



Live. Dream. Experience.

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ABOUT US



The number 1 local electronics brand in Romania

Founded in 2002, Allview is an international information and communications technology (ICT) solutions provider. Our approach, based on the democratization of technology, has helped us grow faster in some periods. Today, we are the number 1 electronics brand in Romania. In over 19 years of activity, we have developed not only technological products designed to improve people's lives, but also a scalable and profitable business model.



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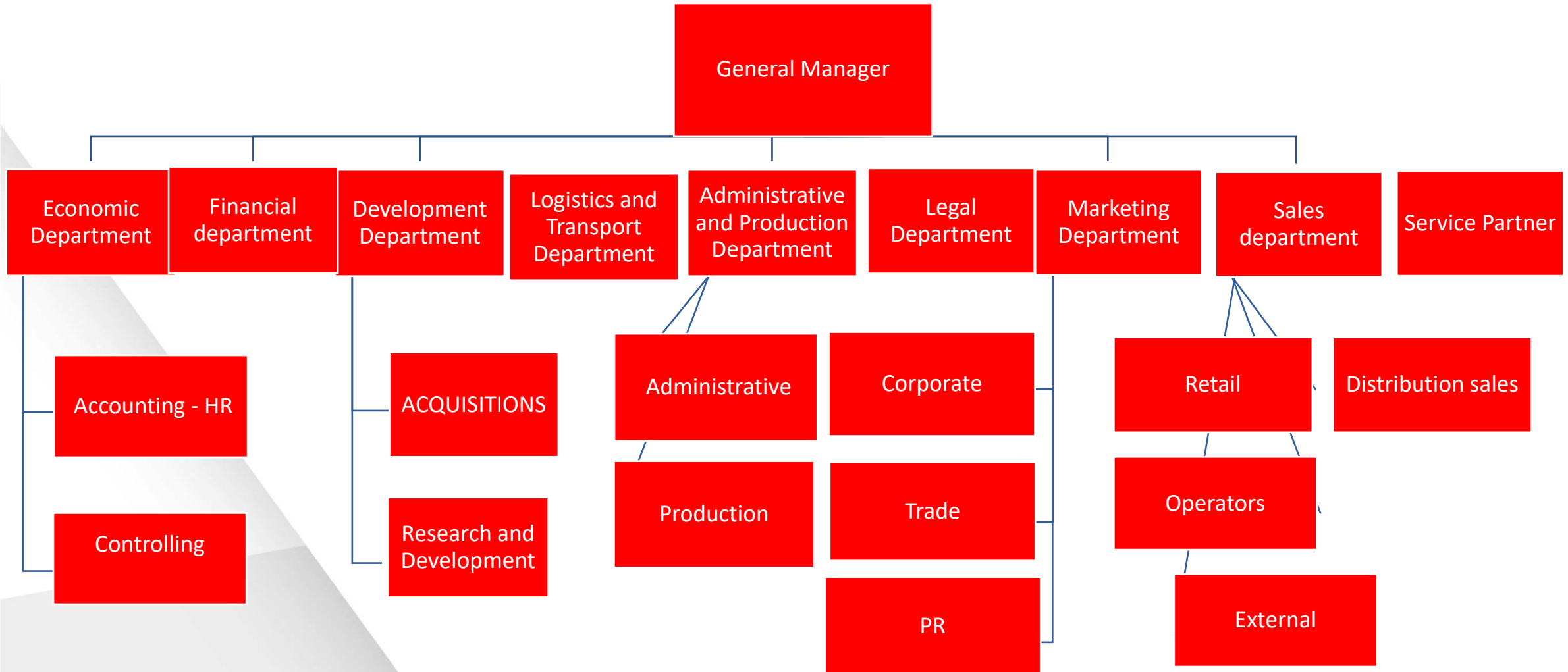
OUR TEAM

Allview is made up of a young, open team that likes to innovate. The value of Allview is the sum the values of all team members. The company invests in valuable, positive and ambitious people. The company wants business partners to get in touch with intelligent Allview employees, with a high level of professionalism and to offer them solutions adapted to the requirements, inventive and reliable. Allview staff has a high level of loyalty to the company, reflected by a small fluctuation of staff, which is one strong point of the company.



