND PRESENTATION 2019



About Action

- The business of Action S.A. is based on distribution in its broadest sense. Initially, we distributed IT equipment; later, we added home electronics, household appliances and mobile communications equipment. The company has been growing dynamically for years to become one of the biggest players in its industry. In 2006, in order to obtain funds for further growth, it made its debut on the Warsaw Stock Exchange. It was recognised as the best debut in the previous year by the "Gazeta Giełdy Parkiet" journal.
- Today, Action is much more than an IT distributor. Following world trends on the distribution market, our company is changing its strategy and evolving into a large commercial group, whose business is based on three pillars: consumer products, value added distribution, and strong own-brands. In the consumer segment, Action focuses on delivering consumer products at the best prices to all its sale channels. The value added distribution segment is centred around cooperation with resellers and integrators. It is operated by Action Business Center, which organises various workshops and training sessions. The third pillar is constituted by the sale of products marketed under Action own-brands: Activejet, Actis, and Actina. They have a very strong position on the Polish market in their segments.



ACTION S.A.

Action S.A. is a distribution company and an entity responsible for the overall management of ACTION Capital Group. It started its activity in 1991 from trading in software and computer peripherals. Gradually, the company's offer expanded to include further categories related to the broadly understood IT, later also household appliances, audio/video devices and GSM equipment. In 2006, ACTION made its debut on the Warsaw Stock Exchange, and the "Parkiet" newspaper named its debut the best in that year. Over time, in order to adapt the business to the changing market, more product categories were included in the company's portfolio, including children's products, toys, cosmetics and power tools. Thanks to this, after more than 25 years, Action is a huge commercial group that offers more than 30,000 products.

ACTIONMED

Actionmed is a company dealing in the distribution of specialized medical devices. Its portfolio includes products and solutions from the world's largest producers, including Siemens, Sony, Carefusion, WDM and Farmadosis. The Actionmed offer is built around two main areas: imaging diagnostics and automated drug distribution systems. A team of highly qualified engineers is responsible for the professional support of their clients at every stage of cooperation.



Active&Food

Action (Guangzhu) Trading Ltd.Co is a company that exports Polish food products to China. It is registered in the NANSHA Economic Zone, and its operations and commercial office is located in the city center of Guangzhou. Action Trading has all the necessary Chinese import/export and sales permits of all food products in China, including a license for marketing salt and alcohol. On the Chinese market, the company cooperates with local distributors and large Chinese and international retail chains, to which it sells products bearing the brands of Polish producers and its own.

CloudTeam

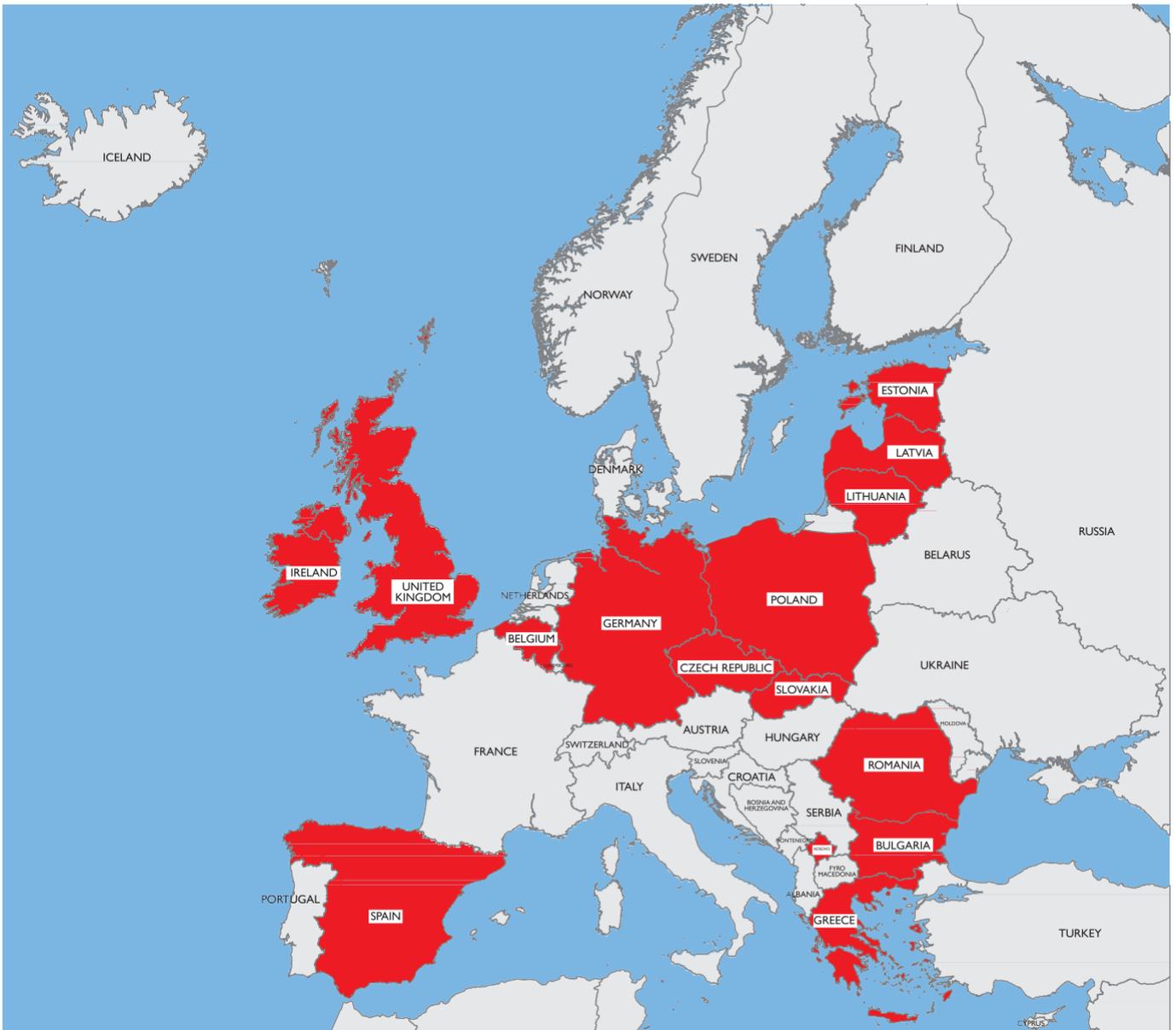
CloudTeam is one of the leading IT training companies in Poland specializing in Cloud Computing, both in the field of consulting and training services. Operating throughout Poland, it provides authorized Amazon Web Services training (AWS) for CIOs, architects, system operators and programmers. The scope of services also includes technologies such as Microsoft Azure, Office365, Google Cloud Platform, G Suite, and other solutions offered by Microsoft, Citrix, Comptia and Veeam.

