

Press Release

IT / business

PC-WARE continues its expansion in Eastern Europe – subsidiary in the Russian federation founded

Leipzig, 09.03.2007 – PC-WARE is continuing on the course of internationalisation on which it has embarked. With the foundation of a subsidiary in the Moscow area it has entered one of the most dynamic markets in the world.

Dr. Knut Löschke, Chairman of the Board of PC-Ware Information Technologies AG, explains the move as follows: “Basically we are following in our customers’ footsteps. In addition Russia represents one of the strongest growing markets in the world, both now and for the foreseeable future. Currently growth rates over 30% are being achieved in some IT market sectors in Russia. It is therefore just a logical step to expand our business in this direction. In collaboration with a trusted and very effective partner in Russia, who is also represented everywhere in that country, we will approach the market. Furthermore we enlisted the services of an experienced German logistics company. We are starting our company in Moscow with a young team of German and Russian staff.”

The development of the IT business in Russia reads very impressively. According to the IT industry association, Russoft, the value of the country’s software exports rose from 352 million US dollars in 2002 to over one billion US dollars in 2006. In addition Germany exported 1.8 billion euros worth of hardware to Russia in 2005 – over three times as much as five years ago. PC-WARE regards the Russian market as promising high margins. Above all there is strong growth in services in the systems provider sector.

In addition to licensing management and software asset management, the company will therefore particularly offer system house services such as IT infrastructure solutions and services, guidance and consultancy.

Dr. Löschke continued: “In 2006 there were approximately 1,700 foreign companies operating in Russia. These included many of our existing customers, particularly those in the high wage and energy sectors such as the automobile/automotive industries and commerce. We will use these existing links to establish ourselves in the Russian market. The relevant figures such as turnover and profit potential for our customers in Russia are very convincing and are on an upward trend. Customers operating internationally are also increasingly demanding support to be based locally in Russia.”

Please find further information under: www.pc-ware.com

Contact:

Kathrin Sieber
Communications
0341 / 2568 171
public.relations@pc-ware.de

PC-WARE

PC-Ware Information Technologies AG is one of the leading manufacturer-independent IT enterprises in Europe, offering a comprehensive service portfolio which covers licensing of standardised software, software management, system support, proprietary software solutions and complete system-house services, in addition to financial services provided via its own subsidiaries.

PC-WARE is the outright market leader in Europe within its core business of software licensing and licence management; it is ranked third in Germany's system-house league table.

Employing more than 1,200 people and serving around 85,000 customers, the company operates subsidiaries in 18 countries in Europe, Africa and Asia.

PC-WARE was granted European Large Account Reseller (ELAR) status for the whole of Europe, the Middle East and Africa (EMEA region) by Microsoft, one of the company's key business associates.

Working with cooperation partners, the company is able to cover markets in North and South America, Asia, Australia and Eastern Europe, in addition to serving global customers.

PC-WARE cooperates closely with a number of IT specialists, including Microsoft, Adobe, Citrix, Business Objects, VMware, Novell, Symantec, McAfee, CA Inc., Oracle, Attachmate, Borland, Fujitsu-Siemens, IBM/Lotus and Hewlett Packard.

The company has been operating profitably since its inception in 1990. Activities within the area of software licence reselling commenced in 1993. In 1998, the GmbH (limited liability company) became an AG (stock corporation). PC-WARE has been listed on the Frankfurt Stock Exchange since 5 May 2000 and joined the Prime Standard in 2003. (WKN: 691 090, ISIN DE0006910904, Reuters Symbol PCWG.DE)