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ORGANIZATIONAL CHART



MISSION. VISION. VALUES.



Our MISSION is to make technology available, affordable, and accessible for everyone. The challenge is to respond with additional benefits adapted to market requirements, offering multiple facilities to our customers. We develop solid concepts, produced at higher standards that are based on a very correct price-quality ratio. We share the most beautiful mission: contributing to the creation of new channels of communication!

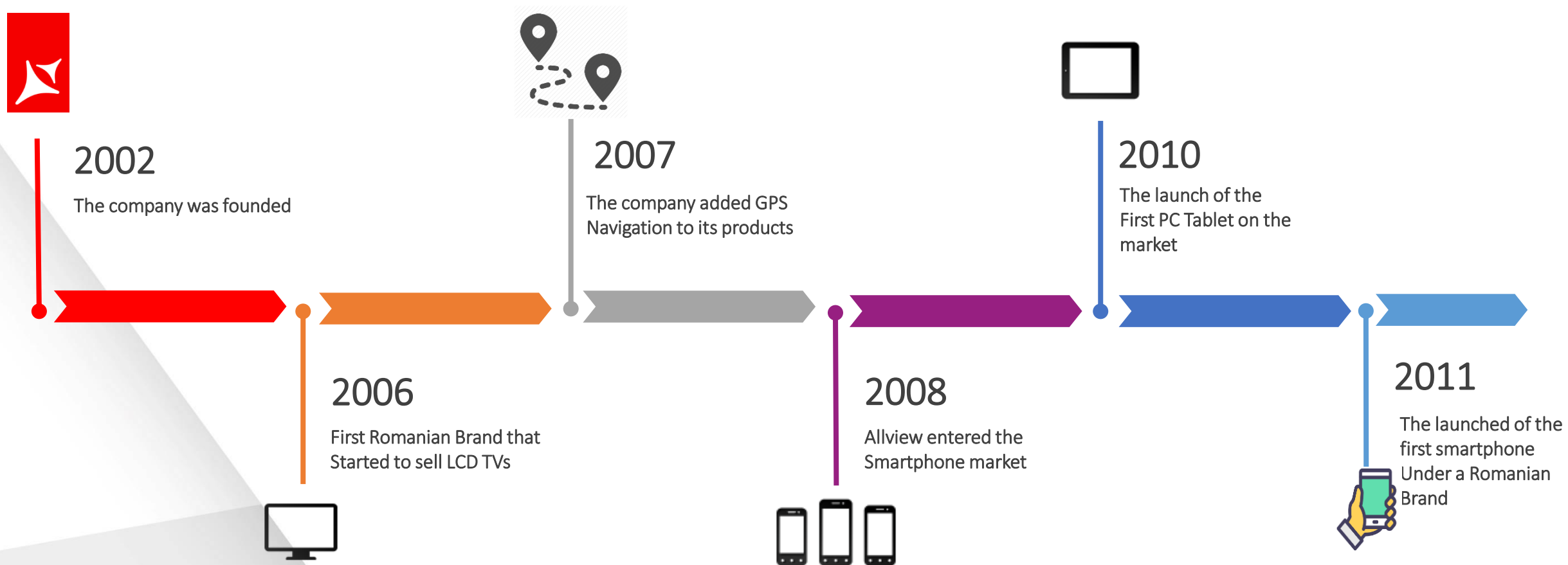


We believe in change and in people's ability to adapt to it. We like visionary ideas, brave, bold and innovative concepts. We promote creativity in all its forms and encourage originality. Our main resource is desire. The desire to be dynamic, efficient and innovative. Together we create the future!