Action Games Lab

Action Games Lab is a company that produces games for mobile devices. Its creators are experts in the gaming and IT industry and a team of specialized employees who combine their passions with innovative technologies. Using their experience, which is recognized by the most demanding enthusiasts of multimedia entertainment, the company, apart from game projects, plans to engage in the broadly understood multimedia entertainment, available on all platforms.



Activejet in Europe





European brand

- **European Brand.** Registration of Activejet European Trademark in OHIM Madrid system under the number 005790332 and 007605728 for most trademark classes. OHIM (The Office for Harmonisation in the Internal Market) protects intellectual property within the European Union.
- **ISO Certificates** for products and on-site production processes issued by BSI, a British multinational company.
- **Certificates of product** performance and monitoring of production processes and quality tests issued by German TUV Rheinland (T+M certificate) with its registered office in Poland.
- **The certificate** is attached to all packaging.
- **Components** used in the manufacturing process are mostly made in Europe, for example OEM empty heads and ink and top-quality ink from Germany. Components used to manufacture toners are imported from countries such as Japan.
- **Our modern Logistics Centre** (TOP 3 in Europe) is located in Poland, enabling us to deliver products to any location in Europe and around the world.
- **Technological and legal modifications** of products related to patents.
- **Unique product documentation** related to efficiency tests conducted by accredited laboratories.
- **Advanced chip technology.**





Trends and shares H1 2019

INK TONERS

Quantitative shares:

- Share of ACJ / ACS inks **33.0%**, No. 3
Blackpoint + PRINTE in total **11.2%**
- Share of ACJ / ACS toners **27.5%**, No. 3
Blackpoint + Printe **13.4%**, No. 4 Pryzmat **11.1%**

- Value convertible market y / y H1 2019
- Ink - 3.9%
- Toners - 4.5%
- Total - 4.5%

- OEM by value y / y H1 2019
- Cartridges + toners + 3.7%

- Market partitioning in quantity: 46.8%
up to (53.2% OEM)
- Market sharing in value: 26.1% up to
(73.9% OEM)





Market research

Market research conducted by the Jagiellonian University in Cracow with a sample of 9,499 persons. All genuine and substitute brands were considered in the research.



Category: Printer consumables

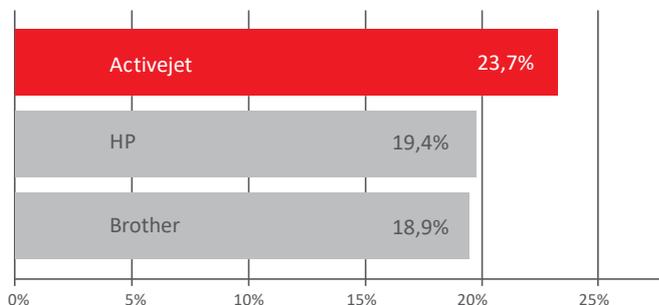
What made the Activejet brand recognized for Quality Leader? (respondents' answers)

Why:

- The most recognisable.
- The product is easily available at a favourable price.
- Great products, cheap and tested.

