IT Industry Update

23rd September 2020
CONTEXT Weekly IT Industry Forum

MONTHLY/QUARTERLY REPORTS

CONTEXT

01

MONTHLY/QUARTERLY REVIEW

Month/quarter actual trends by country, category and vendor compared to prior year

02

QUARTERLY GUIDANCE

Guidance for the current quarter by business area compared to prior year and previous quarter

03

PRODUCT PRICE INDICES/WEEKS OF STOCK

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

04

RESELLER METRICS

Reseller numbers showing active resellers sold to by distribution in each monthly period

CONTEXT Weekly IT Industry Forum

The first update of Autumn....
...but NOT the Fall!

WE INTRODUCE A NEW FORMAT

THE SOCIAL CONTEXT

Join Us

- Weekly for half an hour
- Meet people from the Channel
- Themed but open

Friday 2nd October 11am and 4pm (UK time)
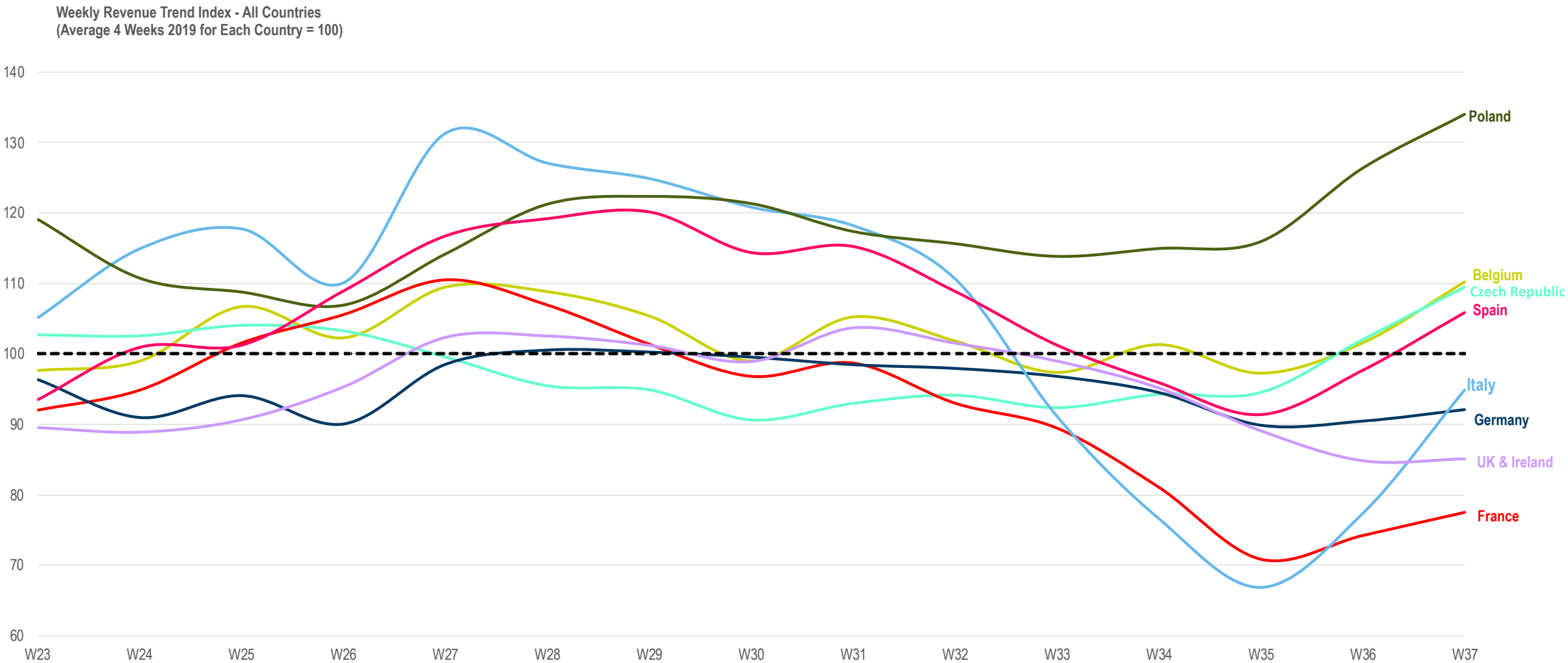Guest speaker for 5 minute introduction
Theme: What are we doing for the Return to Work?
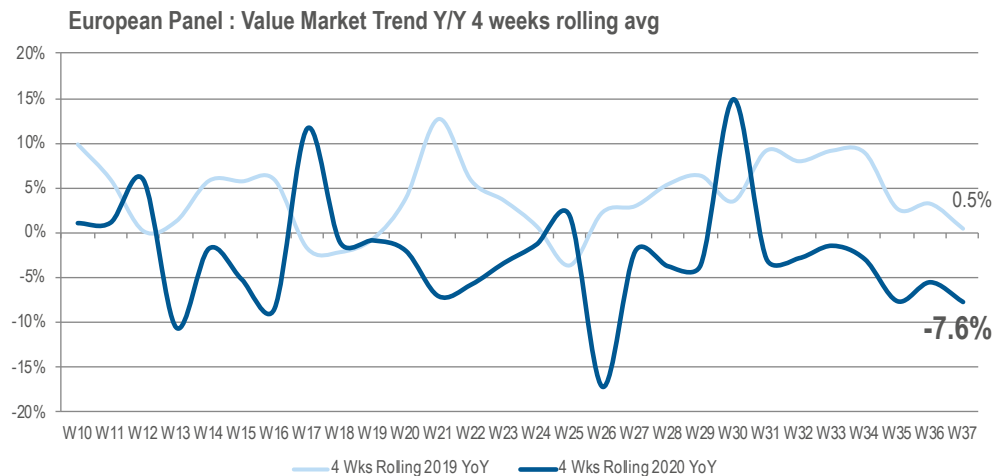Then breakout into small groups of 8 to network and discuss

David Watts, Managing Director
Tech Data UK & Ireland

ANOTHER POSITIVE WEEK – ITALY BOUNCES BACK

**Weekly Revenue Trend Index - All Countries
(Average 4 Weeks 2019 for Each Country = 100)**

4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Russia, Poland, Czech, Slovakia, Baltics

ACCELERATING ON Y/Y COMPARISON FROM 8.1% TO 9.6%
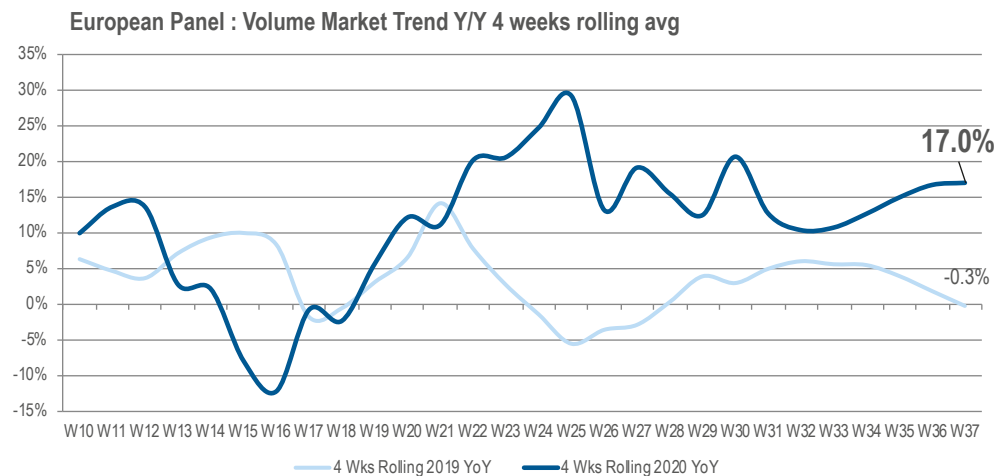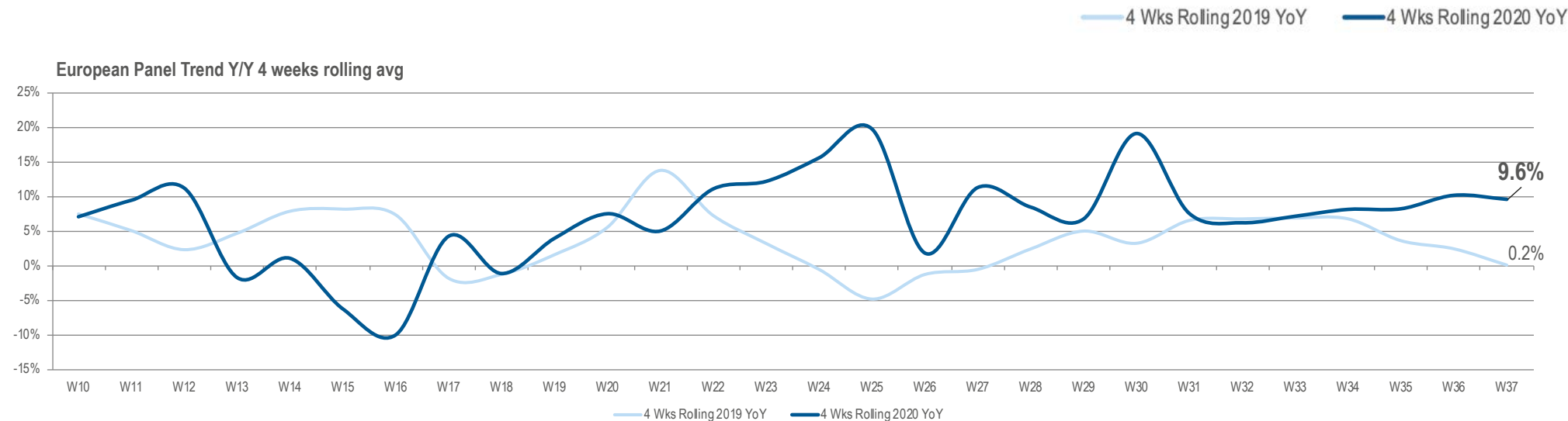
European Panel Trend Y/Y 4 weeks rolling avg

European Panel : Volume Market Trend Y/Y 4 weeks rolling avg

European Panel : Value Market Trend Y/Y 4 weeks rolling avg

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

NEW THUMBNAILS GIVE CLEARER GUIDANCE OF LIKELY FUTURE PERFORMANCE

CONTEXT

Index Revenue Trend - Western Europe
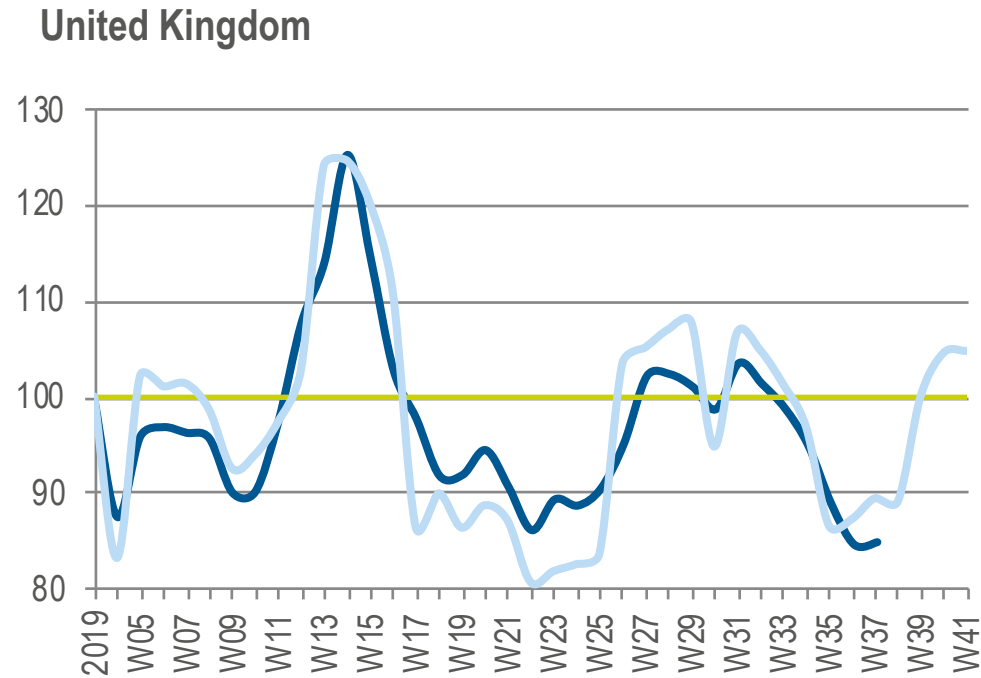Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 —— 2019 ——

