



2019





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WE'RE NO.1 ON THE CZECH E-COMMERCE MARKET

- Czech Republic's most trusted e-shop
- Customer-driven innovation
- Sophisticated PayBox system for cash payments
- State-of-the-art logistics facilities
- Personalised information systems and customised IT projects
- In-house development team
- Close working partnerships with suppliers and manufacturers
- A team of more than 1000 specialists
- High customer and supplier approval ratings
- A network of stores and AlzaBoxes throughout the Czech Republic, Slovakia, Austria and Hungary



We are an **E-COMMERCE [EC]** company

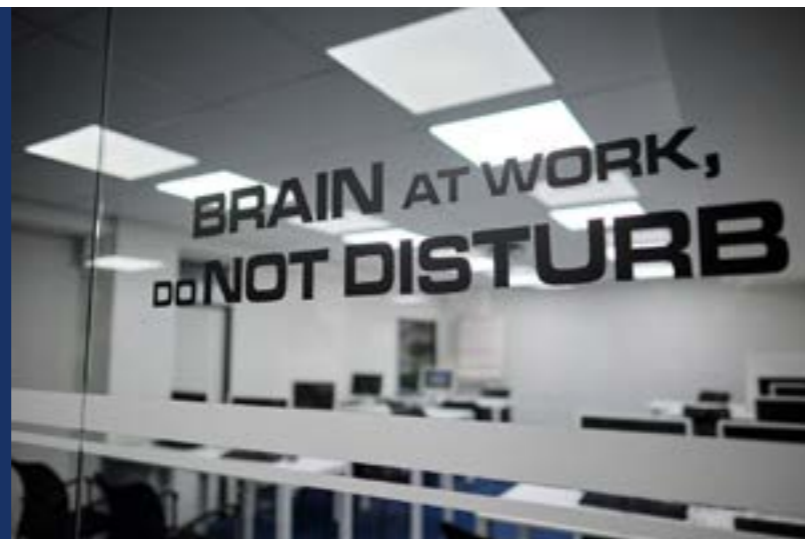
MANAGEMENT [M] is integral for a company of our size and diversity

EC := B + IT + M

We combine **BUSINESS [B]** and **TECHNOLOGY [IT]** by using IT principles as a catalyst for growth

OUR VALUES

- Innovation
- Customer focus
- Setting ambitious but achievable goals
- High-quality service
- Reaching the best results
- Reliability
- Leading expertise
- Promoting fair play and corporate responsibility



Alza is the largest internet retailer and e-commerce innovator in the Czech Republic and Slovakia. As a market leader, it is one of the largest e-shops in Central Europe. In 2014, Alza launched its expansion across Europe and is now active in many EU countries.

Alza's business strategy is based on a simple yet highly-effective set of principles: offer a broad portfolio of products and premium services, ensure that products are in stock at all times, and create win-win business opportunities. Alza focuses on excellent performance and maintaining high standards across all aspects of business, while also acting responsibly towards customers, business partners, employees, the society and environment.