Wiek	Ogółem	Kobiety	Mężczyźni
15-24	1805	844	920
25-34	2185	1071	1114
35-44	1805	884	920
45-54	1900	950	950
55-64	1805	957	848
Suma	9499	4746	4753
Próba badawcza: 9499			

Percent distribution distance



Brand recognition

	Udział %
HP	47,8%
Activejet	42,0%
Brother	32,1%
Ink-Jet	24,9%
Black Point	23,8%
Pryzmat	22,3%
Incore	8,3%

Student News Market Research,
August 2016

WYNIKI GŁOSOWANIA

Zamienili do drukarek
Jakich zamiennych tuszów albo tonerów używacie obecnie do swojej drukarki?

Activejet	30%
Actua	1%
Actix	4%
Blackpoint	2%
Colorbox	1%
Expresso	2%
efitonic	1%
incore	1%
Lambda	1%
Printo	2%
Pryzmat	1%
TB	4%
TR	8%
Uki-1	1%
oryginalne	21%
nie wiem	2%
inne	1%

Wszystkich głosów: 633



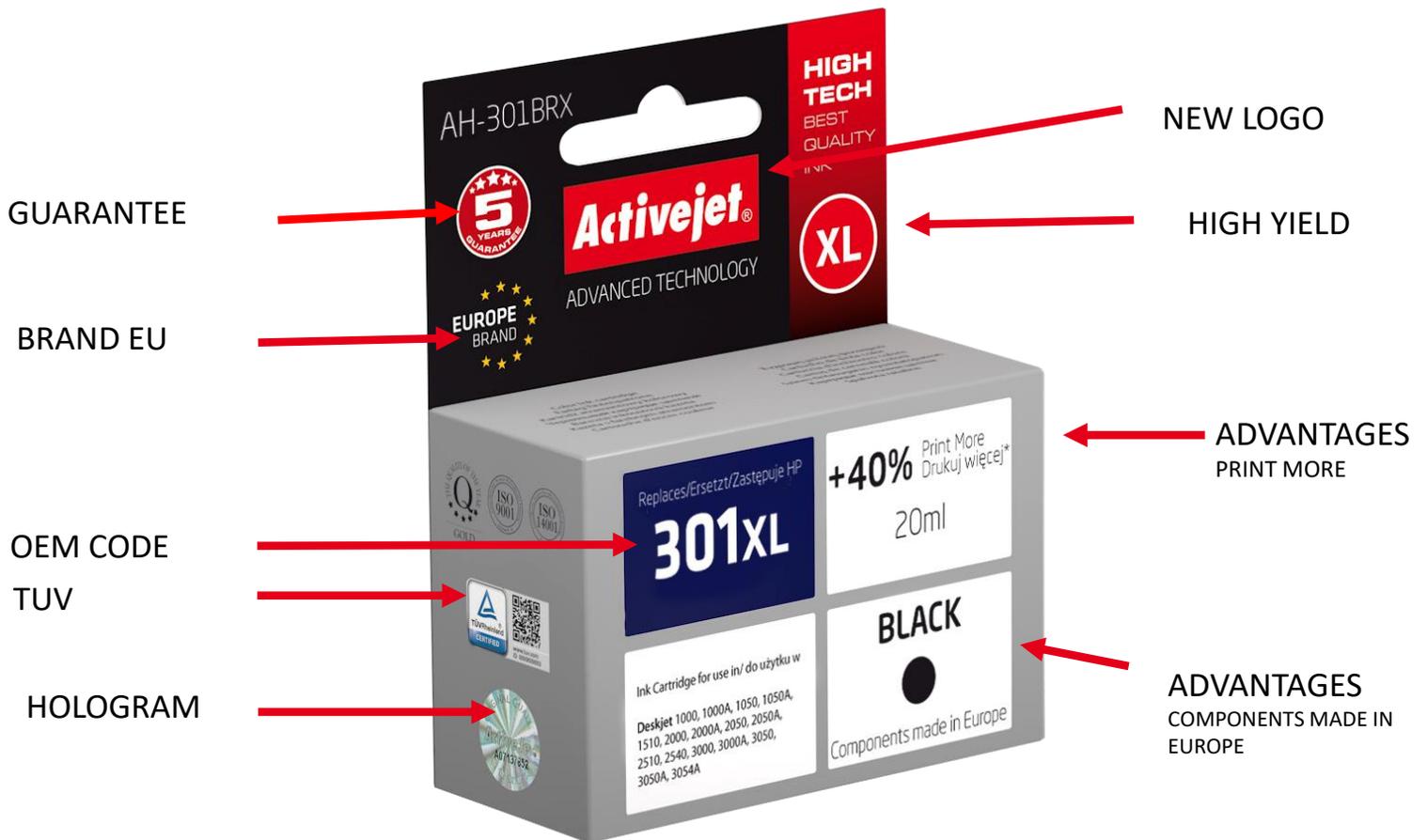
Brand informations

- Imaging supplies:
B2B - toner laser, TTR, ribbons, office ink cartridges
B2C - ink cartridges, refill systems, photo paper
- Energy:
lighting, ups, power supplier
- Accessories: keyboard, mouse
- Office:
paper shredder, cleaning accessories





