

Press release
15 July 2020

The KOMSA Group sets the course for a more focused orientation under its new leadership

- **Compact corporate structure to strengthen long-term profitability**
- **Focus on two strategic business areas: ICT retail and IoT-services**
- **With €290 million highest Q1 sales in five years**
- **New allocation of responsibilities within the Management Board**

The Management Board of KOMSA Kommunikation Sachsen AG, one of Europe's leading ICT service providers and distributors, is streamlining the Group's corporate structure and sharpening its strategic focus.

KOMSA will halve its number of subsidiaries in Germany and abroad, and simplify its processes. This change will further enhance KOMSA's agility and enable it to respond even more effectively to the needs of its vendor and retail partners. "Over the past two months, an agile project team of more than 30 employees has worked to develop the future structure of the KOMSA Group and plan the implementation measures," explains KOMSA CEO and CFO Pierre-Pascal Urbon. "Our more compact corporate structure lays the foundations for the successful implementation of our planned internationalisation. We are acting from a position of strength in order to set the course for our company's further growth."

These transformation measures, which are scheduled for completion by the end of the year, will lead to an increase in structural profitability. "With these measures, we are taking the KOMSA approach and do not envisage any large-scale redundancies. Instead, we intend to harness the unique skills and expertise of our employees to systematically develop our strategic business areas," says Pierre-Pascal Urbon.

Strategic business areas: ICT retail and IoT services

In the future, KOMSA will bring its entire ICT retail business under one company. aetka AG will remain at the helm of Germany's largest retailer cooperative with over 2,000 specialist retailers. CSO Steffen Ebner will continue to oversee the highly lucrative strategic area of ICT retail.

With services as its second strategic business area, KOMSA is tapping into the growing IoT applications service market. In this field the Hartmannsdorf-based company will combine its exceptional expertise in logistics and repairs with its competence in hardware procurement and AI-based data analysis. Pierre-Pascal Urbon will oversee the expansion of the service business going forward.

A successful first quarter despite the COVID-19 crisis

The coronavirus crisis has brought lasting changes to demand in the ICT sector. Online marketplaces and complex ICT solutions for business customers have become increasingly important. KOMSA has benefited from this trend and will close the first quarter with sales of €290 million – its highest Q1 sales in the past five years. Against the context of this growth, the Management Board foresees that revenues for the current financial year will exceed €1.2 billion.

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About KOMSA:

KOMSA Kommunikation Sachsen AG was founded in Hartmannsdorf in 1992 and today ranks among the largest family companies in Saxony. KOMSA is one of Europe's leading ICT distributors and service providers. The Group posted sales of almost €1.2 billion in the 2019/20 financial year and employs a workforce of 1,300. KOMSA has exceptional access to over 250 international manufacturers and 20,000 retail partners. Its product range encompasses more than 30,000 items. The aetka retailer cooperative brings together around 2,000 specialist retailers. KOMSA's service business specialises in providing IoT services to large retail groups, automotive companies and the chemical industry. KOMSA's state-of-the-art logistics have won numerous awards, most recently the European Logistics Award. The KOMSA Management Board is formed of Pierre-Pascal Urbon (CEO and CFO), Steffen Ebner (CSO), Sven Mohaupt (COO) and Katrin Haubold (CHRO).

We would be happy to provide you with further editorial information:

KOMSA Kommunikation Sachsen AG

Nadja Lauchstädt
Acting Spokesperson
Niederfrohaer Weg 1
09232 Hartmannsdorf
Tel: +49 (0)3722 – 713 750

Website:

www.komsa.com

Email:

presse@komsa.com