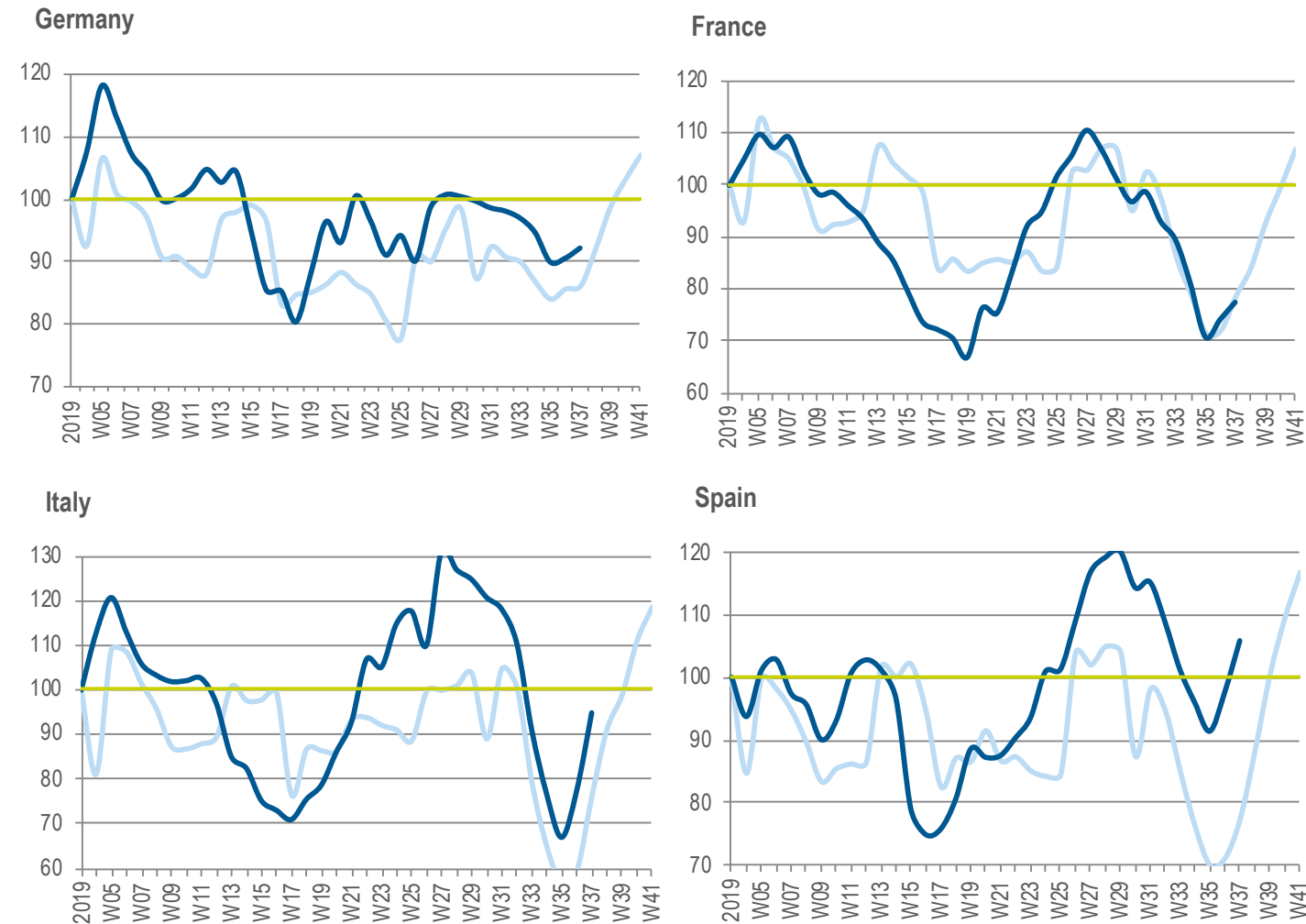4 weekly distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain,

CONTEXT **Weekly IT Industry Forum**

UK & IRELAND ARE FLAT FIRST HALF OF YEAR...BUT DECLINING JULY AND AUGUST
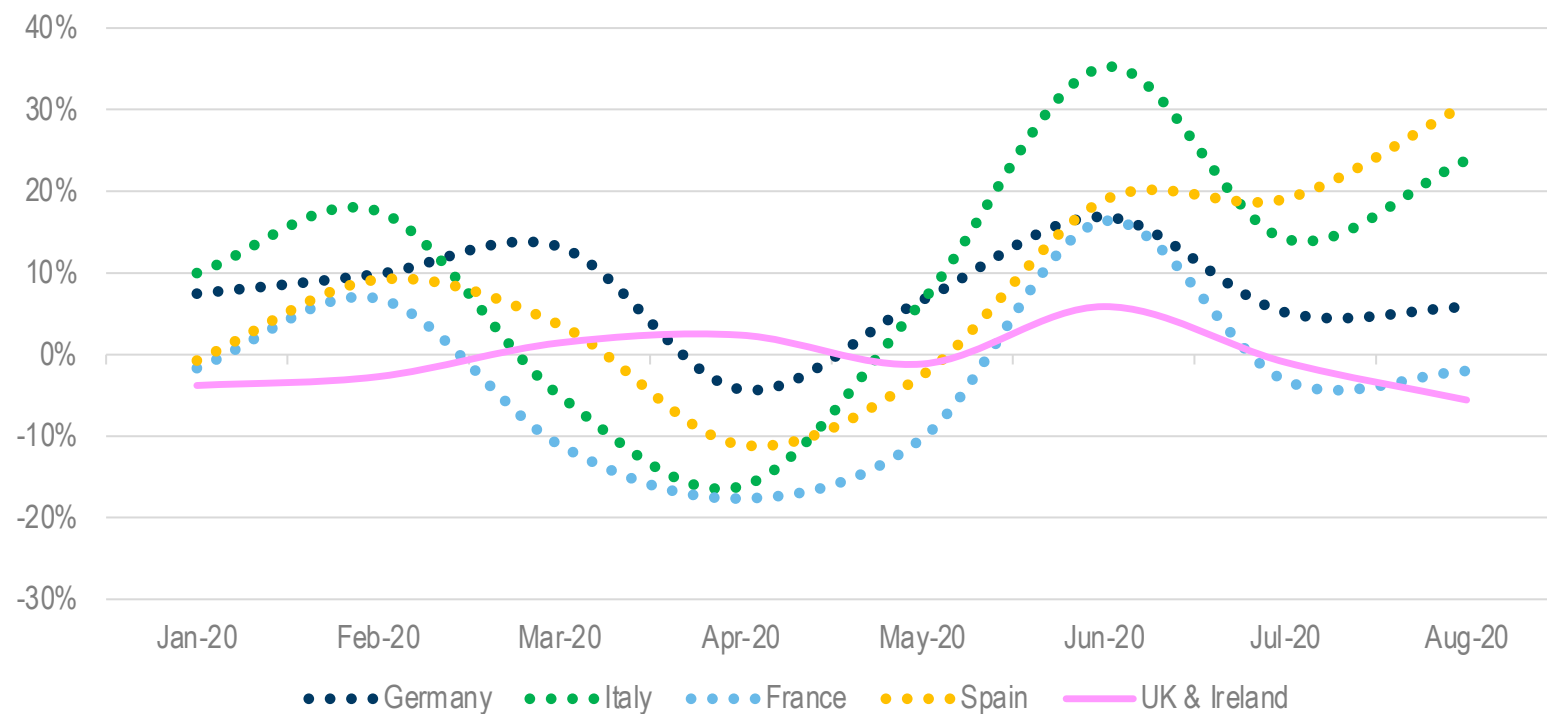
Country	Jan to Aug 2020
Germany	7.5%
UK & IE	-0.5%
Italy	10.1%
France	-2.8%
Spain	7.8%

SALES TO CORPORATE RESELLERS TUMBLE IN AUGUST

UK&IE Distribution Channels
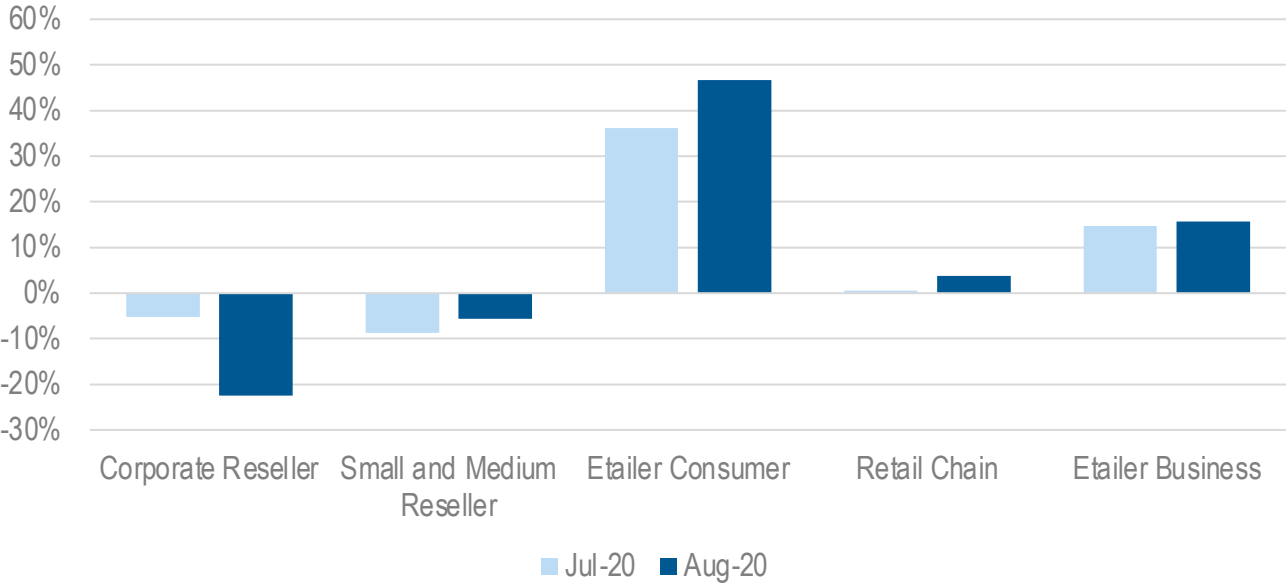
Revenue Share by Channel – Jul & Aug
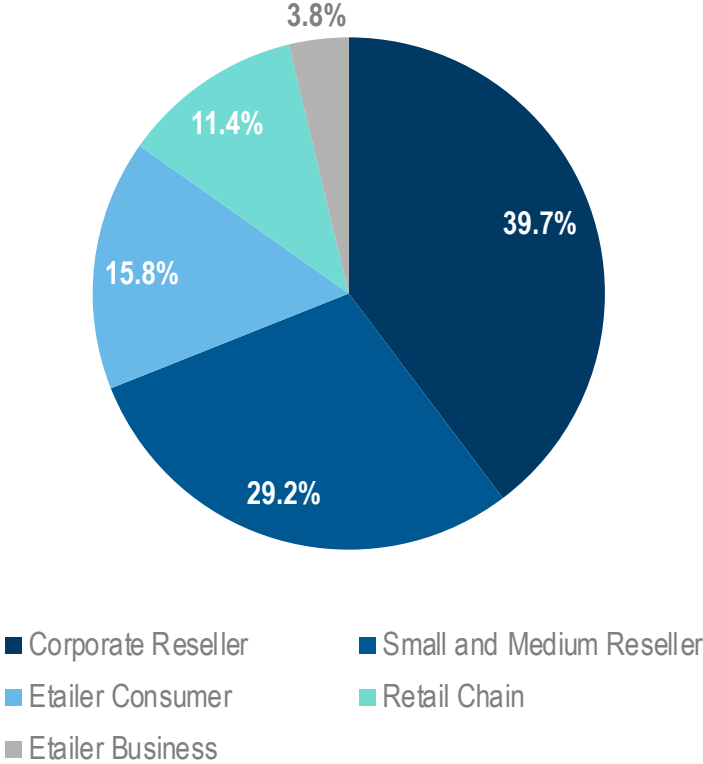
NOTEBOOK SALES TO CORPORATE RESELLERS STALL IN AUGUST

