

ALSO Buys Largest Bulgarian Distributor

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ALSO expands further into CEE with the acquisition of Solytron Bulgaria, the largest distributor in the country with sales of €110 million and market share reaching over 30%.



Founded in Sofia in 1991, Solytron trebled sales revenues between 2011-2018. It currently employs around 120 people, and sells solutions and products ranging from smartphones to servers from over 50 manufacturers. It also offers services such as solution advice, training and qualification programs, and provides logistics services to end customers.

"Solytron Bulgaria with a market share of over 30% and continuous growth for the past six years is one of the largest and most successful distributors in Bulgaria," ALSO says. "With the acquisition we have sent a further strong signal of our aim to expand in E. Europe. As a solution distributor, however, the company provides not only hard- and software but also first-rate service competence. Solytron thereby underpins at the same time our claim to become the leading full service provider to the channel across Europe."

Through the purchase of Solytron ALSO will be present in nearly every E. European market, excluding Russia, making a market volume worth around €30 billion.

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