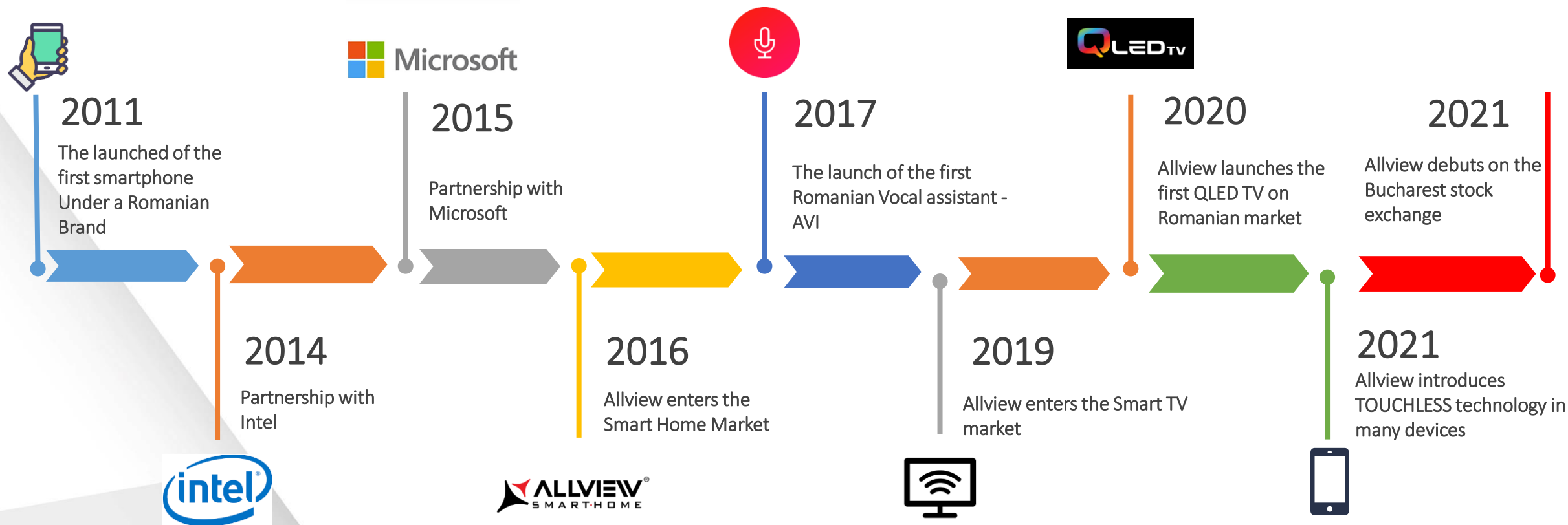


We believe in technology, speed, innovation, but most of all we believe in people. We like the complex way the world evolves, that's why we combine modern trends and traditions with healthy business principles. Our company started as a family business. That is why all our relationships are based on three characteristics that are found in any family: Trust, Responsibility and Respect.

MILESTONES



MILESTONES



OUR ACHIVEMENTS

- In 2017, Google offered to Allview the "European Android Partners" trophy at the world's largest mobile technology event, Mobile World Congress, in recognition of its efforts to make technology accessible to as many users as possible, and Microsoft awarded the company the Microsoft Partner of the Year Award.
- 2019 comes with another premiere for the Allview. The company became one of the first brands in Europe that has signed a contract with Google™ for the sale of Smart TVs with operating system Android TV™ and Google Play Market.
- In 2019, BIZ magazine, in collaboration with Unlock Research, placed Allview in the TOP 5 companies in the Category Durable Goods and on the 35th place in the TOP 100 The Strongest Romanian Brands.



OUR ACHIVEMENTS

- In the second quarter of **2020**, Allview joined to the list of companies that diversify their activities to actively help solve the problems caused by the coronavirus pandemic.
- These steps were possible due to the long partnerships that the company has established with Chinese manufacturers from 19 years.
- The Romanian brand Allview, has been present for the last 8 years at the largest technology fair in the world - Mobile World Congress of Barcelona. In addition to the fair in Barcelona, the Company also participated in others profile fairs, namely: IM World, CeBIT Hanoover, IFA Berlin.

- In **July 2021** Allview was listed on the Bucharest Stock Exchange. This is an important step in opening up new opportunities.



WHY WORK WITH US?

We are trustfull



Allview has a long-standing partnership with the most important suppliers in China, a solid partnership based on trust and respect, with a history of over 19 years.