The most important information on box





European marketing activities from 2019



NEW PRODUCTS

System code	Product	Version	OEM	Color	Efficiency	Compatibility
EXPACJTHP0386	ATH-44N	Supreme	CF244A	Black	1000	HP LaserJet Pro: M15a, M15w. HP LaserJet Pro MFP: M28a, M28w.



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activejet.com



Our products

- **MOUSES AND KEYBOARD**
 - KEYBOARD ACTIVEJET K-3045
 - KEYBOARD ACTIVEJET K-3021
 - WIRED MOUSE ACTIVEJET AMY-083
 - WIRELESS MOUSES ACTIVEJET AMY-313
 - GAMING MOUSES AND KEYBOARDS



- **CLEANING PRODUCTS**
 - COMPRESSED AIR
 - CLEANING SET
 - CLEANING FOAM
 - PREPARATION FOR REMOVING LABELS



- **SHREDDERS**
 - ASH-0601S
 - ASH-1201D
 - ASH-0603H





Our products

- **POWER STRIPS**

- **OVERVOLTAGE PROTECTION 1,5M/3M/5M EVEN 10M**



- **UNINTERRUPTIBLE POWER SUPPLY (UPS)**

- **AJE-1600VA**
- **AJE-1000VA LED**
- **AJE-2000VA RACK**





Our products

• LIGHTNING NEW SERIES

- HOLLY
- BLANKA
- TOSCANIA
- LARA
- LOLY



- BULBS
- LED STRIPS
- DESK LAMPS
- NICOLE
- FIXI
- LAMBS





Advantages - Quality test winner 2005-2019

- 2019 – PC WORLD (INK)
- 2018 – PC WORLD (INK)
- 2017 – PC WORLD (toner)
- 2016 – PC WORLD (INK)
- 2015 – PC FORMAT (INK)
- 2015 – PC WORLD (toner)
- 2015 – PC WORLD (INK)
- 2014 – PC WORLD (toner)
- 2014 – PC WORLD (INK)
- 2013 – PC WORLD (toner)
- 2013 – PC WORLD (INK)
- 2013 – KOMPUTER ŚWIAT (INK)
- 2012 – PC WORLD (INK)
- 2011 – PC FORMAT (INK)
- 2010 – PC WORLD (INK)
- 2009 – Komputer Świat (INK)
- 2007 – Komputer Świat (INK)





Advantages - certifications 2008-2019

- 2019 - Consumer Quality Leader
- 2018 – EUROPEAN QUALITY CERTIFICATE
- 2018 - Consumer Golden Laurel
- 2017 - Consumer Quality Leader
- 2016 - Consumers Golden Laurel
- 2015 - Consumers Golden Laurel
- 2014 - Consumer Quality Leader
- 2004 - 2014 - Leader of the decade
- 2013 - Golden IT Ace Award
- 2013 - Student Brand
- 2013 - Consumer Golden Laurel
- 2013 - Virtual Industry Leader
- 2013 - Top Brand
- 2012 - Certificates TUV Rheinland
- 2012 - Certificates BSI
- 2012 - Consumer Quality Leader
- 2012 - Consumer Golden Laurel
- 2012 - Top Brand
- 2012 - Best programme for partners
- 2011 - Top Brand
- 2011 - Consumer Golden Laurel
- 2011 - „Polish quality”
- 2010 - Best programme for partners
- 2010 - Consumer Golden Laurel
- 2010 - CHIP’s Product of the Year
- 2009 - Student Brand
- 2008 - Brand Leaders
- 2009 - Quality of the Year
- 2008 - Quality of the Year





Advantages - Certifications - TÜV Rheinland

TUV RHEINLAND CERTIFICATION
MONITORING OF PRODUCTION
ISO/IEC 19798:2007, ISO/IEC 19752:2004
ISO/IEC 24711 oraz ISO/IEC 24712