CONTEXT

Mobile Computing - Aug-20

	Etailer Business	Etailer Consumer	Retail Chain	Small and Medium Reseller	Corporate Reseller	Corporate Reseller Sales Out
%	184.5%	84.5%	43.4%	28.5%	3.0%	3.3%
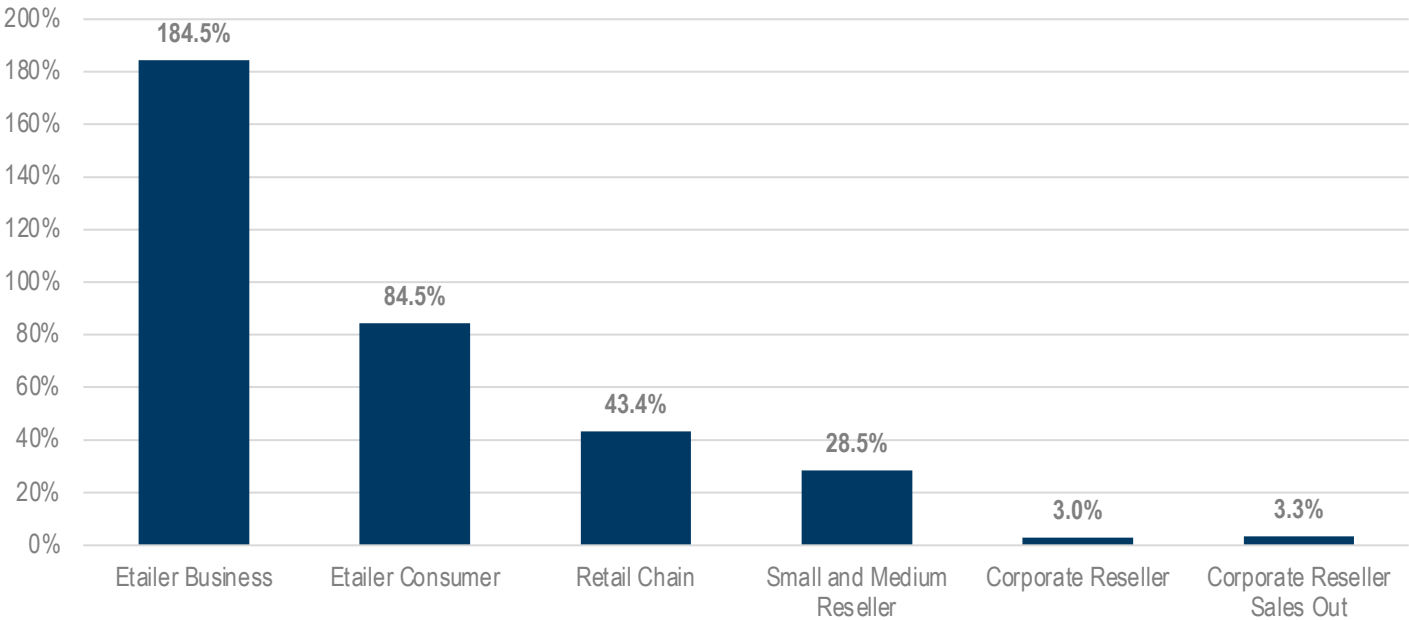
Distribution to Corporate Resellers	Aug-20
Software and Licences	**-28.7%**
Warranties and Services	**-7.8%**
Disk Storage	**-48.6%**
Networking Systems	**-40.0%**
Server Computing	**-19.3%**
Computing Components	**-47.2%**
Data Center Networking and Security	**-41.3%**
Power Equipment	**-36.7%**

03 **PRODUCT PRICE INDICES/WEEKS OF STOCK**

For selected categories: 1) Average purchase price indices 2) Weeks of stock compared to sales

TENDENCY TO BASE 100 OF NOTEBOOK APP IN OTHER WESTERN EUROPE

Weekly Notebooks Average Product Price Trend - Western Europe

APP Trend Index (Average Week 1-4 for Each Country = 100)

Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

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HUGE INCREASE IN NOTEBOOK APP IN RUSSIA AND POLAND

Weekly Notebooks Average Product Price Trend - Eastern Europe
APP Trend Index (Average Week 1-4 for Each Country = 100)

Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

DECLINE OF DESKTOP APP IN ITALY AND GERMANY – TOP 5

Weekly Desktops Average Product Price Trend
APP Trend Index (Average Week 1-4 for Each Country = 100)

Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

CONTEXT Weekly IT Industry Forum
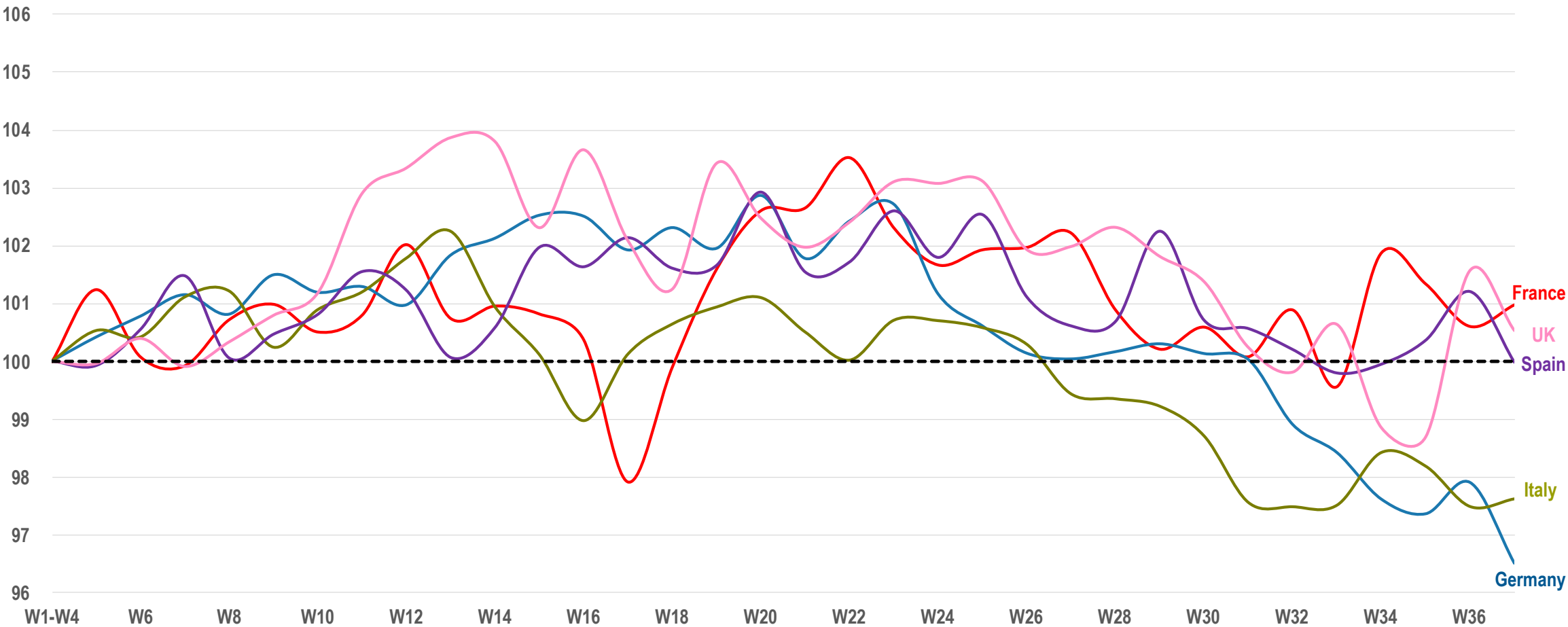
MONITORS APP UPWARD TENDENCY TOP 5

Weekly Desktops Average Product Price Trend
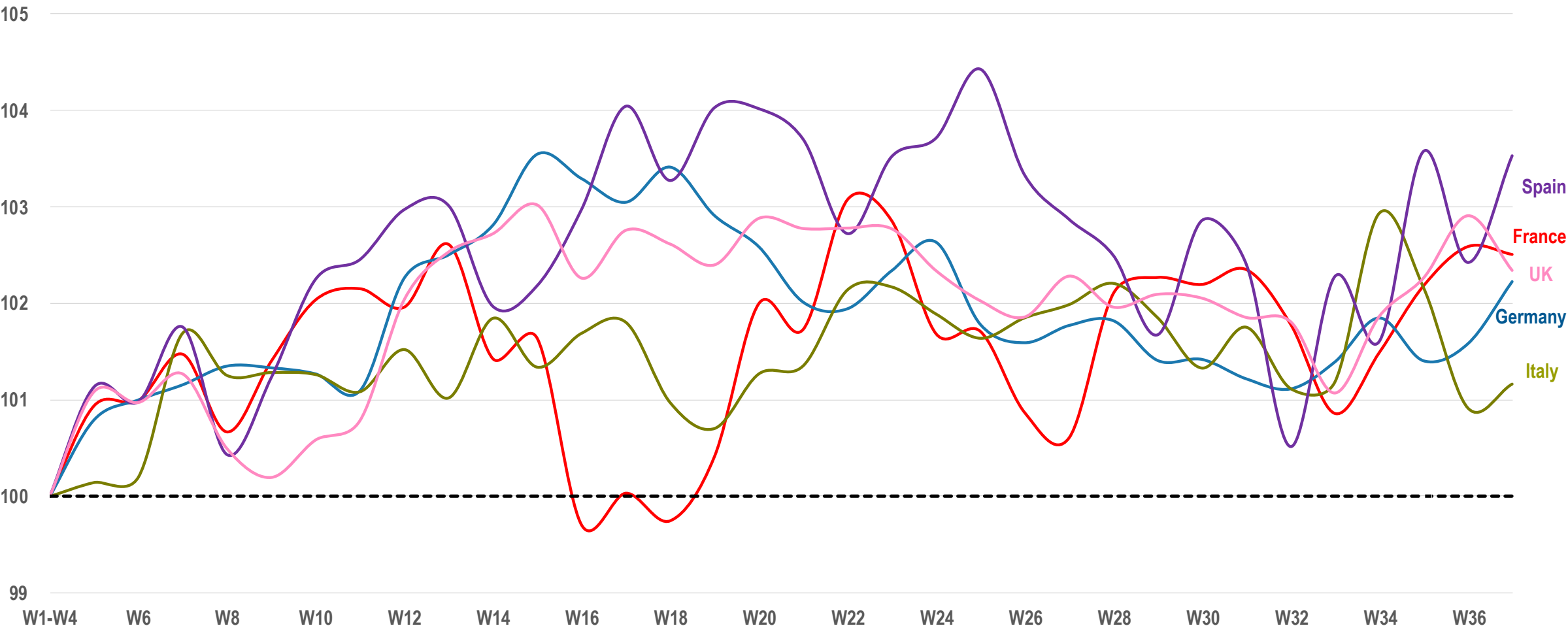
Distribution sell through price of Inkjet MFP products by part number, translated at fixed € exchange rate, each product indexed to the average of week 1-4 2020.

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TABLETS APP UPWARD TENDENCY TOP 5 – SPAIN IS THE EXCEPTION

Weekly Tablets Average Product Price Trend
APP Trend Index (Average Week 1-4 for Each Country = 100)
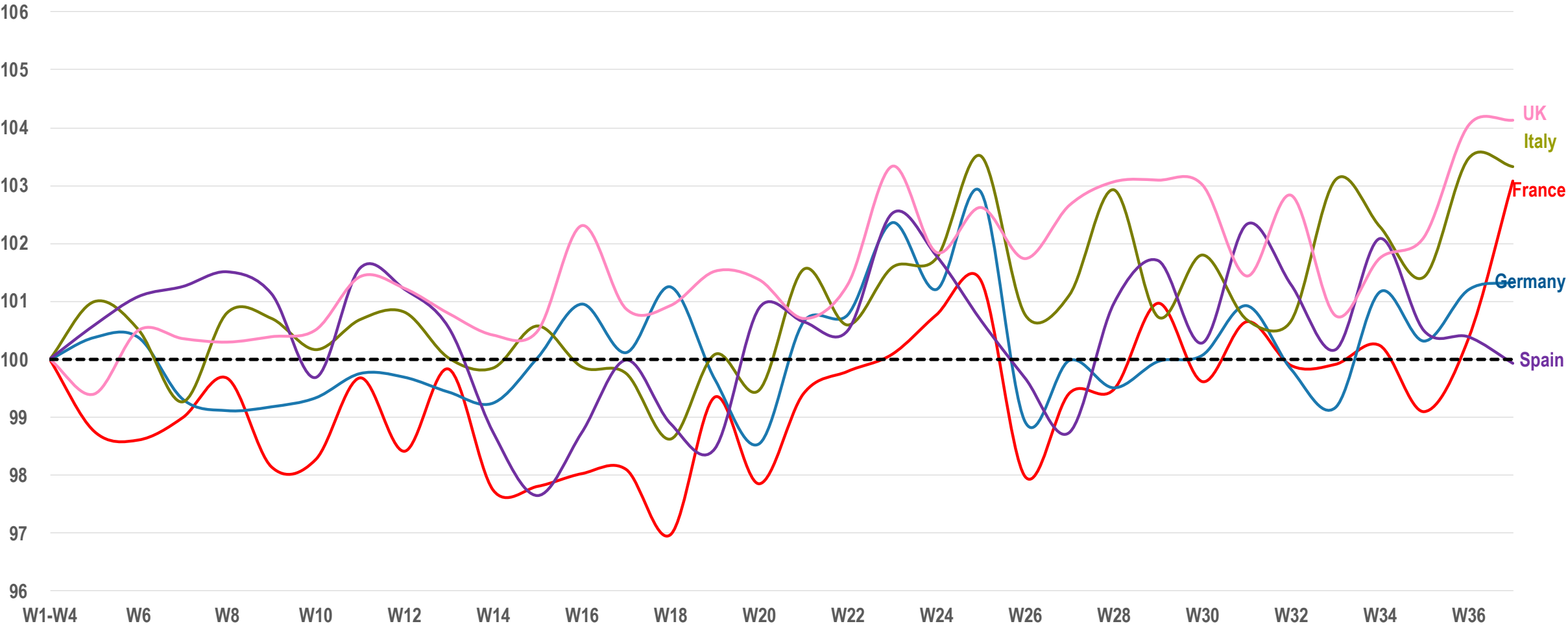
Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

