



Sales successes in Nocom's distribution business

SweDeltaco wins record order from leading grocery retailer

SweDeltaco, a subsidiary of the O-listed Nocom AB, won its largest order of all time when a major player in the Swedish grocery retail market purchased a large number of DVD players in preparation for the year's Christmas sales. The order is worth a total of SEK 5.4 million.

After 14 years in business SweDeltaco has established strong position as a Nordic distributor of computer accessories. The customer base consists of some 4,000 distributors, resellers, independent computer retailers, industrial customers and mail order companies in the Nordic region. The recent order represents a key breakthrough into a new segment of the Swedish retail trade. In recent years, the grocery retail sector has become an increasingly vital distribution channel for consumer computer accessories and multimedia products. The leading grocery retailers sell large volumes and place high demands on their suppliers with regard to quality, delivery reliability and competitive pricing.

"We are extremely pleased to have received such a significant order in the large and lucrative grocery retail industry, and see this as proof of our ability to perform well in a highly competitive market," says Siamak Alian, President of SweDeltaco. "In addition, we see potential for additional volume business in the grocery retail trade, and are currently investing to leverage business opportunities and meet demand in this customer segment," he adds.

For additional information contact:
Siamak Alian President, SweDeltaco
mobile: +46 707-42 21 93
e-mail: siamak@deltaco.se

Stefan Skarin President and CEO, Nocom
mobile: +46 708-65 10 05
e-mail: stefan.skarin@nocom.se

SweDeltaco is the Nordic region's leading distributor of computer accessories to resellers. The company was established in 1991 and is part of the Nocom Group since 2005. The customer base consists of distributors, resellers, independent computer retailers, industrial clients, PC builders and mail order companies.

SweDeltaco offers a wide range of computer products and accessories, primarily cables, network products (switches, routers and cards), multimedia products (speakers and earphones) and products for data communication and industrial PC, as well as wireless and mobile communications. Most of the

products are imported and marketed under SweDeltaco's own brand name, but the product range also includes several well known brands such as D-Link, Zyxel and Maxell.

SweDeltaco is headquartered in Skärholmen, outside Stockholm. The company has subsidiaries in Sweden, Finland and Denmark and business partners in Norway, Estonia and the Netherlands. In total, the SweDeltaco has around 45 employees.