

DIVITEC

DIGITAL VISION TECHNOLOGIES

COMPANY PRESENTATION



Lazaros Piatopoulos
General Manager
March, 2014

LEGAL STATUS , FOUNDATION AND FINANCIALS

- DIVITEC has been established in November 2007 as an anonymous share holders company as a major distributor of KODAK Photo consumer products in Greece after the closure of the Photofinishing lab of KODAK . It also took over the KODAK Photo Lab in order to support major Photo & CES Retailers like GERMANOS that needed Digital printing services.
- In 2009 after the closure of KODAK's subsidiary in Greece ,DIVITEC was appointed as the KODAK distributor for Greece and was also given the distribution rights in certain Balkans countries through the use of local Distributors. It was formed by 100% ex KODAK Greece employees and the major shareholder and General manager is Lazaros Piatopoulos.
- In 2012 Revenue was 4 Million and earnings before tax were 150K Euros. Revenue in 2013 was 5 M Euros with 200 K earnings before tax.

BRANDS REPRESENTED TODAY

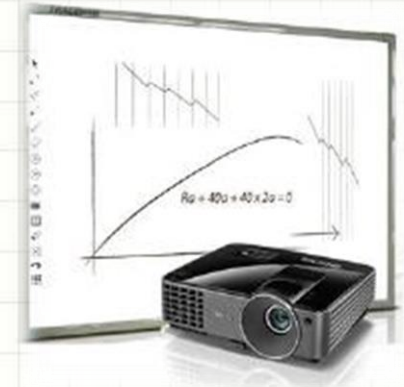
- **KODAK** (Personalized Imaging Business that includes: Thermal printing solutions and media, photofinishing paper and chemicals, films and single use cameras)
- **BENQ** (Projectors, Interactive Panels, PC monitors)
- **HITACHI** (Projectors, Interactive Panels)
- **TRACEBOARD** (Interactive White Boards)
- **INTENSO** (Tablet PC, Hard Disks, Photo Frames, USB, SD Cards, CD/DVD)
- **LENCO** (Tablet PC, Hi Fi Audio products)
- **BIGBEN** (Gaming accessories, Gaming Tablet PC, Hi Fi Audio products).
- **CITIZEN** (Thermal dye sublimation printers and media)
- **SINFONIA** (Thermal dye sublimation printers and media)

BRANDS REPRESENTED TODAY

- **BMG** (KODAK Large format inkjet Products papers, canvas).
- **STRAND** (Kodak batteries, Mibeat IT accessories)
- **TETENAL** (Chemicals, inkjet media paper, canvas, Aero film)
- **EPSON** (Large format inkjet plotters and inks)
- **VENECCIA** (Large format inkjet Products papers, canvas)
- **PAPERLINX** (KODAK small format inkjet papers)
- **VIVITAR**(Digital cameras, video cameras)
- **SAKAR**(HELLO KITTY,BOB THE SPONGE etc.) IT peripherals, cameras
- **DICAPAC** (Waterproof cases for Digital cameras/video/mobile phones/MP3)
- **CARESTREAM** (Medical Dry films and PACS with KODAK brand)

EDUCATION CHANNEL PRODUCTS

- **30% Market share in Interactive Whiteboards**
- **20% Market share in Video Projectors**
- **One stop shop solution** for education dealers and VARS
 - Video Projectors
 - Interactive White Boards
 - Software for Interactive White Boards
 - Tablets
 - Tablets Accessories for Schools
 - Tablets Management Software
 - Laptop & Tablets Storage equipment



AUDIO ,VIDEO ,IT AND MULTIMEDIA CHANNEL

- Product lines : Tablet PC, Hard disks, USB sticks, SD cards, CD/DVD ,Digital Photo frames, Audio products, Video Projection, PC Monitors , IT accessories, Gaming
- Present in all major CES retailers ,Telephone providers and E-shops (see next page)
- Hi Fi dealers (about 50 shops)
- Small CES stores (about 300 shops)
- 500 active resellers of IT Technology products
- More than 50 resellers who sell equipment to schools
- Wholesalers (3)
- Dedicated resources to achieve business goals
- Implement a multi-threaded social media marketing plan to achieve maximum market share



AUDIO ,VIDEO ,IT AND MULTIMEDIA CHANNEL CUSTOMERS

- MEDIAMARKT
- KOTSOVOLOS (DIXONS GROUP)
- COSMOTE
- GERMANOS
- PLAISIO
- MULTIRAMA
- PUBLIC
- E-SHOP
- INFOQUEST
- ELECTRONET
- GETITNOW
- SKLAVENITIS
- KOLOMVOUNIS