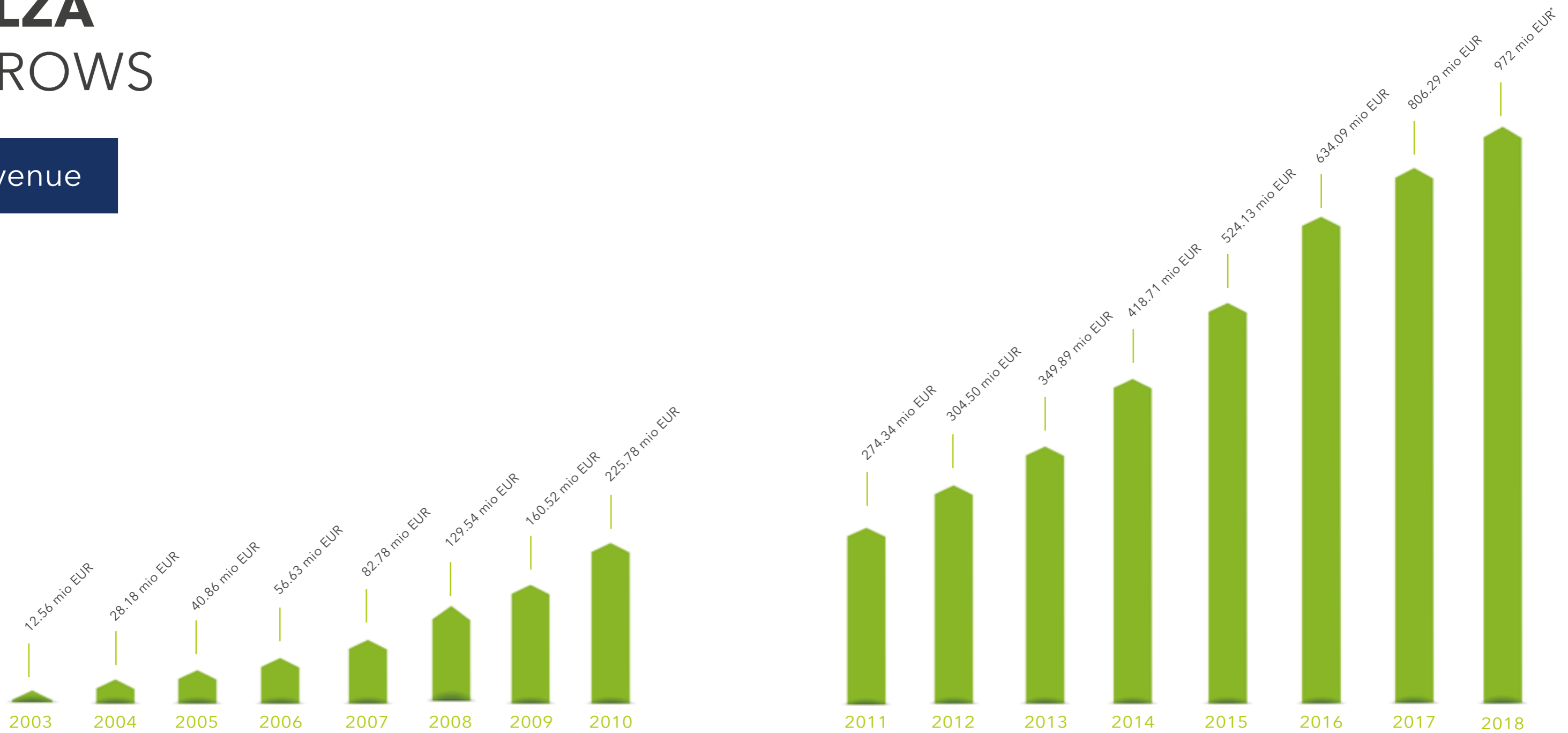
To date, Alza has been active on local markets for 25 years and has played a key role in defining e-commerce in Central Europe.



ALZA'S VISION, DIRECTION AND STRATEGY

ALZA GROWS

Revenue



* Unaudited revenue

25 YEARS ON THE MARKET

- 2018** Three innovative **Stores of the Future** open in Prague. New Trial service and deliveries to **HomeBoxes**. New showroom in Budapest opens. **AlzaPower** brand launched. Lightning Delivery provides delivery of goods from central warehouses within one hour of ordering. **Litecoin** payment option. **1800 new collection points** across the Czech Republic and Slovakia. Over **10 million orders** fulfilled.
- 2017** **Bitcoin payment method added. Alza starts selling Tesla and BMW electric cars online.** First store in Austria and first showroom in Hungary open. Prague's showroom opens a **SmartHome** exhibition. Alza links up with the Prague University of Economics and sponsors an E-commerce B2C course.
- 2016** **Stores extend their opening hours through Saturdays and Sundays, including weekend deliveries.** Alza Premium - an exclusive customer loyalty club is launched. First store in Hungary opens.
- 2015** **New distribution centre in Slovakia opens.**
- 2014** Happy Birthday! Alza.cz celebrates 20 years, while Alza.sk celebrates its 10th year. **Alza expands to 26 EU countries and start an in-house delivery service - AlzaExpres.**
- 2013** Over 3 million orders are fulfilled.
- 2010** **New automated logistics centre near Prague opens.**
- 2007** **Alzak the Alien joins the team.**
- 2006** Alzasoft changes its name to Alza.cz.
- 2005** **Revenue breaks 1 billion CZK.**
- 2000** The Alza e-shop goes live online.
- 1998** The first standing store opens.
- 1994** **Alzasoft is founded.**



