



Press Release

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PC-WARE: New Vice President for Northern Europe scores record-breaking June of Danish business

Leipzig, August 23, 2010 – Roger Sowerbutts has been appointed as Vice President for PC-Ware Information Technologies AG Northern Europe. Roger Sowerbutts, a seasoned and respected industry veteran, brings to the role more than 25 years of experience in the ICT sector. In his capacity he will oversee the operations of the PC-WARE organizations in Denmark, Finland, Norway and Sweden.

Since spring, the British-born Sowerbutts has successfully implemented a series of new sales measures at the Danish PC-WARE organization. Under his leadership the team achieved an all-time sales record in June 2010. “We are very pleased to welcome Roger Sowerbutts to PC-WARE. His long-term experience and expertise in the IT industry have already given a great impetus to our organizations in the Nordic region. Our course is to target a higher profitability and I’m confident that Roger and the team will achieve the set objectives”, says Dr. Klaus Elsbacher, CEO PC-WARE.

Likewise, Sowerbutts is excited about his new responsibilities: “I’m very happy about joining PC-WARE, particularly as I’m able to work in a solution-focused environment. PC-WARE’s portfolio and its plans to invest substantially into solution services match my own ideas of meeting future IT challenges.”

Roger Sowerbutts started his career at Hewlett-Packard, and has since been employed by leading software companies such as Microsoft and ASK/Ingres. Throughout the years, he has successively formed a specific knowledge around the Northern European market, being the responsible manager in this region, for the IT company Insight and others. Sowerbutts’ career also includes the foundation of a data-centre and SAM services company, for which he worked as CEO and which he sold profitably in 2005.

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PC-WARE Group

PC-WARE is one of the leading manufacturer-independent ICT Solution Providers in Europe. In its first core business of software (software licensing, consulting on licensing agreements and software & IT asset management) PC-WARE is one of the market leaders in Europe. The company is one of only 5 Microsoft LARs (Large Account Reseller) in the entire EMEA region (Europe, Middle East, and Africa). In addition, the company offers a broad range of consulting, solutions and services in the software environment reaching from the analysis, design and implementation to 24x7 MultiVendor Helpdesk and trainings. The focus topics of the company are virtualization, IT security, systems management, communication and collaboration (with unified communications, Microsoft Exchange and Sharepoint solutions) and software asset management. As leading manufacturer-independent provider in the fields of infrastructure, consulting and managed services for data centers the COMPAREX companies form the second core business of the PC-WARE Group. The COMPAREX business focuses on the analysis, consulting, design and implementation as well as MultiVendor Support for complex infrastructures.

PC-WARE has subsidiaries in 26 countries in Europe, Africa, and Asia (CN, KZ) and currently about 1,700 employees who serve business customers from industry, public administration and medium-sized businesses as well as major, globally active customers. Together with cooperation partners, PC-WARE is developing new markets in North and South America, Asia and Australia. In the FY 2009/2010 PC-WARE achieved revenue of about EUR 833 million. The company, founded in 1990, is listed in the General Standard at the Frankfurt Stock Exchange. IPO was on May 5, 2000. (WKN: 691 090, ISIN DE0006910904 / DE000A0XYL20 / DE000A1EMBK0, Reuters Instrument Code: PCWG.DE).