www.tuv.com
ID 0000045375

BRITISH STANDARDS
INSTITUTION GROUP
MONITORING OF PRODUCTION
ISO CERTIFICATIONS
ISO 9001:2008 oraz ISO 14001:2004



EMS 91202

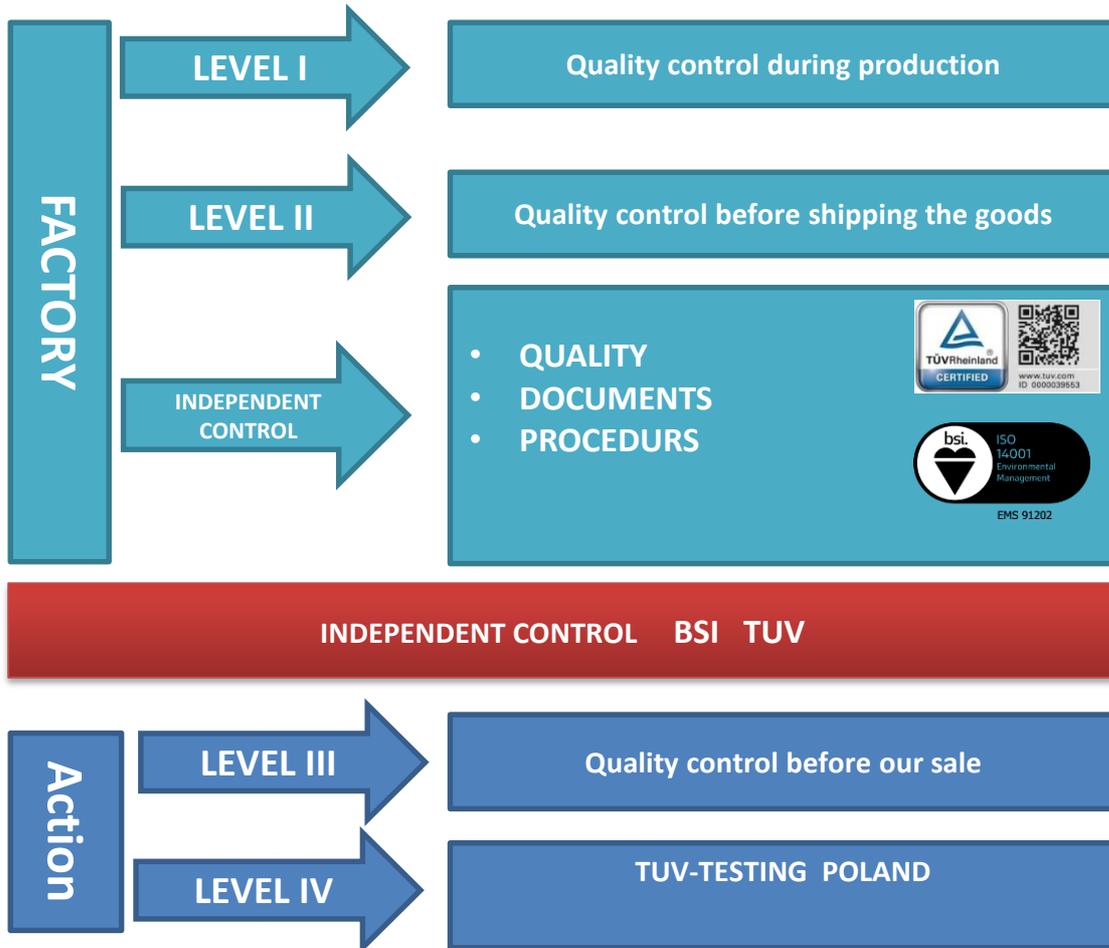


FS 87760

ISO CERTIFICATIONS
ISO 9001, ISO 14001,
ISO 27001 oraz ISO 28000.



Activejet advantages





Certifications TUV Rheinland

**CERTIFICATE T+M (Testing&Monitoring)
INK AND TONER CARTRIDGES**

**TÜV Rheinland
LEADER OF CERTIFICATIONS**



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STANDARDS
ISO/IEC 19798:2007, ISO/IEC 19752:2004,
ISO/IEC 24711 oraz ISO/IEC 24712

**Testing – Control and
testing**



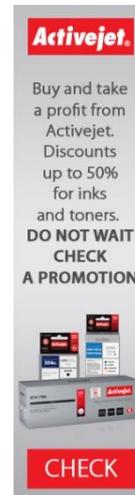
Brand strategy - marketing support





Marketing - advertisement for end users

Advertisements online



Advertisements TV



Advertisements press



Activejet - marka i logo są znakami towarowymi
Pozostałe nazwy i symbole są znakami towarowymi
i własnością ich właścicieli. Nie należy ich używać
w sposób, który może wprowadzić w błąd konsumentów.
www.activejet.pl





Marketing - sport sponsor

Main sponsor Legia Warszawa 2011-2013
25 thous. press releases



Cycling Team Verva-Activejet 2015-2016





European marketing activities Czech Republic 2016

Professional outdoors marketing





European marketing activities Romania 2017

Activejet

Activejet campaign is under way in the Romania starting from November 2016.