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LASER MFP APP UPWARD TENDENCY TOP 5 – FRANCE IS THE EXCEPTION

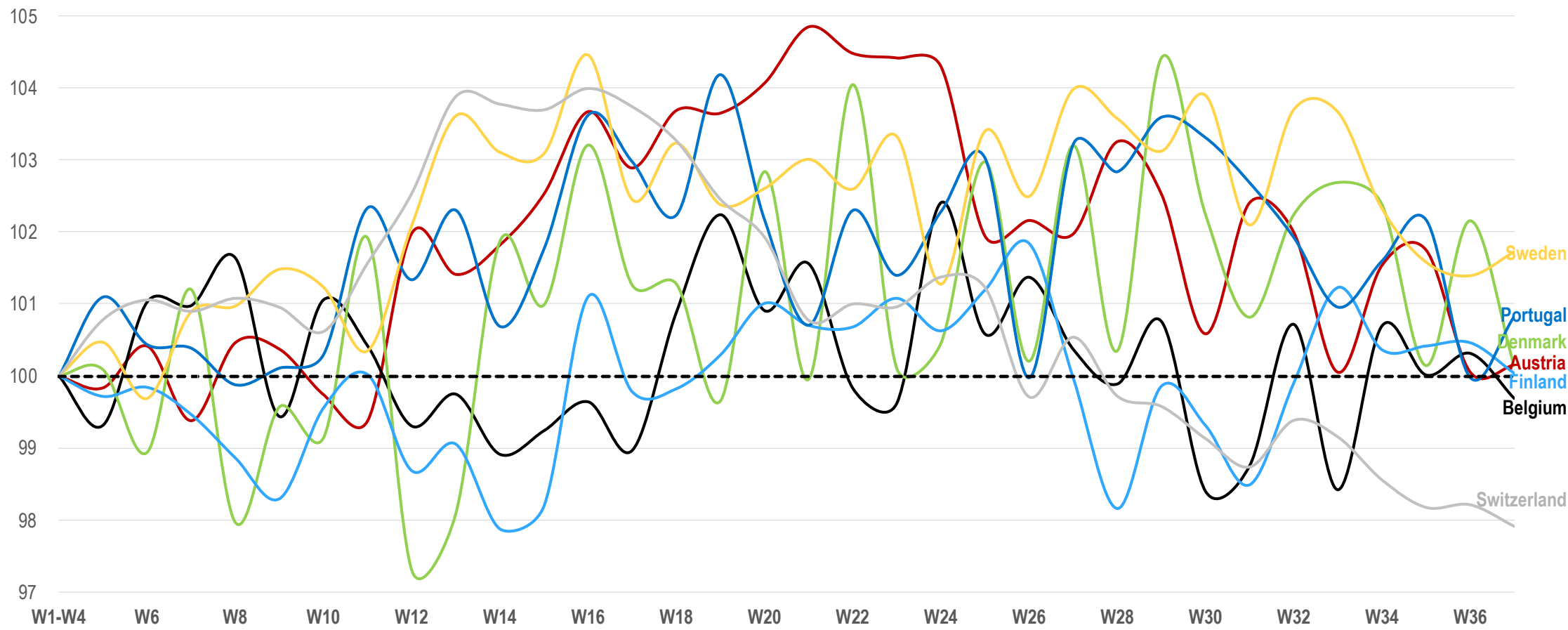## Weekly Laser MFP Average Product Price Trend
APP Trend Index (Average Week 1-4 for Each Country = 100)
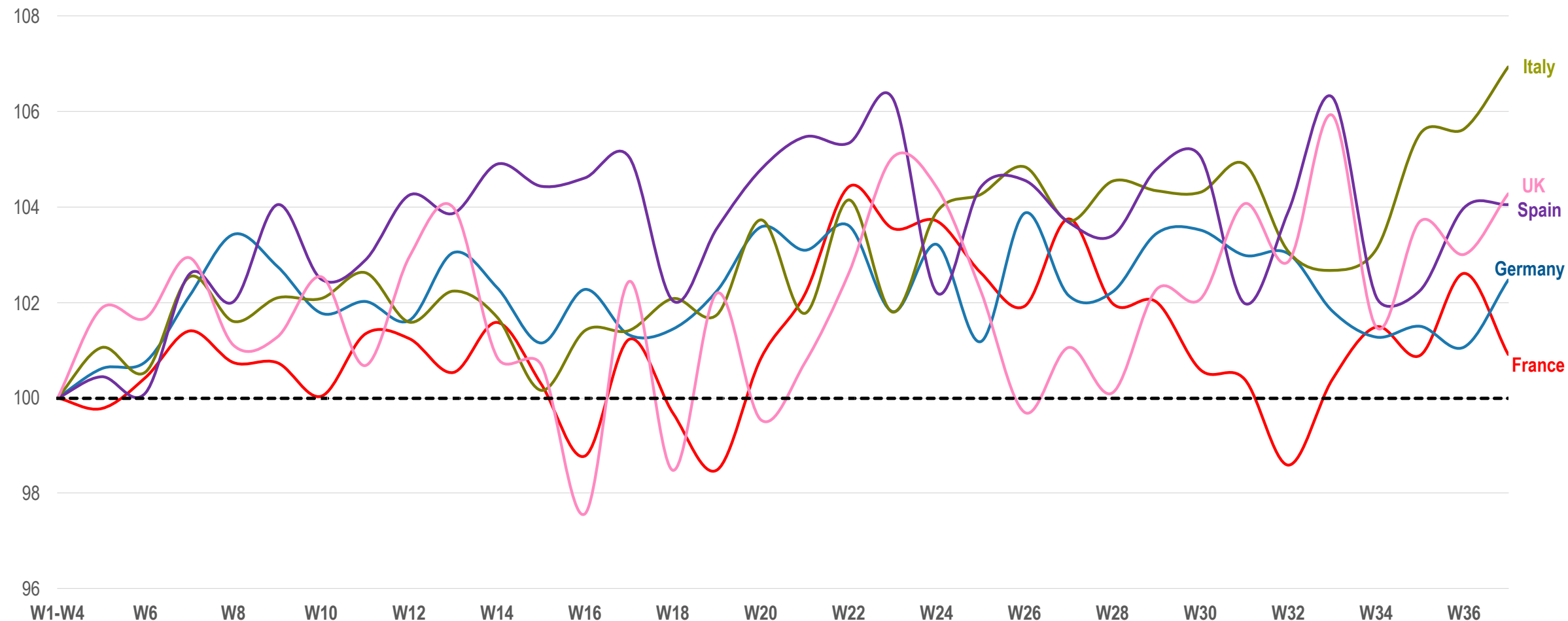
Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

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INKJET MFP APP UPWARD TENDENCY TOP 5 – FRANCE REJOINS THE PACK

Weekly Inkjet MFP Average Product Price Trend

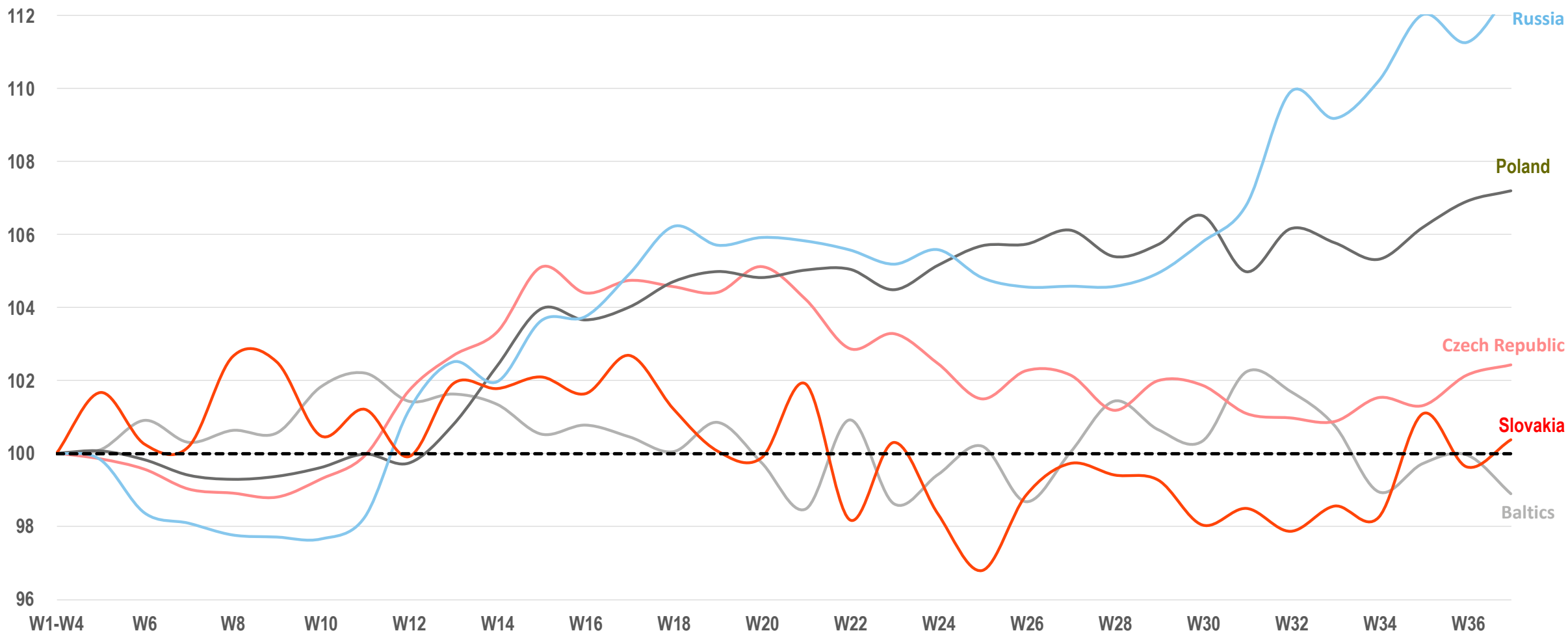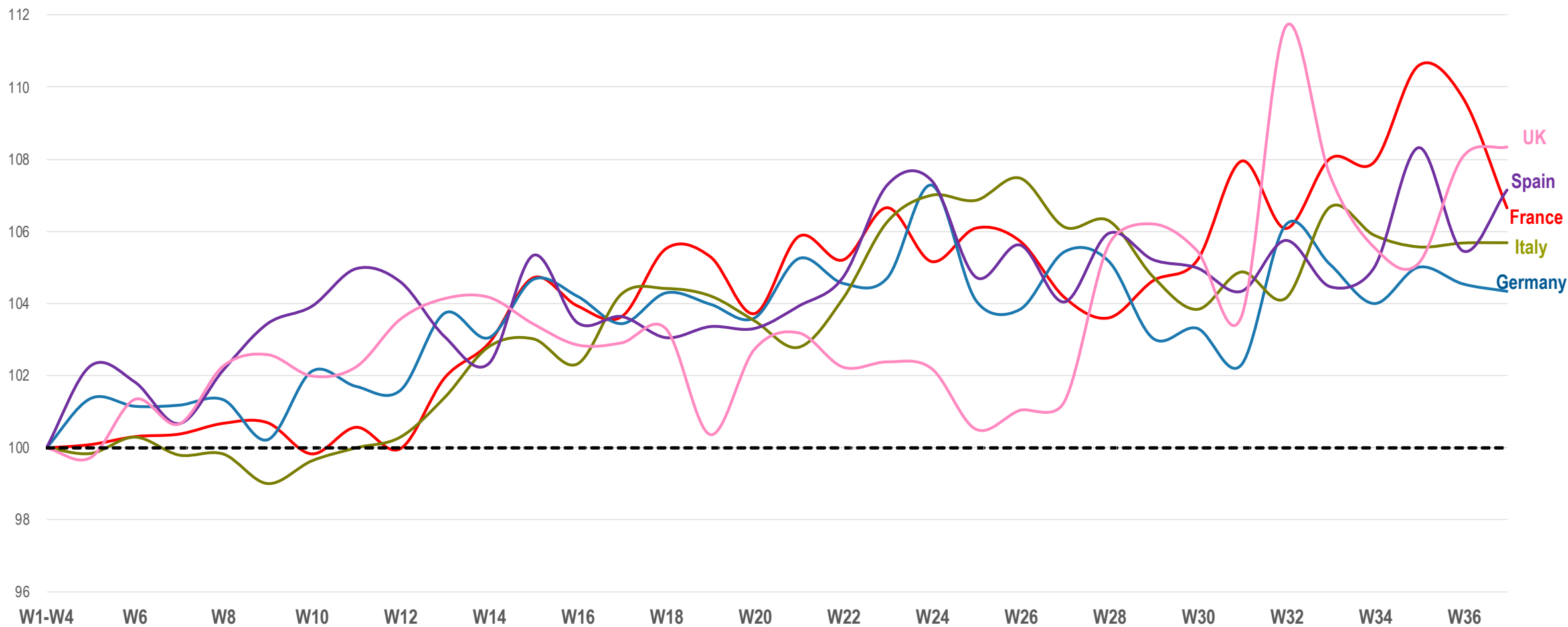APP Trend Index (Average Week 1-4 for Each Country = 100)

Distribution sell through price of Inkjet MFP products by part number, translated at fixed €
exchange rate, each product indexed to the average of week 1-4 2020.