We are innovative



Allview believes in technology, innovation and their power to change the world. The company has specialists dedicated to research and develop processes, and manage to implement the latest technologies in products closer to the user and his way of thinking.

We are passionate



Most our products are developed in-house by a passionate team with an extensive experience in the field of IT&C, working intensively on the development and continuous improvement of product portfolio.

We are adaptable



The evolution of our product range overlaps with that of the profile market, the company's strategy pursuing continuous innovation, identifying new technological trends and rapidly adapting to them.

We are supportive



Together with the authorized partners, Diangi Grup service and Renaissance Group Service, Allview has implemented measures meant to help customers requesting the assistance of service specialists both in Romania and and at European level.

We have a varied portfolio



During almost 20 years of activity on the market, Allview launched over 100 smartphone models grouped in 4 ranges, over 30 TVs models and over 10 laptop models.

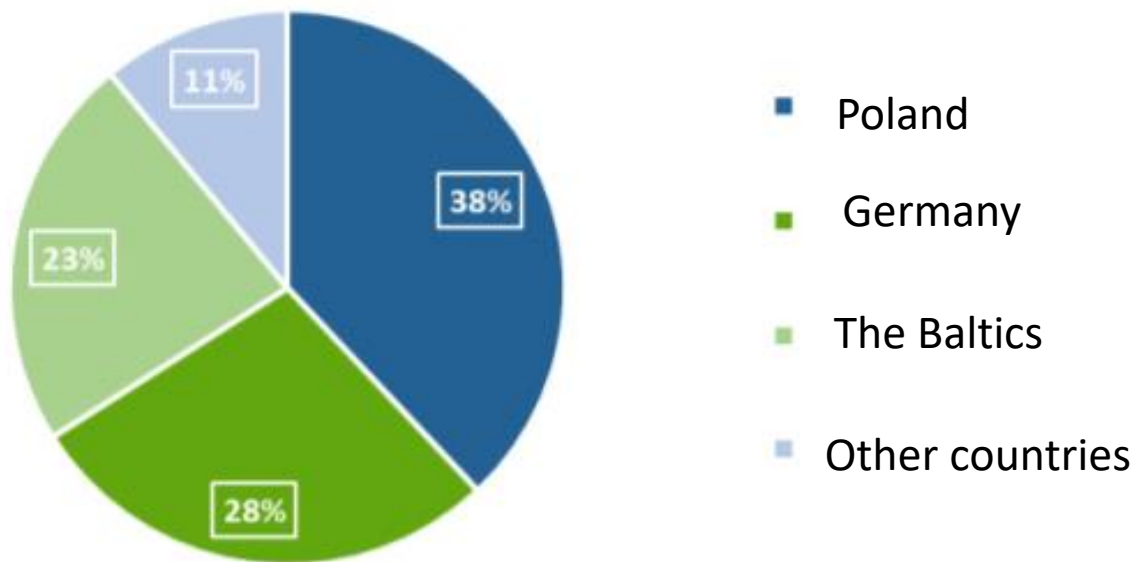
PARTNERSHIPS

Our company bases its procurement decisions on a rigorous evaluation process and objective criteria. We rely on long-term partnerships based on trust and transparency. Our team constantly monitors each stage of the process in order to ensure that partners comply with their contractual obligations and commitment to Allview values.



PARTNERSHIPS

Allview has partnerships and delivers products in more than 10 countries.
The most important are Poland, Germany and The Baltics.



PARTNERSHIPS

Intel Gold Partner

Access to enhanced support, training, channel events, sales tools, rewards

Microsoft Gold Partner

The highest accreditation that an independent technical provider can achieve



GMS Certification

- Internationally recognized for quality, reliability and performance.
- Continuous updates based on Google's source code and operating system that will allow the device to work flawlessly.

Mediatek Contract

Solutions that combine hardware, software and services to deliver a seamless cross-platform experience to consumers.



PARTNERSHIPS

Gameloft - The mobile gaming pioneer that balances market and technological development while always pushing for innovation.

Sisvel - Leveraging on years of active engagement in the video codec domain, Sisvel realized that several Patent Owners disposed on substantial patent portfolios covering the VP9 and AV1 technologies.