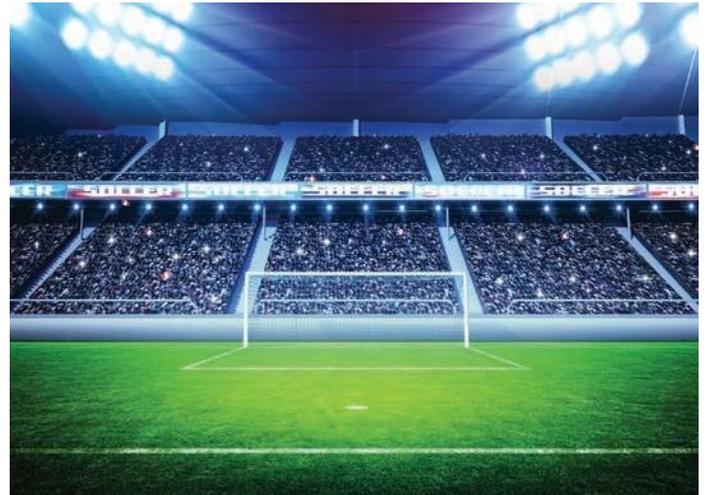
Activejet CERNEALĂ ȘI TONER

LED banners with the Activejet advertisement will be displayed during best football matches of Romanian league (LIGA 1).

Stage	Team 1	Team 2	Date	Hour	TV Station
15	Astra	Pandurii	04/05/06.11.16	TBA	DIGISPORT / DOLCESPORT / LOOKTV
17	CFR Cluj	Pandurii	25/26/27.11.16	TBA	DIGISPORT / DOLCESPORT / LOOKTV
18	Astra	CFR Cluj	29/30.11/01.12.16	TBA	DIGISPORT / DOLCESPORT / LOOKTV
19	Gaz Metan	Dinamo	02/03/04.12.16	TBA	DIGISPORT / DOLCESPORT / LOOKTV
20	Astra	Steaua	09/10/11.12.16	TBA	DIGISPORT / DOLCESPORT / LOOKTV

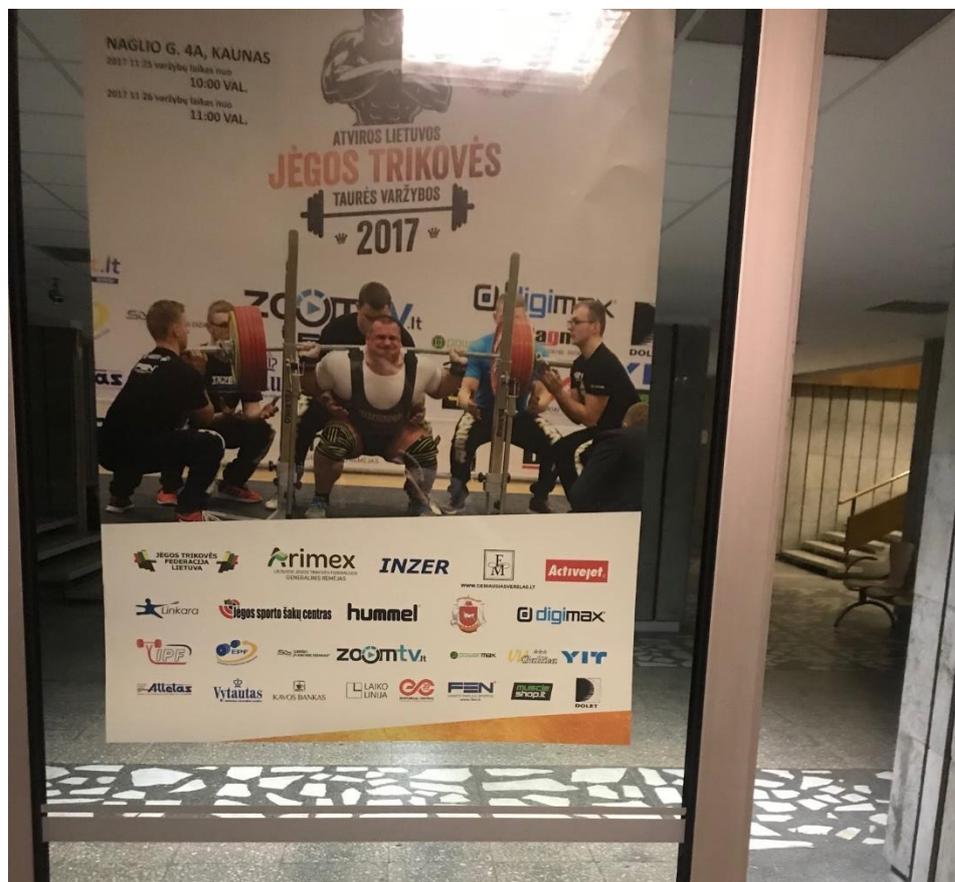
Dinamo

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European marketing activities 2017





European marketing activities 2017 in German

Activejet Tintenpatronen

5 Jahre Garantie!

Wiederbefüllte Originalpatronen!