TAIWANESE BRANDS IN CONTEXT WESTERN EUROPE DISTRIBUTION PANEL

TAIWANESE BRANDS IN WESTERN EUROPE
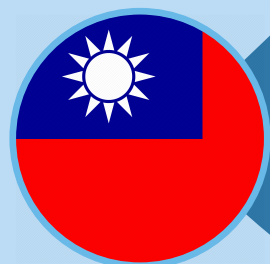
+22%

Revenue YoY
(Jan-Aug)

TOP 5 TAIWANESE BRANDS

+22% Y/Y — **Asus**

+20% Y/Y — **Acer**

+41% Y/Y — **MSI**

+27% Y/Y — **BenQ**

+52% Y/Y — **Gigabyte**

TOP TAIWANESE CATEGORIES

	NOTEBOOK	MONITOR	GRAPHICS CARD	MOTHERBOARD
TW Share in Panel	9%	23%	75%	98%
Y/Y Growth TW Brands	+29%	+28%	+30%	+41%
Y/Y Growth WE Panel	+26%	+19%	+9%	+38%

TAIWAN DOMINANCE IN COMPONENTS
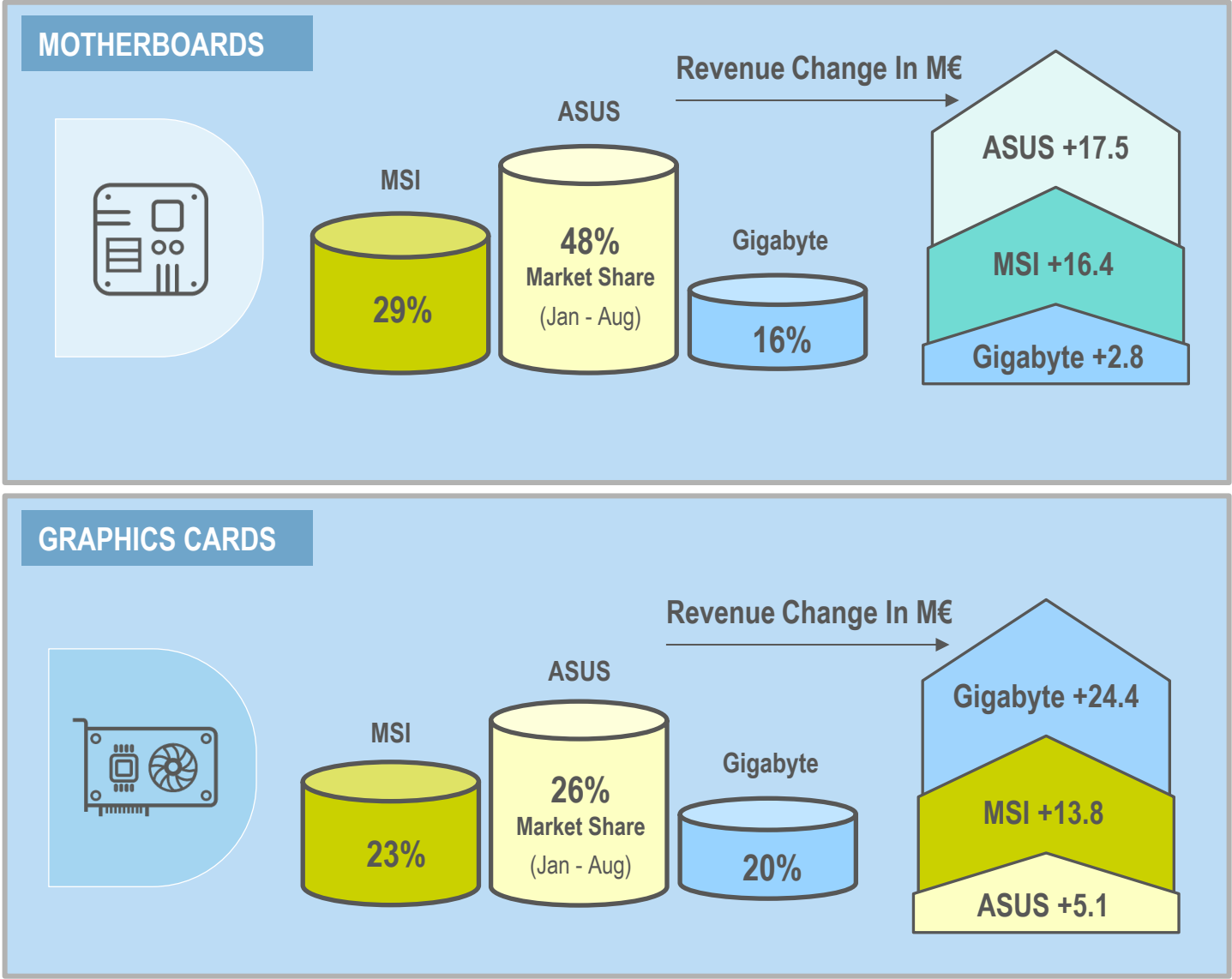
SECTOR/CATEGORY WEATHER MAPS

CONTEXT Weekly IT Industry Forum

INDUSTRY SECTOR TRENDS: TOP 10 BY REVENUE IN EUROS

4 Weeks to Week 37 (13/09/20) vs 2019

4 WEEKS 2020 GROWTH YoY % (vertical axis): 45%, 35%, 25%, 15%, 5%, -5%, -15%, -25%

4 WEEKS 2019 GROWTH YoY % (horizontal axis): -15%, -10%, -5%, 0%, 5%, 10%, 15%

- Mobile Computing
- Computing Accessories
- Printing Consumables
- Telecommunications
- Displays
- Computing Components
- Disk Storage
- Warranties and Services
- Software and Licences
- Desktop Computing

Distribution sales translated at fixed € exchange rate.

CONTEXT Weekly IT Industry Forum
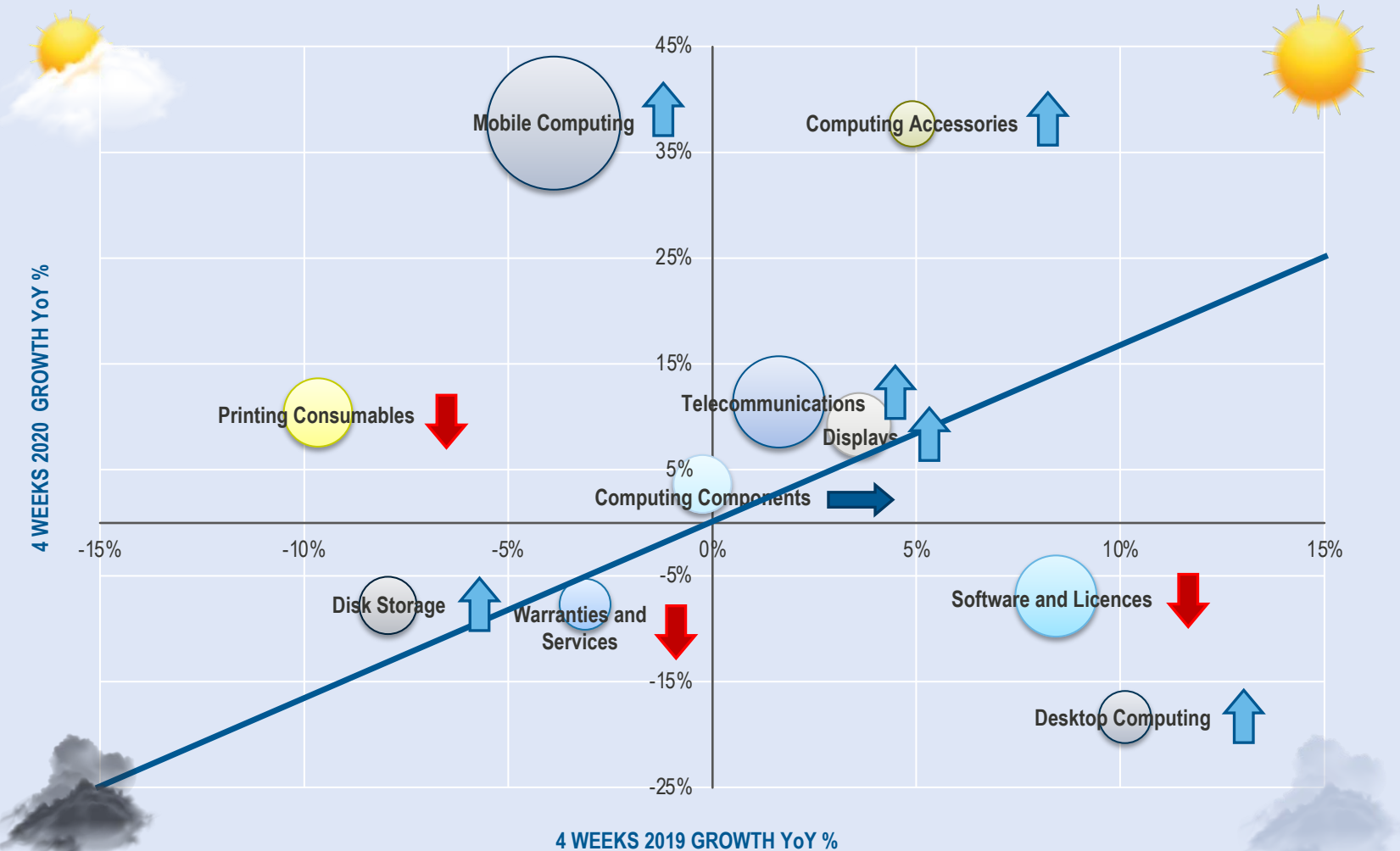
CATEGORY TRENDS: TOP 15 BY % REVENUE GROWTH

4 Weeks to Week 37 (13/09/20) vs 2019

4 WEEKS 2020 GROWTH YoY % (vertical axis)

4 WEEKS 2019 GROWTH YoY % (horizontal axis)

Web Cameras

Smart Watches

Mobile Computing Cases

Notebooks

Other Software and Licences

Tablet PCs

Network Management Software

Televisions

Ink Cartridges and Tanks

Docking Stations

Headsets/Headphones and Microphones

Monitors

Keyboards and Keypads

Mice

Smartphones

Motherboards

60%
50%
40%
30%
20%
10%
0%

-15%   5%   25%   45%   65%

Distribution sales translated at fixed € exchange rate.

