

## Press Release

IT / Business / Companies

### **PC-WARE in the Far East – subsidiary established in the People's Republic of China**

Leipzig, 26.03.2007 – PC-Ware Information Technologies AG, one of the leading European IT service providers, announces the foundation of a branch office in the Chinese Silicon Valley in Peking. The start-up with 6 German and Chinese employees trained in the German headquarters is expected to make around 5 million Euro in the first financial year.

"We have been maintaining business relations for several years now and have prepared our entry into the Chinese market thoroughly. Over 20 percent of our corporate clients own subsidiaries or participations in China that expect a trustworthy partner locally. We are now able to offer these companies our on-site services at the familiar high-quality level", said Dr. Knut Löschke, Chairman of the Board of Directors of PC-WARE.

In addition to the licensing deal, PC-WARE especially sees a particularly high potential in the Software Asset Management sector and in eProcurement. First cooperation agreements with local IT service providers and system integrators were already concluded.

With its entry into the Chinese market, PC-WARE is also following the demands of the technology manufacturers. Besides collaboration agreements here with numerous partners like Citrix, VMware, Symantec, Altiris, McAfee and IBM, PC-WARE is the third international Large Account Reseller (LAR) of Microsoft and Adobe Licensing Centre (ALC) in China.

PC-WARE considers the Chinese market to be especially growth- and profit-friendly. According to the Chinese Ministry of Information Technology, for example, the Chinese software industry made a sales volume of 61 billion US dollars in 2006 – with a strong upswing. Official predictions see the Chinese national economy as the strongest in the world in 2020, with growth rates of over 30 percent in the IT sector.

In addition to the economic perspectives in the People's Republic, the current resolutions of the People's Congress on copyright piracy and pirate copiers play a decisive role for the involvement in China. Over the next few years PC-WARE sees a rising demand by both Chinese as well as international customers for legal software licences.

Please find additional facts and information on this subject at [www.pc-ware.com](http://www.pc-ware.com).

**Contact:**

Kathrin Sieber  
Communications  
Tel: +49 341 2568171  
Fax: +49 341 2568820  
Email: [public.relations@pc-ware.de](mailto: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 (D, GB, F, I, BE-NE-LUX, A, CZ, CH, DK, FIN, S, N, ROM, RU, ZA and CN).

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)