

PRESS RELEASE HALF YEAR 2012 RESULTS**PLAISIO COMPUTERS SA****E.A.T. 3,4 m. euro & Turnover 132,9 m. euro**

Plaisio Computers continues its successful course, achieving Earnings After Taxes 3,4 m. euro, increased by 26,0%. This was attained by a Turnover of 132,9 m. euro and significant decrease in Expenses, and a simultaneous increase of productivity and effectiveness.

The already sound financial structure was further improved and the cash equivalents came up to 36 m. euro.

The business further enhances the range of the brands Turbo-X, Q Connect, Sentio, @work and Doop with new product categories, like tablets and mobile phones. These products ensure, on the one hand very competitive prices for the customers, and on the other hand profitability that ensures the healthy growth of the company. At the same time with the competitive prices and profitability, they offer a very high level of after sales service.

The stores evolve in order to offer a complete buying experience, putting special emphasis on experience corners.

Product catalogues have increased their content that refers to informing the customer for the use of products.

For Internet special emphasis is put on social media, the page Plaisio on Facebook has over half a million fans.

In the special department of B2B two new actions took place:

- Completely personalized catalogues were created
- A new product category, based on the existing distribution channel and IT support offers sanitorial and janitorial solutions to businesses

(amounts in th. euro)	THE GROUP	
	6M 2012	Δ%
Turnover	132.945	-15,5
EBITDA	6.142	-4,8
EBT	4.204	1,5
EAT	3.398	26,0