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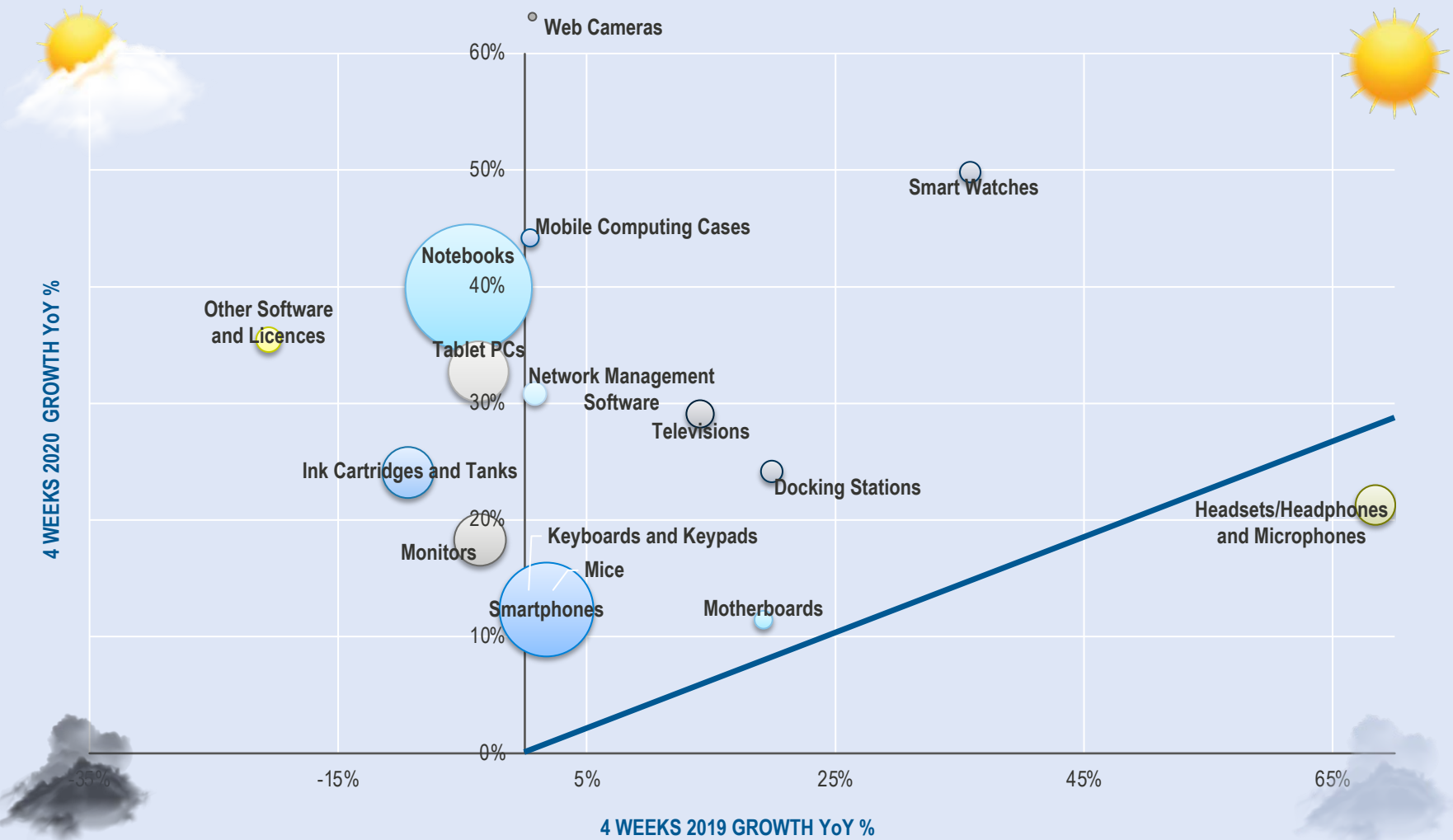
CATEGORY TRENDS: TOP 15 BY % REVENUE DECLINE

4 Weeks to Week 37 (13/09/20) vs 2019

4 WEEKS 2020 GROWTH YoY % (vertical axis)

4 WEEKS 2019 GROWTH YoY % (horizontal axis)

Traffic Lights:
Above	15%
Inbetween	
Below	-20%

Categories plotted:
- Office Applications Software
- Warranties and Services
- Network Routers
- Servers (PC/Mac)
- Virtualisation Software
- Network Switches
- Graphics and Design Software
- Network Expansion Modules
- Desktops
- Large Format Displays
- Disk Arrays
- Database Management Software
- Data Management Software
- Operating Systems Software
- Desktop Workstations (PC/Mac)

Distribution sales translated at fixed € exchange rate.

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Displays Update

23rd September, 2020

LARGE FORMAT DISPLAYS: SALES DOWN BY -15% Y/Y IN EARLY Q3-20*

CONTEXT

Y/Y 4-week moving average, WE distribution
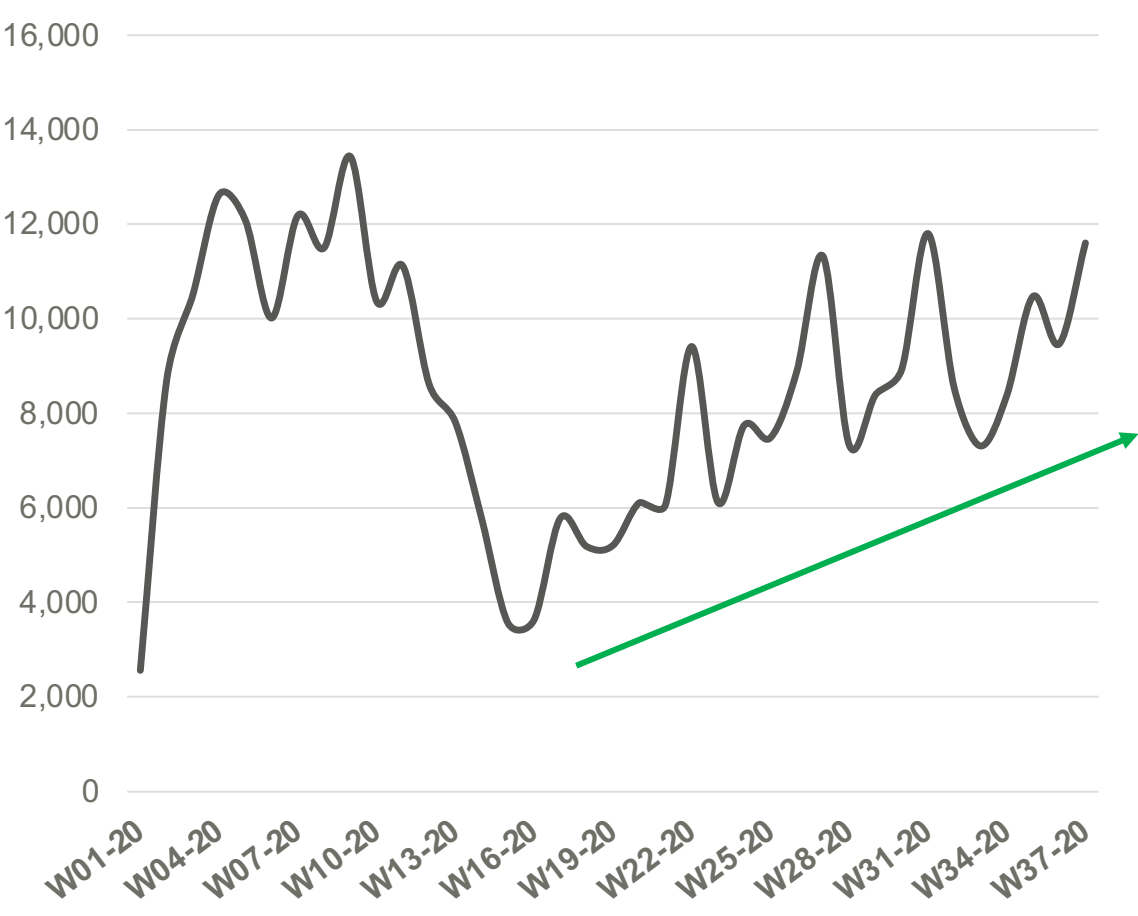
-10%   **-10%**

-15% -15%

Weekly unit sales, WE distribution

* Q3*: July + August + 2 weeks of September

INTERACTIVE DISPLAYS FIRST TO RECOVER

Weekly unit sales, WE distribution

Early Q3-20

Legend: Standalone — Interactive Board — Videowall
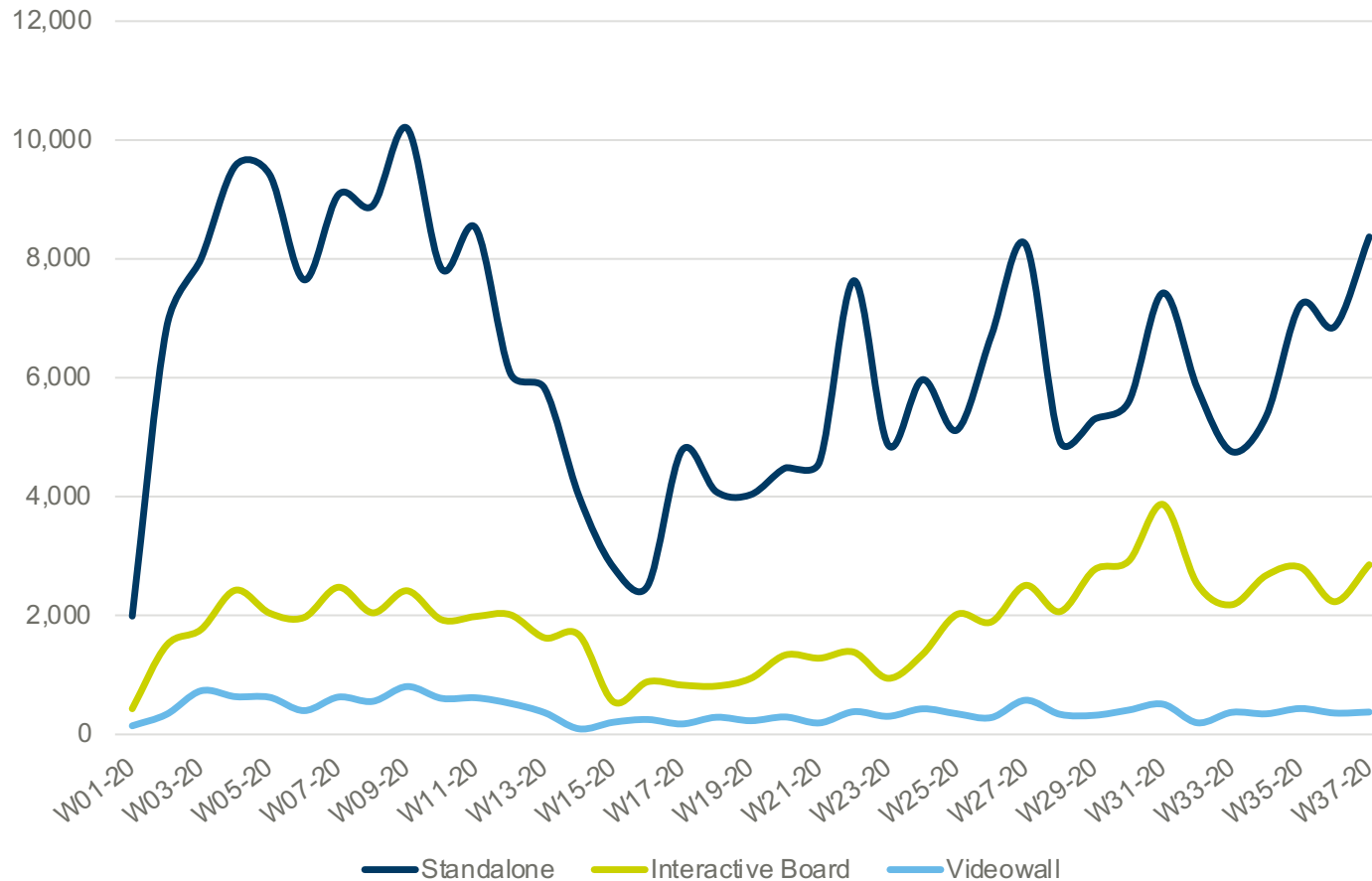
- Sales to corporate, retail and DOOH remain weak and impacted by the pandemic.
- Interactive segment up, driven by projects in education and government investments.

- Standalone: -17% Y/Y
- Interactive: -2% Y/Y (Sep*: +12% Y/Y)
- Videowall: -46% Y/Y

Q3: July + August + 2 weeks of September*

INTERACTIVE DISPLAYS FIRST TO RECOVER

Weekly unit sales, WE distribution

Legend: Standalone, Interactive Board, Videowall
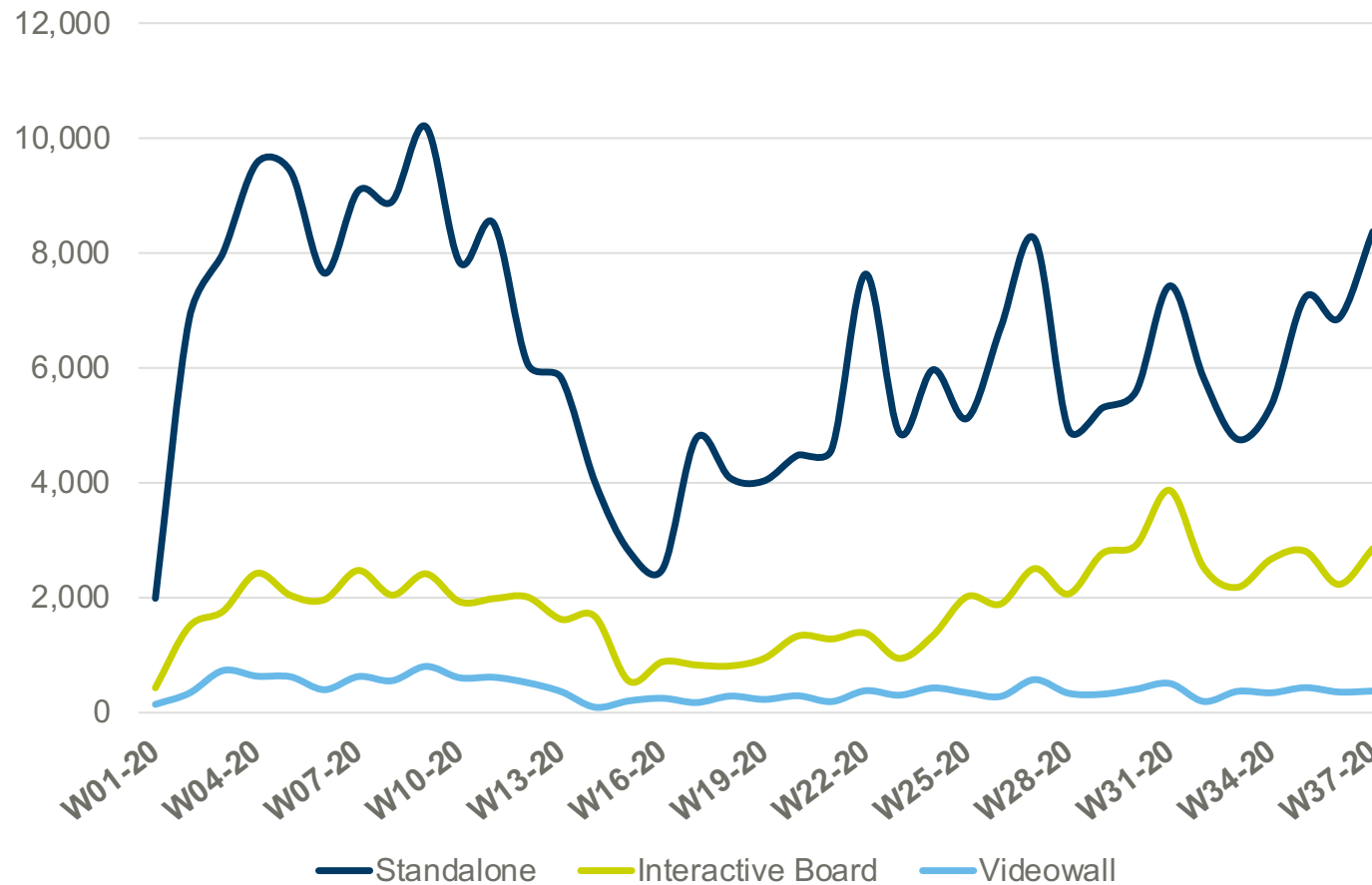
Q3: July + August + 2 weeks of September*