48% billiger!

UVP 26,99
je Ausführung
13,99*

Sie sparen bis zu 70%!
gegenüber den unverbindlichen Preisempfehlungen der Originalhersteller!

Für HP

Multipack für HP 364 DeskJet D5445, D5460, D7560, D7680, 3070A, 3520e AIO, Officejet 4620, Photosmart B010, B109, B110, B209, B210, C309, C310, C410, C510, 5520, 6520, 7520, B8500, B8550, B8553, B8560, C5300, C5324, C5370, C5373, C5380, C5383, C5388, C5390, C5393, C5460, C6300, C6324, C6340, C6350, C6380, C6383, C7560, C7680, D5400, D5445, D5460, D5463, D5468, D7560, D7860, 5510, 5515, 6510, 7510, 7515, 8553, CC335B, CN216B, CN245B, CQ521B, Plus, Premium kompatibel mit 364B, 364C, 364M, 364Y

** Die tatsächliche Druckleistung ist von der individuellen Nutzung abhängig

Funktionalität

TÜVRheinland ZERTIFIZIERT

www.tuv.com ID 0000045375

NEU JETZT AUCH XL-EINZELPATRONEN FÜR HP-DRUCKER ERHÄLTlich! **NEU**

Einzelpatrone Schwarz für HP 350XL oder Einzelpatrone Color für HP 351XL

Deskjet: D4200, D4260, D4263, D4268, D4300, D4360
Photosmart: C4200, C4240, C4250, C4270, C4280, C4380, C4400, C4424, C4450, C4480, C4500, C4524, C4580, C5200, C5240, C5250, C5275, C5280, D5345, D5360
OfficeJet: J5700, J5730, J5740, J5750, J5780, J5785, J5788, J6400, J6410, J6424, J6480 **Seitenreichweite Schwarz: 1100 Seiten, Color: 620 Seiten****

Bis zu 500% höhere Seitenreichweite gegenüber Originalhersteller!

Einzelpatrone Schwarz für HP 950XL

OfficeJet Pro: 8100, ePrinter 8100, 8600 N911a, 8600 Plus N911g, 251 DW, 276DW, 8610, 8620
Seitenreichweite: 2300 Seiten**

Bis zu 200% höhere Seitenreichweite gegenüber Originalhersteller!

Einzelpatrone Cyan, Magenta oder Gelb für HP 951XL

OfficeJet Pro: 8100, ePrinter 8100, 8600 N911a, 8600 Plus N911g, 251 DW, 276DW, 8610, 8620
Seitenreichweite je Farbe: 1500 Seiten**

Bis zu 200% höhere Seitenreichweite gegenüber Originalhersteller!

Activejet Tintenpatronen

5 Jahre Garantie!

Wiederbefüllte Originalpatronen!

48% billiger!

UVP 26,99
je Ausführung
13,99*

Sie sparen bis zu 70%!
gegenüber den unverbindlichen Preisempfehlungen der Originalhersteller!

Für HP

Multipack für HP 364 DeskJet D5445, D5460, D7560, D7680, 3070A, 3520e AIO, Officejet 4620, Photosmart B010, B109, B110, B209, B210, C309, C310, C410, C510, 5520, 6520, 7520, B8500, B8550, B8553, B8560, C5300, C5324, C5370, C5373, C5380, C5383, C5388, C5390, C5393, C5460, C6300, C6324, C6340, C6350, C6380, C6383, C7560, C7680, D5400, D5445, D5460, D5463, D5468, D7560, D7860, 5510, 5515, 6510, 7510, 7515, 8553, CC335B, CN216B, CN245B, CQ521B, Plus, Premium kompatibel mit 364B, 364C, 364M, 364Y

** Die tatsächliche Druckleistung ist von der individuellen Nutzung abhängig

Funktionalität

TÜVRheinland ZERTIFIZIERT

www.tuv.com ID 0000045375

NEU JETZT AUCH XL-EINZELPATRONEN FÜR HP-DRUCKER ERHÄLTlich! **NEU**

Einzelpatrone Schwarz oder Einzelpatrone Color für HP 302XL

Deskjet: 1110, 2130, 3630 OfficeJet: 3800, 3830, 3832, 4650 Envy: 4520
Seitenreichweite Schwarz: 800 Seiten, Seitenreichweite Color: 500 Seiten**

Bis zu 400% höhere Seitenreichweite gegenüber Originalhersteller!

Einzelpatrone Schwarz für HP 934XL

OfficeJet Pro: 6230 (E3E03A), 6830 (E3E02A)
Seitenreichweite: 1000 Seiten**

Bis zu 250% höhere Seitenreichweite gegenüber Originalhersteller!