972 000 000 EUR
Turnover



10 300 000
Orders



19,3 %
Growth



> 200 000
Products on sale



3 700 000
Customers



51 %
Paid by card



> 50 %
of orders made on
mobile phones



64
Charitable projects
supported

20 18

17. 12. 2018
Our busiest day



6,5 Orders
per second

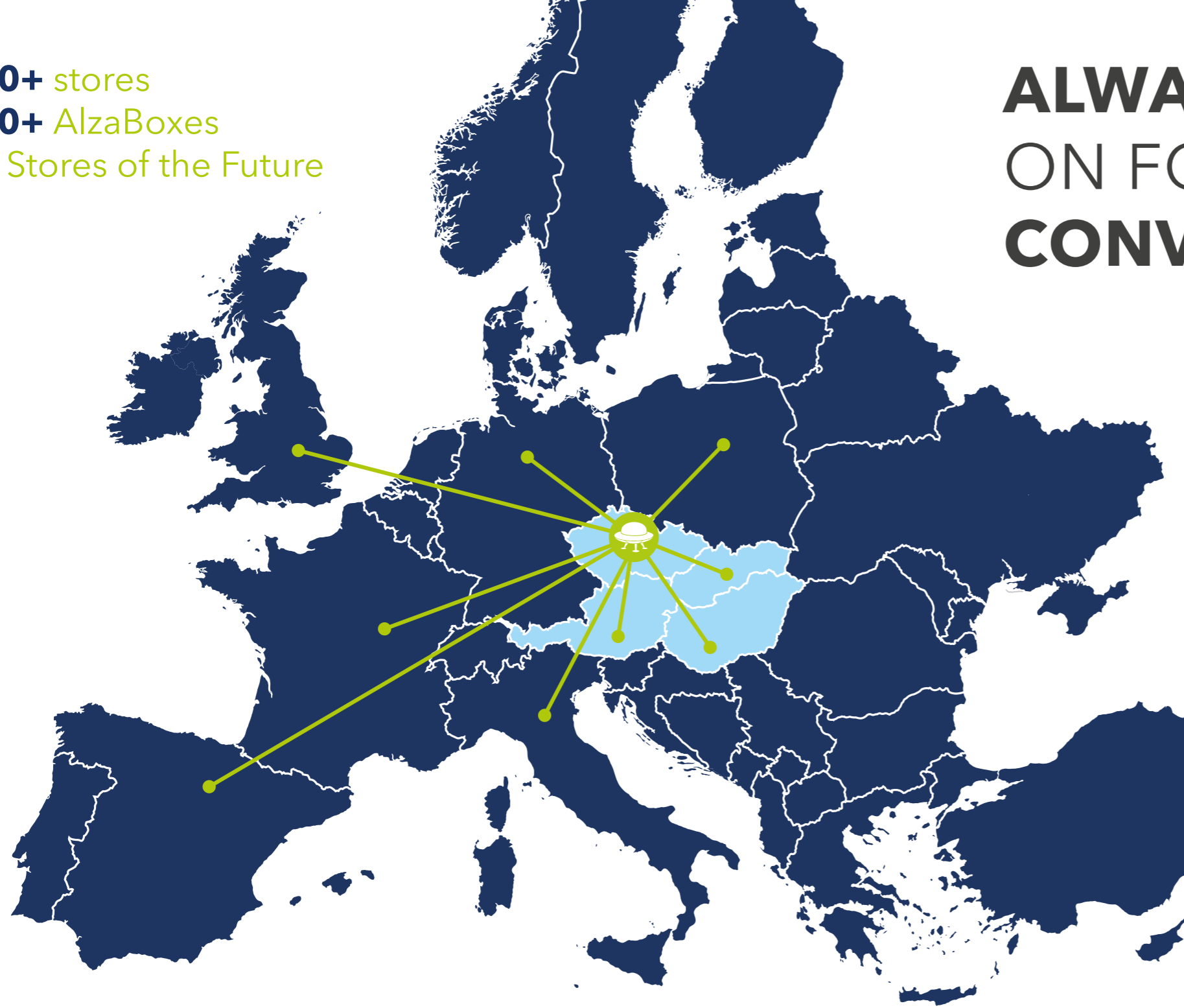


108 648
Orders in one day



9 302 EUR
Turnover in one day

50+ stores
90+ AlzaBoxes
3 Stores of the Future



ALWAYS HANDS ON FOR **CUSTOMER CONVENIENCE**

”

Alza continues to grow and expand its network of brick-and-mortar stores across all regions of the Czech Republic and Slovakia. Recent expansion into neighbouring countries, such as Hungary and Austria, has been accompanied by the opening of **modern showrooms in Prague, Bratislava and Budapest.**

Customers can collect their orders 24 hours a day, 365 days a year from smart retail AlzaBox kiosks. There are currently more than **90 AlzaBoxes** spread across Central Europe. In 2018, more than **1,800 partner collection points** were added as delivery options, as was the option to have goods delivered to your very own HomeBox.