Outlook

- Many projects for 2020 postponed to 2021.
- Office spaces to be reduced as a result of shift towards home working.
- Remaining offices to be redesigned with more collaboration space.
- Interactive displays expected to pick up the fastest.

04   CHANNEL HEALTH

CHANNEL: THE STABILITY OF SMR
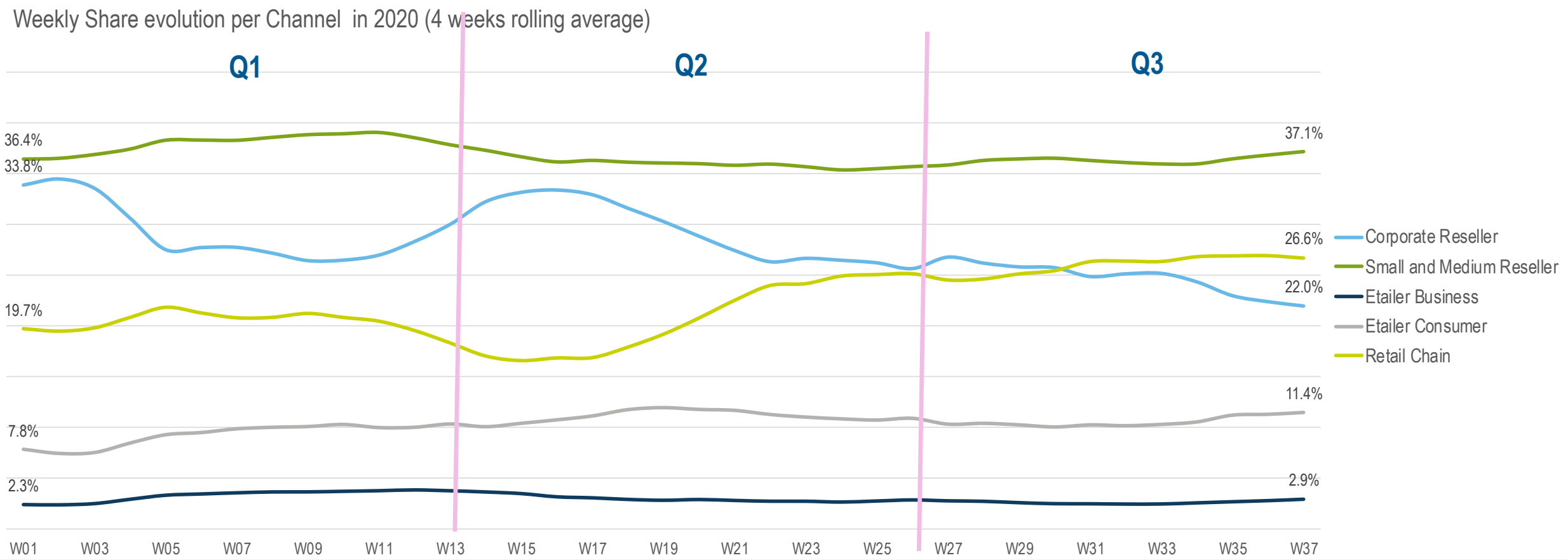
Weekly Share evolution per Channel in 2020 (4 weeks rolling average)

Q1 Q2 Q3

- Corporate Reseller
- Small and Medium Reseller
- Etailer Business
- Etailer Consumer
- Retail Chain

36.4% 37.1%
33.8%
26.6%
22.0%
19.7%
11.4%
7.8%
2.3% 2.9%

W01 W03 W05 W07 W09 W11 W13 W15 W17 W19 W21 W23 W25 W27 W29 W31 W33 W35 W37

4 week rolling distribution sales translated at fixed € exchange rate and includes: Western Europe: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway. Eastern Europe: Poland, Baltics, Czech Republic, Slovakia & Russia.

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NO RED AND SMR HAVE GONE GREEN IN EE

Channel Performance in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 33 (to August 16 2020) vs Same Period 2019

Business Sectors	Channel
Business Channels	Corporate Reseller
	Small and Medium Reseller
	Etailer Business
Retail Channels	Etailer Consumer
	Retail Chain

Week 37

CHANNEL TREND		
WE	EE	Total
-9%	-17%	-10%
7%	19%	9%
-1%	-20%	-2%
37%	8%	31%
23%	35%	26%

Week 35

CHANNEL TREND		
WE	EE	Total
-13%	-3%	-12%
5%	15%	7%
-3%	-27%	-5%
24%	-7%	18%
18%	42%	24%

Week 33

CHANNEL TREND		
WE	EE	Total
-13%	-3%	-12%
11%	15%	11%
-13%	-20%	-13%
15%	1%	13%
20%	17%	19%

Above	15%
Inbetween	
Below	-20%

4 week rolling distribution sales translated at fixed € exchange rate and includes: Western Europe: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway. Eastern Europe: Poland, Baltics, Czech Republic, Slovakia & Russia.

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ITALY AND SPAIN SMR ARE ON FIRE, GERMAN AND UK LAG

CONTEXT

WESTERN EUROPE

Business Sectors	Channel	Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE
Business Channels	Corporate Reseller	-6%	-19%	15%	-1%	-5%	-18%	-33%	40%	-34%	-6%	-28%	-16%	1%	4%
	Small and Medium Reseller	-2%	-4%	32%	36%	8%	-1%	12%	16%	-6%	10%	4%	-2%	1%	10%
	Etailer Business	-4%	7%	4%	6%	-7%	-34%	1%	69%	-31%	1%	-59%	6%	-27%	-2%
Retail Channels	Etailer Consumer	31%	39%	75%	115%	19%	28%	-85%	45%	27%	53%	8%	60%	-38%	22%
	Retail Chain	32%	-4%	17%	42%	-18%	46%	44%	69%	32%	40%	5%	80%	29%	55%

EASTERN EUROPE

Business Sectors	Channel	Russia	Poland	Czech Republic	Baltics	Slovakia
Business Channels	Corporate Reseller	-15%	-27%	-2%	-37%	-46%
	Small and Medium Reseller	19%	23%	2%	70%	-11%
	Etailer Business	-31%	32%	-15%	-47%	40%
Retail Channels	Etailer Consumer	-22%	71%	11%	44%	-17%
	Retail Chain	19%	52%	42%	62%	5%

Above	15%
Inbetween	
Below	-20%

4 week rolling distribution sales translated at fixed € exchange rate and includes: Western Europe: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway. Eastern Europe: Poland, Baltics, Czech Republic, Slovakia & Russia.

CONTEXT Weekly IT Industry Forum

CONTEXT Covid-19 Weekly Report

For the Period: **4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019**

Created For: **CONTEXT**
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Email: info@contextworld.com
Report content and navigation training: **Customer Assurance**
Email: customerassurance@contextworld.com

CONTEXT, Dial House
2 Burston Road
London SW15 6AR, UK
+44 (0)20 8394 7700
www.contextworld.com

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Index Total Market

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
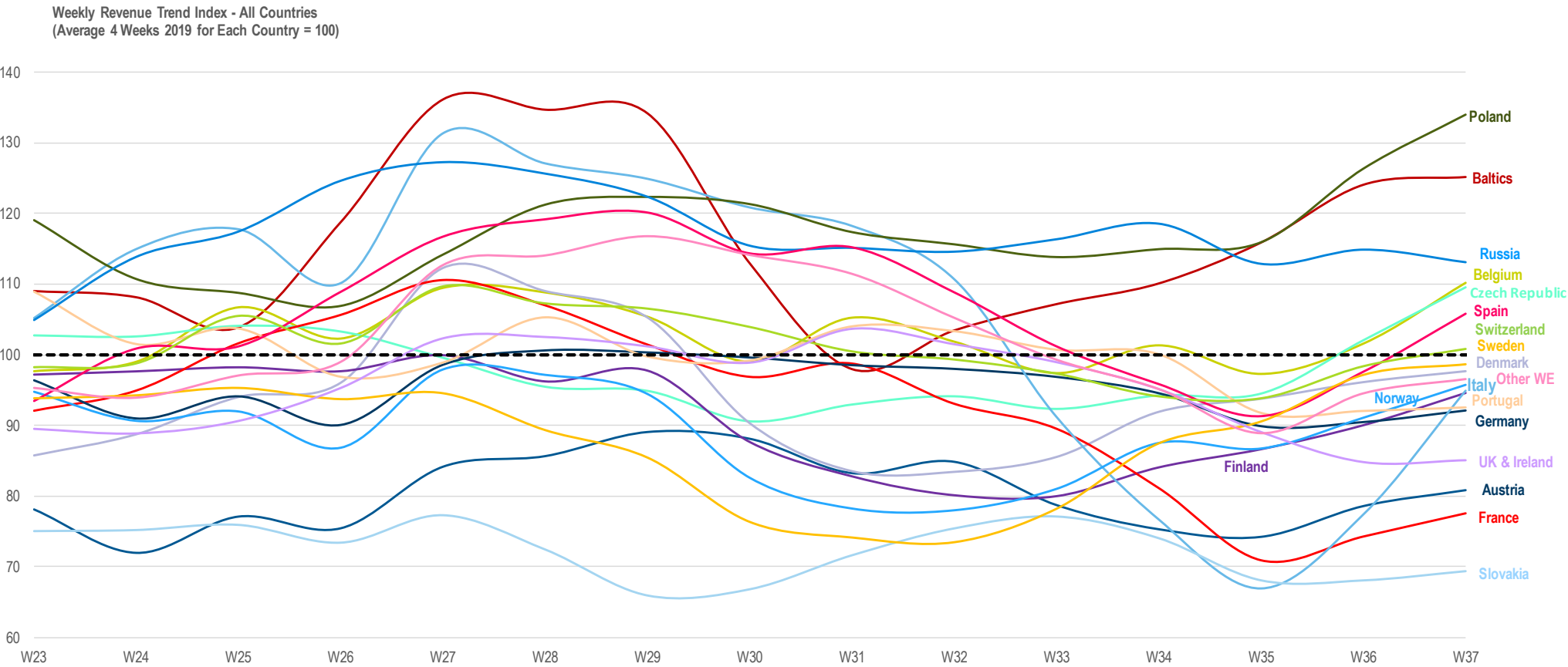
Weekly Revenue Trend Index - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Total Market WE
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
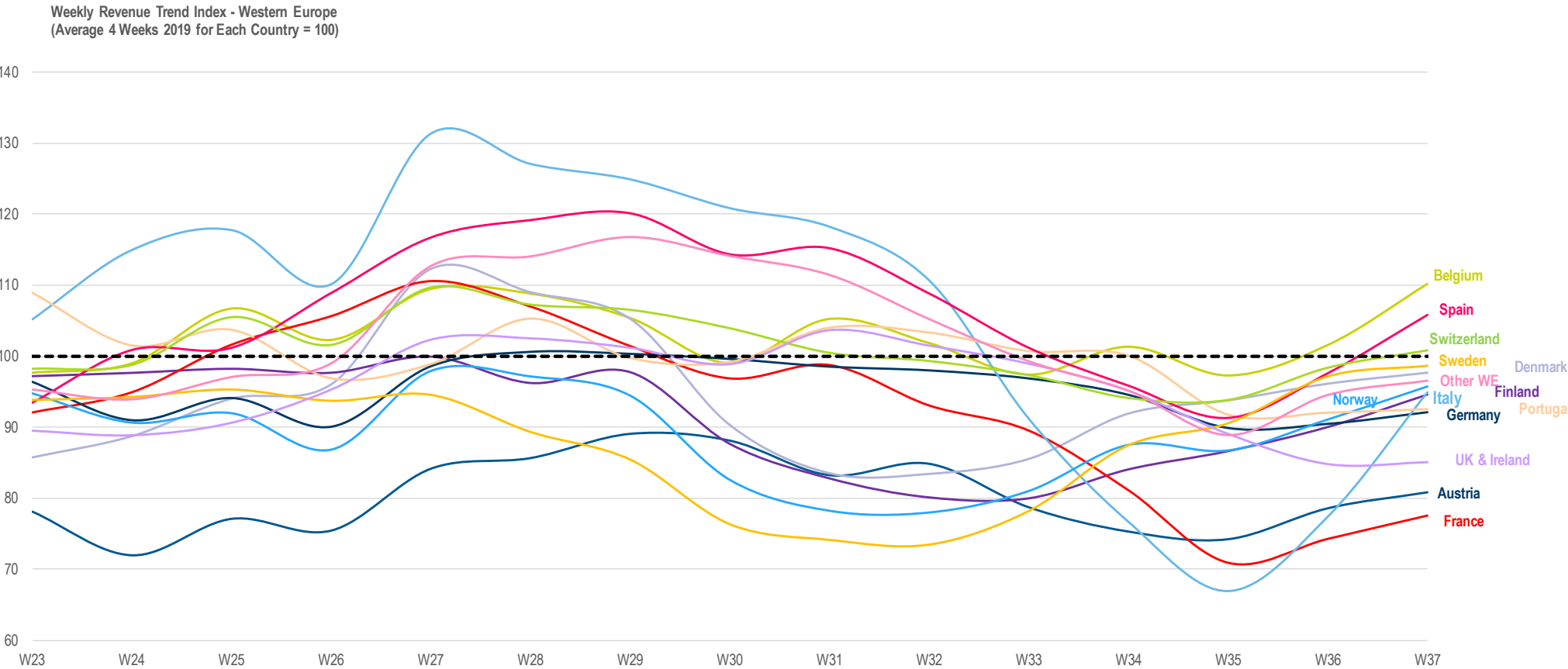
Weekly Revenue Trend Index - Western Europe
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland & Norway.