Vectis - Vectis is a premier full-suite IP licensing and consultancy boutique that operates at the intersection of business, IP and innovation.

BitDefender - Solutions that enable secure connections for a smarter world.

Bluetooth Certified - International certified for any product using DTS

Office Suite - One of the best mobile solutions

Via Licensing- Via is the collaborative licensing leader, empowering the innovation ecosystem to maximize global technology adoption, participation, and return on innovation



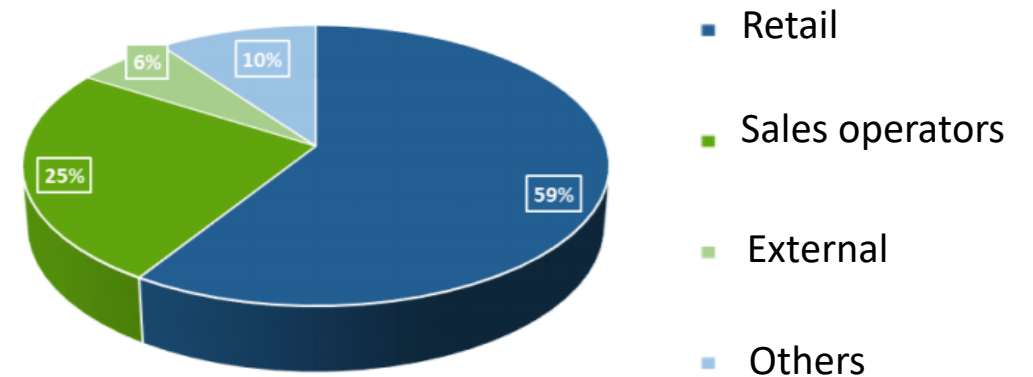
SISVEL



SALES DISTRIBUTION

Allview has developed over the past 19 years partnerships based on professionalism and trust with its customers.

The most important sales segment is represented by retail, which has a share of 59% of the total volume, while the second most important segment is that of sales to operators, with 25% of the total. The third segment is grouped in the category Other customers, represented by small customers, these having a share of 10% of the total sales, and the last category is represented by external customers with 6%.



SALES DISTRIBUTION

Romania:

Telecom operators : Vodafone, RCS-RDS, Orange

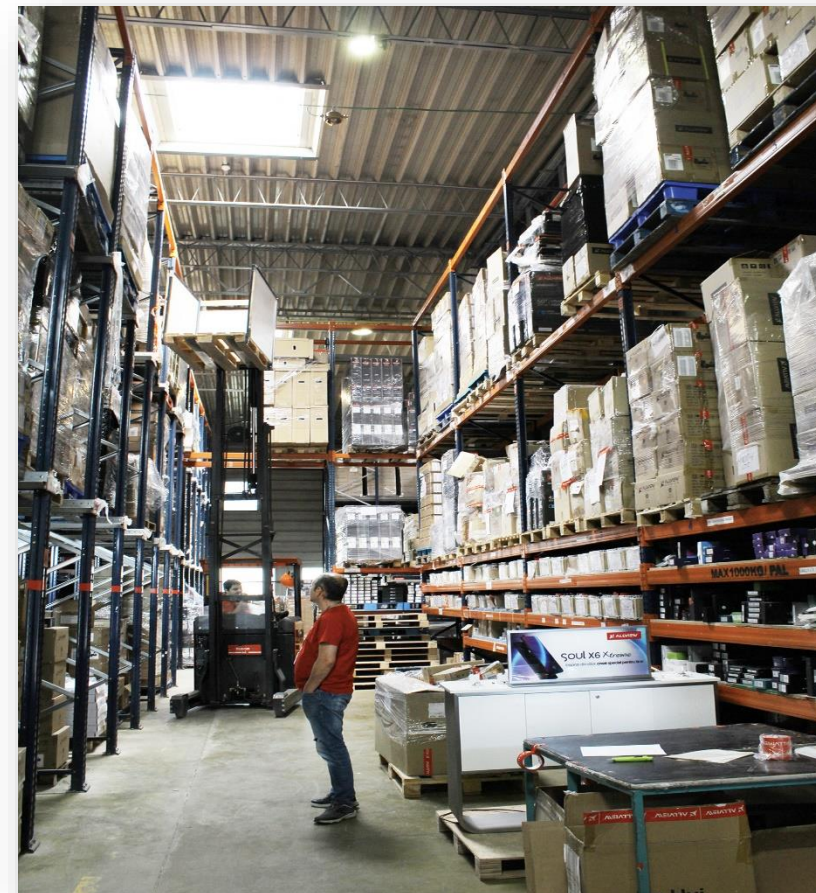
All retail shop chains: Altex, Media Galaxy, Flanco