AlzaExpress guarantees fast delivery and operates in the Czech Republic and Slovakia - in Prague, Bratislava, Ostrava and surrounding areas.

WE ARE IN SLOVAKIA

- One of the largest online retailers in Slovakia
- 13 bricks-and-mortar stores all over the country
- Branches are open at weekends
- AlzaBoxes and other partner locations for convenient pickup
- Modern showroom in Bratislava
- Nonstop AlzaDrive to deliver goods straight into the boot of your car
- Logistics centre in Senec
- Own AlzaExpress delivery option
- Ecological bicycle couriers in the centre of Bratislava
- Cryptocurrency payment option
- News exclusively on Alza.sk



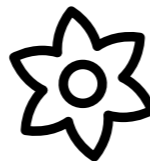
Elektronics



Sport



Car & Motor



Beauty



Toys



Media



Toiletries



D.I.Y



Alza is at home in Slovakia - it has been bringing the best products and services at great prices to its customers for 15 years.

The growing market and ever-increasing demand from customers prompted the company to open a modern logistics centre in Senec near Bratislava in 2015. The centre dispatches goods not only to Slovakia but also to Hungary, Austria and parts of Moravia.

Alza is not lagging behind with its innovations in Slovakia and offers customers the chance to collect from AlzaBoxes, PayBoxes and CardBox allow customers to pay for goods in cryptocurrencies, while its own transport AlzaExpress has been introduced. The Bratislava showroom opened the first ever AlzaDrive. And because ecology is one of the cornerstones of corporate social responsibility, Alza is also testing using bicycle couriers for deliveries in the capital and offers charging stations for electric vehicles.



WE ARE IN HUNGARY

- Modern showroom in Budapest
- Fully localised e-shop
- Thousands of products in stock
- Fast and reliable delivery of goods
- Customer support
- Great service
- Effective marketing
- Collection from AlzaBoxes



Elektronics



Car & Motor



Toys



Sport



D.I.Y



In 2016, Alza confidently entered the Hungarian market with the clear goal of getting among the top e-commerce companies in the country within five years. And this was achieved ahead of schedule – in 2019, it is already the 4th largest online retailer in Hungary.

Improving the offer and services of the Alza.hu e-shop is supported by a massive marketing communication through all media channels, headed by the immediately recognisable mascot – Alzák.

A major step towards strengthening the position in Hungary was the opening of a new expanded AlzaShowroom for €2 million (approx. HUF 646 million). Hundreds of premium products, a Gaming Zone, a café and much more are available for customers on two floors with an area of almost 5000m². The store can also stock 15,000 products for immediate delivery.

Alza.hu is no longer unknown to Hungarian customers. Alza's e-shop has received tens of thousands of positive customer reviews with an average rating of 4.5 out of 5 stars.



WE ARE IN **AUSTRIA**

- Bricks-and-mortar store in Vienna
- Localised Alza.at e-shop
- Electronics specialist
- Daily supply from Senec warehouse
- Thousands of products in stock
- Fast and reliable delivery of goods



Elektronics



Toys



Alza physically expanded into Austria in 2017. The facility in Vienna has an area of 175m² and can be found at Favoritenstraße 21.

From here, customers can receive same day delivery on goods ordered before midday.

ALZA KNOWS HOW TO APPEAL TO **CUSTOMERS**



Alza's success is based on its strong customer focus. It reaches out to potential customers by using distinctive and attention-grabbing marketing. The same focus on customer care is the driving force behind other business aspects - the most trustworthy e-shop, excellent logistics, speedy delivery, first class sales and after-sales care, plus a range of premium services. Dedicated teams of sales representatives from the VIP and B2B departments deal with the highly specific requirements of SMB, enterprise and EDU customers.

A STEP AHEAD



STORE OF THE FUTURE

- Unique staffless self-service shop
- Innovative technology
- Quick and convenient shopping
- Say goodbye to long queues
- Open 24/7
- Alza's expert assistants available via video calling
- 3 stores in Prague



Dynamics and innovation keep Alza one step ahead of other retailers.

In addition to building solutions for all business functions from scratch, Alza's in-house development team created the patented AlzaBox - an automated self-service kiosk which enables around-the-clock payments by cash or card.

Alza constantly develops and improves its sales network and logistic service by utilising state-of-the-art distribution centres positioned across the country.

Customers can choose the same-day delivery option to Alza stores and AlzaBoxes - even at weekends.

In addition, Alza enabled customers to make e-shop payments using **cryptocurrencies - Bitcoin and Litecoin**. It is also one of the first Czech online retailers to start accepting payments via **Apple Pay**.