- THE ABOVE ARE THE MAJOR COMPANIES MAKE UP MORE THAN 90% OF SALES OF ELECTRONIC GOODS IN GREECE

PHOTO CHANNEL PRODUCTS

- Photo Dry Labs APEX from KODAK
- Photo printing kiosks from KODAK
- Thermal printers and printing media from KODAK,SINFONIA,CITIZEN
- Photo paper from KODAK,FUJI
- Photo chemicals from KODAK,TETENAL
- Single Use Cameras and films from KODAK
- Batteries from KODAK
- Large format inkjet paper and canvas from KODAK and VENECCIA
- Large format plotters from EPSON
- Digital cameras from VIVITAR and SHAKAR



www.divitec.gr



PHOTO CHANNEL CUSTOMERS

- 10 Wholesalers covering 1000 photo stores and tourist locations in Greece
- Direct sales to 350 Photo retail stores in Greece (250 KEX and 100 other photo stores)



EXPORT CUSTOMERS

- **ALBANIA** (FOTOKOZMOS, NEPTUNE, GLOBUS, ALFA SERVICES)
- **BULGARIA** (MOST COMPUTERS ,KATI)
- **CYPRUS** (SAN VANEKO, MULTILEARN)
- **FYROM** (AMC ,INTERFOTO)
- **KOSSOVO** (ANTIKA)
- **CROATIA** (PRO PHOTO)
- **SERBIA** (MEDICOM)
- **SLOVENIA** (MEDITRADE)
- **ROMANIA** (MACRO, CARGO STAR TRADING)
- Above customers sell KODAK portfolio and selected other brands according to Brand approved participation strategy to their countries and are served through DIVITEC's Athens Warehouse .
- They are provided with marketing and Key Account Management support from DIVITEC.

DIVITEC ORGANIZATION

OFFICE LOCATION

New owned location with 800 m2
Paramithias 4, Glika Nera 15354 , Attiki , Greece

SALES AND MARKETING

Six sales people and two persons in marketing

ADMINISTRATION AND LOGISTICS

Two finance and accounting employees

Two customer service employees(order taking ,import and export)

Service organization of 3 people for thermal equipment outsourced to TECHSERVICES

Logistics is outsourced to ORPHEE BEINOGLOU that handles import, export, picking, packing, transport and storage within 2000 m2 of space.

One administration assistant

LAB

One person runs the photo digital printing section and IT infrastructure

COMPANY MANAGEMENT

Two people involved in the management of the company



2013 - 2015 STRATEGIC GOAL

- DIVITEC continues it's dominant presence in the traditional photo segment through KODAK,STRAND,TETENAL,VIVITAR,SINFONIA,CITIZEN.
- DIVITEC has expanded its portfolio with new consumer products in order to satisfy the demands of its CES customers for a broader cooperation and is investing heavily in the IT and Consumer electronics segment through new brands like INTENSO,LENCO,BIGBEN,DICAPAC,STRAND,PAPERLINX,SHAKAR
- DIVITEC is expanding its presence in the large format inkjet market through current KODAK BMG portfolio and new partners like EPSON and own brand VENECCIA .
- DIVITEC is expanding in the Educational and Pro AV segment through the distribution of several new brands like BENQ, HITACHI, TRACEBOARD.

DIVITEC'S ADVANTAGES TO REPRESENT NEW BRANDS

- Excellent marketing and sales skills as all employees originate from multinational company KODAK with extensive training and experience.
- Excellent marketing support and experience through own personnel plus advertising agencies
- Large logistic partner ORPHEE BEINOGLOU able to cover all needs whatsoever the volume or product line. DIVITEC currently handles around 1000 active Catalog numbers
- Strong financial company background
- Owners are skilled professionals with international general management skills from companies such as KODAK/AGFA/BELL CANADA/BULL

DIVITEC'S ADVANTAGES TO REPRESENT NEW BRANDS

- Able to distribute products in another 5 countries through its distribution network of partners.
- Strong willingness to invest in new partners (brands) that offer quality products with good value for money.
- Strong selling skills in a Business to Business environment with the proper infrastructure in sales monitoring and analysis.
- Experience in managing large portfolio of products with stock analysis
- Excellent personal relationship with all Buyers/Managers/Owners of CES retailers and Photo store owners.
- Representing existing major international brands strengthens the overall portfolio and importance to retailers.

SUMMARY

- DIVITEC is the right partner to expand your business in Greece and Balkans as it
 - Has the financial capacity to build new business ventures.
 - Has already established the necessary relationships with the largest Consumer electronics chains, IT , Educational and Photo segments.
 - Is able to invest in new personnel to support an extended product portfolio or completely new business.
 - Has the established infrastructure in logistics, information systems, financial and auditing structure to accommodate new business
 - Has internationally experienced management that works with the ethics, values, processes and aspiration of a multinational company.