Most important online shops: Emag.ro, Cel.ro, F64, Evomag, PC Garage

Cash & Carry, Hypermarket : Selgros, Metro, Cora

Hipermarche, Carrefour

Bricolage : Dedeman



DISTRIBUTION BRAND

Metz - Metz has been developing and manufacturing products in Germany for over 80 years, making it one of the longest established consumer electronics companies in the country.

Schneider - specialized in the construction of electro-radio equipment, being among the leading pioneers of radio and television design in France.

AKAI - For more than eight decades, AKAI has proven itself to be one of the premier sources of vision and innovation for consumer electronics.

Skyworth - is a leading global television manufacturer and a pioneer in big-screen Artificial Intelligence of Things (AIoT).

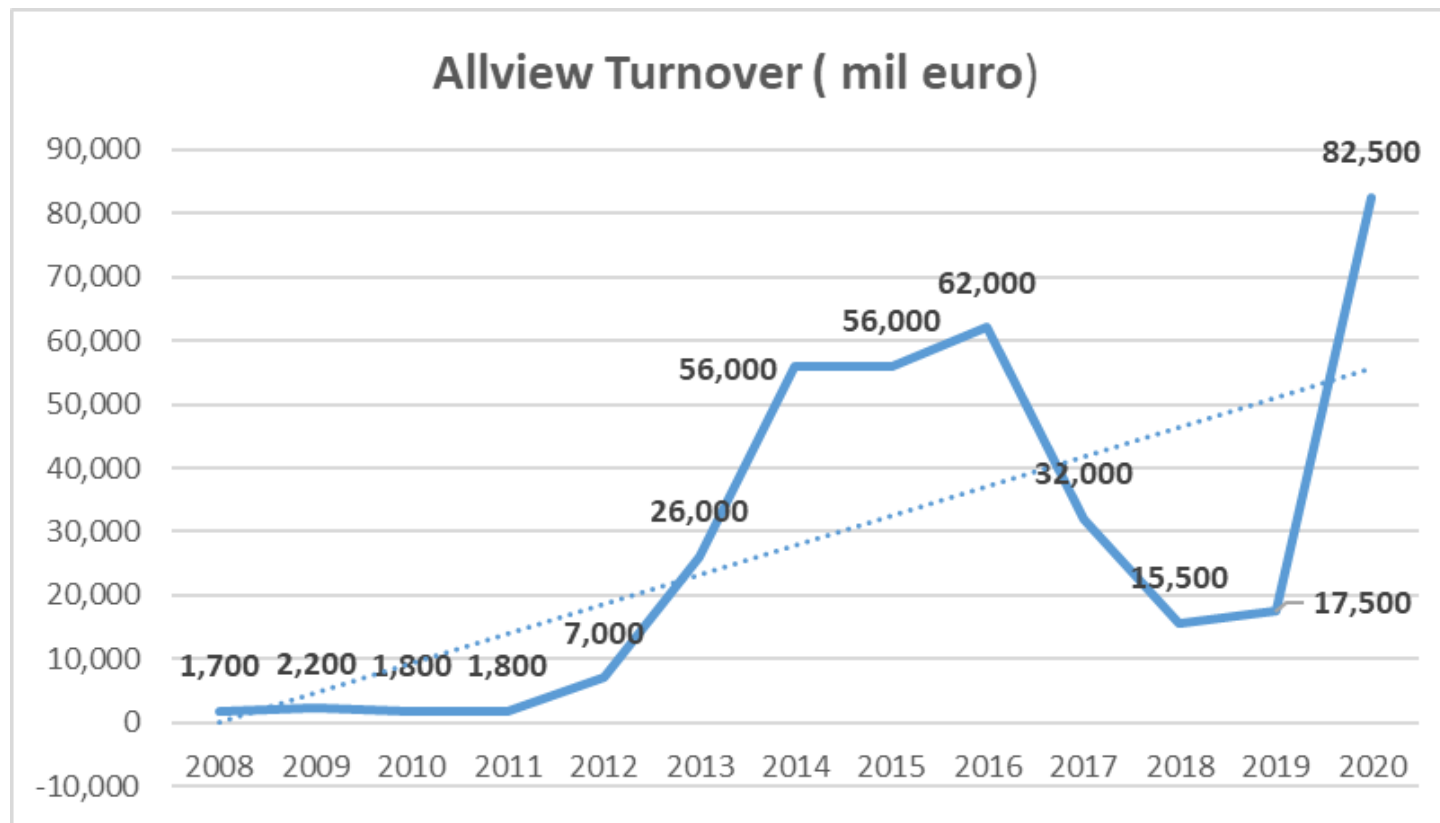


SCHNEIDER

AKAI

SKYWORTH

ALLVIEW IN NUMBERS



AWARDS

- (2020) Awarded by **Chamber of Commerce and Industry Brasov** with **1st prize**
The national top of companies
- (2018) Awarded by **The National Union of the Romanian Employers** with **1st prize**
Excellence Diploma“ Top brands of Brasov”
- (2017) Awarded by **Google** with “**European Android Partners**”
Only 8 European Brands were awarded
- Awarded by **Google** with “**European Partners Award Trophy**”
More than 1 MIL devices with Android activated in 2016
- (2013) **Trademark protection and Export activity**
Most active company on the foreign market recognized by Wall-Street
- (2011 and 2013) **Chamber of Commerce and Industry**
Excellence diploma by the Chamber of Commerce and Industry for its R & D activity in the past 5, respectively 7 years



SWOT



STRENGTH

- Allview has an R&D team of hardware and software specialists
- Very wide range of products, which places the company among the manufacturers with an almost complete offer of electronic devices and differentiates it from many other competitors
- Allview has long-term partnerships with the most important companies in Romania
- Allview has a long-standing relationship with top suppliers in China based on a partnership built in time and based on trust and respect for the business



WEAKNESS

- Due to the high specialization of staff, the company is facing difficulties when hiring new specialists in the field