The Store of the Future is the first of its kind in the world. It's designed to meet the individual requirements of every customer. It makes shopping fast and convenient. As it is open 24 hours a day, 365 days a year, queuing is kept to a minimum. In early 2018,

Alza opened the first 60m² store near Flora metro station. A further two are located on Antala Staška Street in Prague 4 and in the vestibule of Line B metro station, Můstek.



ALZA MAKES **CUSTOMER'S WISHES** COME TRUE

a *alza media*

a *alza beauty*

a *alza sport*

a *alza pet*

a *alza hračky*

a *alza **MAXI***
DROGERIE

a *alza hobby*

a *alza auto-moto*



As the needs and interests of Alza's loyal customer base have expanded and evolved, Alza has grown to reflect these ever-changing demands.

This means that the company's product range keeps getting bigger and bigger, far beyond the original focus on electronic goods. Nowadays, Alza also sells large appliances, toys, drugstore goods, cosmetics, e-books, magazines, jewellery, sports equipment, D.I.Y. Supplies and goods from the Car & Motor segment.

At this moment in time, Alza offers around 200,000 different products. With the company's dynamic growth, you can be sure that it will expand further in the future.



- Alza Premium
- A new smartphone every year programme
- Custom-built PCs
- 60-day return service
- Extended warranty
- Damage and theft insurance
- Instant exchange
- Alza HomeBox
- First Start
- Repair services
- A variety of payment methods
- Instalment sales
- 1/3 instalment payment option
- Wide selection of delivery options

NUMBER ONE FOR SERVICE

ALL ABOUT ALZAK THE ALIEN

- 2018 I spend the year starring in dozens of campaigns. I'm famous both online and offline – I have huge sales potential.
- 2017 I achieve my lifetime dream and appear on Hungarian TV.
- 2016 I welcome children to Alza - with a brand new segment on our e-shop.
- 2015 My legend is secured when commemorative coins are minted featuring ... me!!! My fame spreads as I make a debut in 26 other European countries.
- 2014 I am promoted to the role of Alza's Guiding Spirit for Marketing Activities.
- 2012 My face is everywhere - you can find me on toys, mugs, USB drives,
- 2011 and of course, in the hearts of our customers. My hard work and catchphrases get the attention of Alza's
- 2009 bosses and my ascent up the career ladder begins. After successfully completing Alza's training programme,
- 2008 I appear in a number of advertising campaigns.
- 2007 My spaceship lands on the planet Earth and I land my very own job - as Alza's loveable company mascot.



ALZA HELPS THOSE IN NEED AND HAVE RESPONSIBILITY



In 2018, Alza contributes to and works with over 60 charities, foundations, schools, children's homes and other organisations.

APLA Praha, Střední Čechy, o. s., APLA Ji-homoravský kraj, o. s., Občanské sdružení Baobab, Blízký soused, z. s., Centrum Amelie Olomouc, Dech života, o. s., Dětská psychiatrická nemocnice Louny, Dětský domov Dolní Počernice, Dětský domov Bojkovice, Dobromysl, o. p. s., Drop In o. p. s., Dům tří přání, z. s., Farní charita Litomyšl, FOD - Klokánek Žatec, Hospic Sv. Jiří, o. p. s., Institut pro digitální ekonomiku, o. p. s., Knihovna České Meziříčí, Liga lidských práv, Mamma HELP, o. s., Nadace Charty 77, Nadační fond Klíček, Nadační fond proti korupci, Národní centrum bezpečnějšího internetu, z. s., Rozlet, o. p. s., PORTIMO, o. p. s., Radost - dětský domov, o. p. s., REMEDIUM Praha, o. p. s., Ruka pro život o. p. s., RYTMUS Benešov o. p. s., Sdružení FILIA, Spolek neslyšících Plzeň, Spolu dětem o. p. s., Středisko pro ranou péči Liberec, o. p. s., Studio OÁZA, Women for Women o. p. s., Ztracené dítě o. s., Živá paměť, o. p. s. a další



NO NEED TO BOAST WHEN OTHERS DO IT FOR YOU



Obchodník roku 2018

Obchodník s elektrem a elektronikou

Mastercard Retailer of the Year 2017, Crystal Lupa 2017, Most-Trusted Electronics Retailer 2017, Most-Trusted Electronics Retailer 2016, Crystal Lupa 2018, MasterCard Electronics Retailer of the Year 2018, HP Partner of the Year, TOP Employer in the Trade category 3rd place Dell CSG Channel Partner of the Year 2018

LONG-STANDING SUCCESSFUL COOPERATION