Einzelpatrone Cyan, Magenta oder Gelb für HP 935XL

OfficeJet Pro: 6230 (E3E03A), 6830 (E3E02A)
Seitenreichweite je Farbe: 825 Seiten**

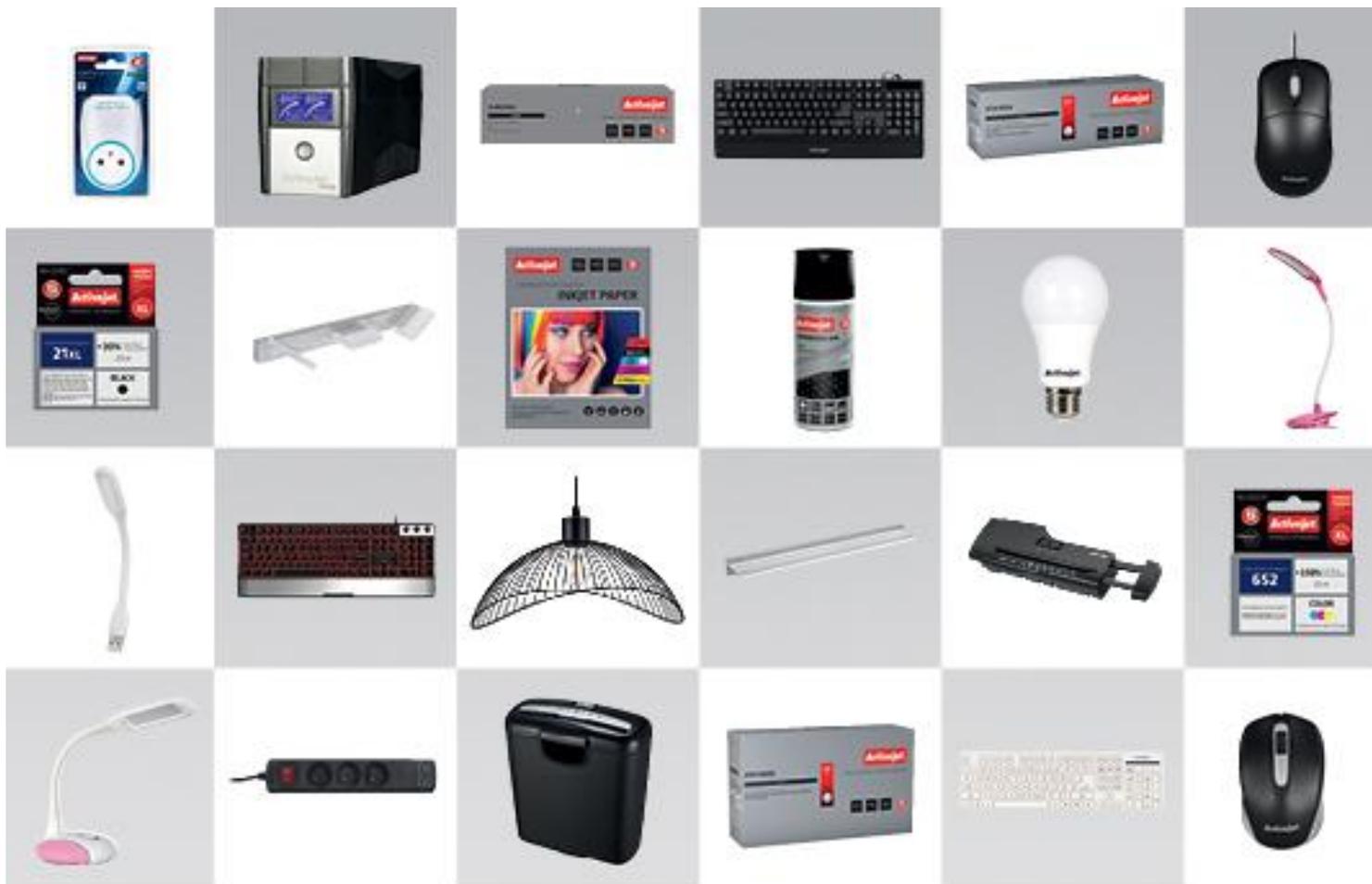
Bis zu 250% höhere Seitenreichweite gegenüber Originalhersteller!



Strengths – summary

- **Brand position and recognisability**
 - the market leader in Central and Eastern Europe (according to IDC)
 - OEM level in market research and tests
- **European Brand**
 - registration, components
- **Rebranding 2017**
 - visualisation, benefits for customers, component upgrade
 - original quality printing
 - new product lines
- **Advanced marketing**
 - advertising, TV, press, sponsoring
- **Sales campaigns**
 - end-user special offers, partner special offers, sponsoring
- **Top quality**
 - winning tests over the last 10 years
- **Certificates** - external production supervision – TUV, BSI
- **IT action offer** - IT / household appliances / electronic equipment
- **World-class logistics**
- **Training**
- **Warranties**
- **Marketing and sales support**

Good time to join us!



Activejet®