- The components of the devices are made by Chinese suppliers, which determines a dependence on them
- Even though Allview is present with its products in over 10 countries, it is still a brand with regional presence (Europe), which implies the risk that the products of its globally positioned competitors be, at least in terms of image, in advantage on the market



OPPORTUNITY

- There is a real opportunity to increase the market share of TV's, as we are the first Romanian brand to have signed a contract with Google™ for the sale of Smart TVs with Android operating system TV™ and Google Play Market
- The development of new business directions adjacent to the market in which the current socio-economic landscape also operates
- By listing the shares on the capital market at an opportune time, the Company aims to reconfirm its position in the elite of Romanian companies and position itself on a level superior in terms of brand image



THREATS

- The entry of new competitors on the market, especially externally, will intensify competition and can put pressure on Allview's work
- Currency risk due to fluctuations in the money market can have negative effects on results and the profitability of the Company

COMPANY HIGHLIGHTS

- Wide portfolio of products
- Strong R&D expertise
- Maximum flexibility in customizing software and hardware upon customer requirements
- Strong partnerships with Intel, Microsoft, Mediatek, Gameloft, Bitdefender, Sisvel, Vectis, Via Licensing, Office Suite, AKAI, Skyworth, Metz, Schneider.
- Hub in Poland supplying Central-Western European countries
- Service centers in Romania & in all 20 European countries where Allview is active



ABOUT OUR PRODUCTS

Most of the products sold by Allview are developed in-house by a passionate team and with extensive experience in the field of IT&C, working intensively on the development and continuous improvement of product portfolio, from the hardware side to the smallest software details. Subsequently, the products come to life with Chinese suppliers, Allview TVs being the only range of assembled products locally, at the factory in Braşov. All projects underlying Allview's relationship with Chinese suppliers are custom made type, these being made 100% according to the concepts of the Allview team.



OUR B2B PRODUCTS

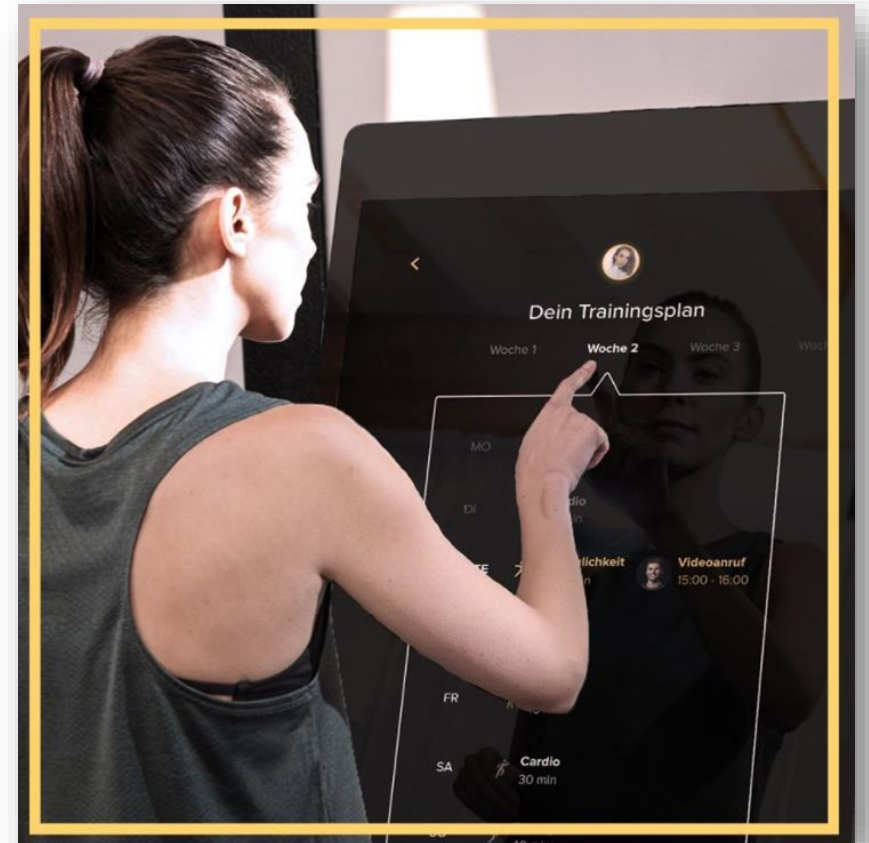


Allview develops innovative products together with the German manufacturer VAHA.

Allview concluded in the first half of 2020 a partnership with the German manufacturer of smart mirrors - VAHA, and together they managed to create the right framework for innovation.

The smart mirror includes technologies like:

- Machine Learning
- AR
- AI
- Motion Alaysis
- Real Time Movement Analysis
- Cloud
- Mobile și Embedded.



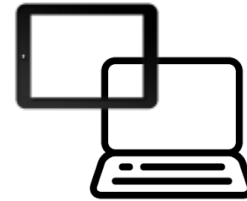
OUR B2C PRODUCTS



Smart TVs



Smartphones



Tablets & Notebooks



Accessories



OUR GOALS

- For **2021** we have chosen the Allview product portfolio to be defined by the **Touchless** concept on several product categories, by launching the ePlay 7100 range of Smart TVs with Far Field Voice Control technology and the new Soul X8 range of smartphones, which together with wireless earphones and AVI integrates a system that allows voice control in Romanian, without touch.
- We aim to expand the strategy of development on the international market in the future. This is a vital direction for Allview and will go in parallel with the increase of quotas on the domestic market. The company aims to allocate more and more resources to access growing market shares in these markets and to gradually increase the awareness of the Allview brand.





THANK YOU!

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