Weekly Revenue Trend Index - Western Europe
(Average 4 Weeks 2019 for Each Country = 100)

Index Total Market EE

Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Weekly Revenue Trend Index - Western Europe
(Average 4 Weeks 2019 for Each Country = 100)
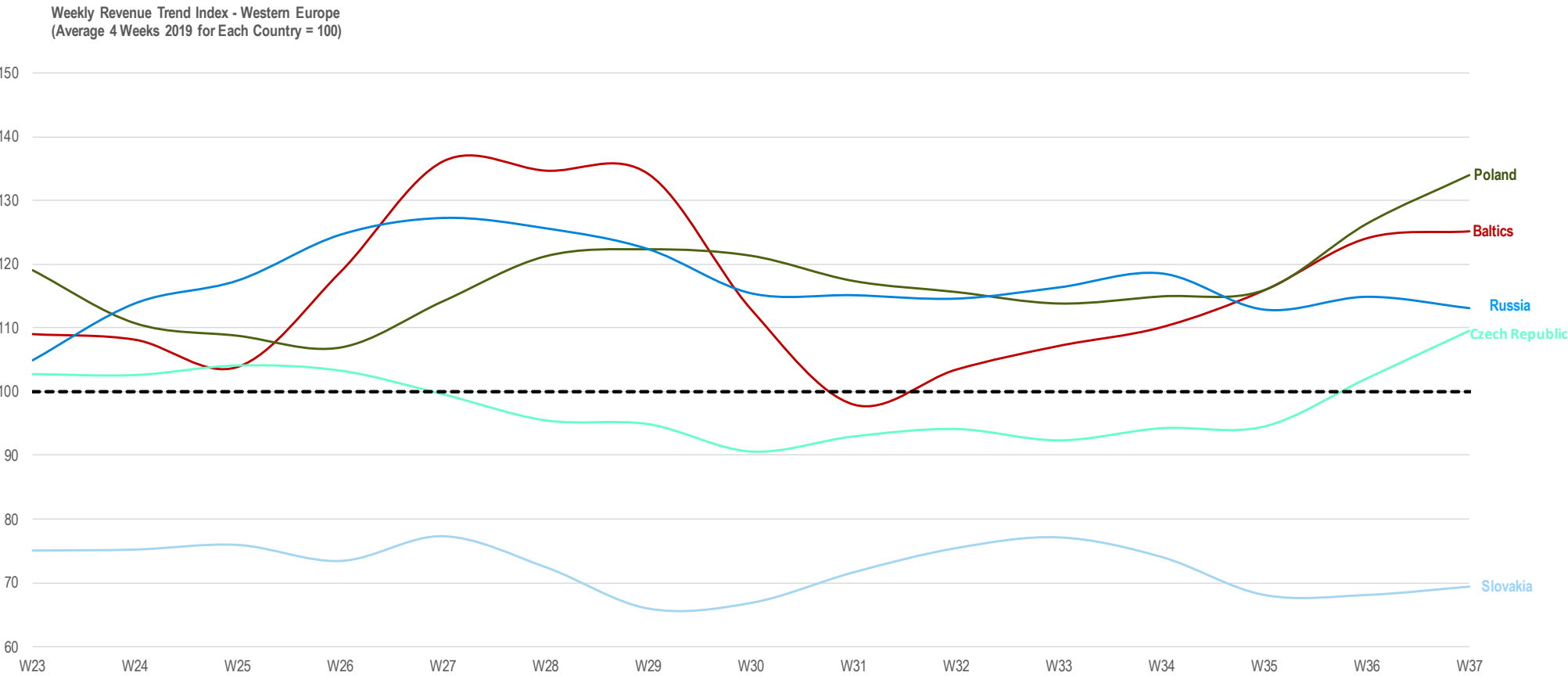
Distribution sales translated at fixed € exchange rate and includes: Poland, Baltics, Czech Republic, Slovakia & Russia.

Weekly Revenue Trend Index - Eastern Europe

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Index Revenue Trend - Western Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 ——   2019 ——
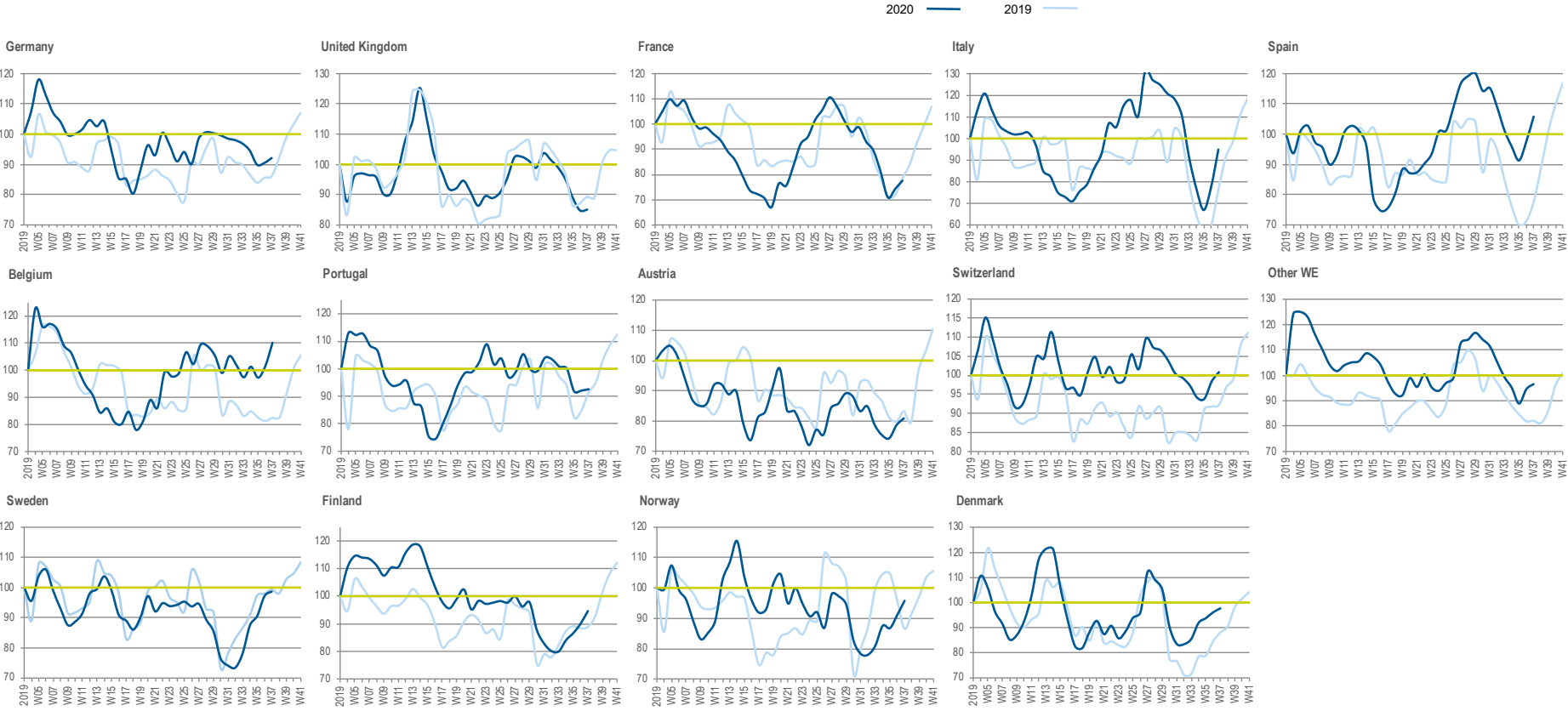
Index Revenue Trend - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

2020 ——   2019 ——

Russia

Poland

Czech Republic

Slovakia

Baltics
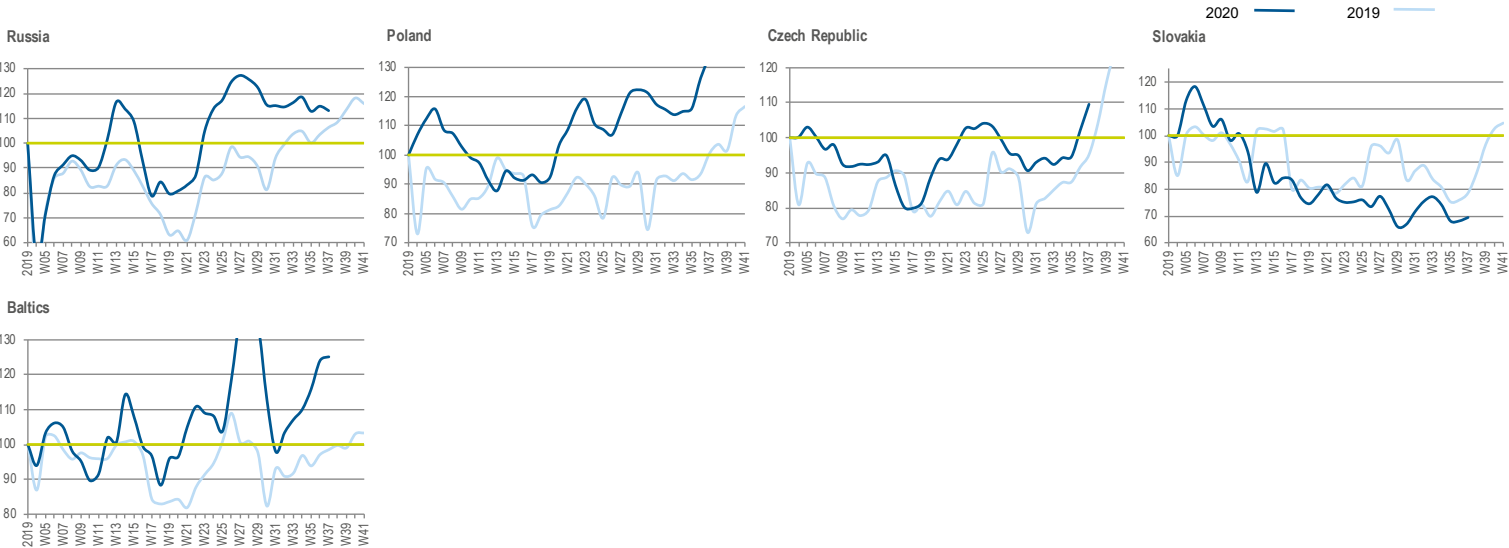
Index Business Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Weekly Revenue Trend Index Business Channel - All Countries
(Average 4 Weeks 2019 for Each Country = 100)
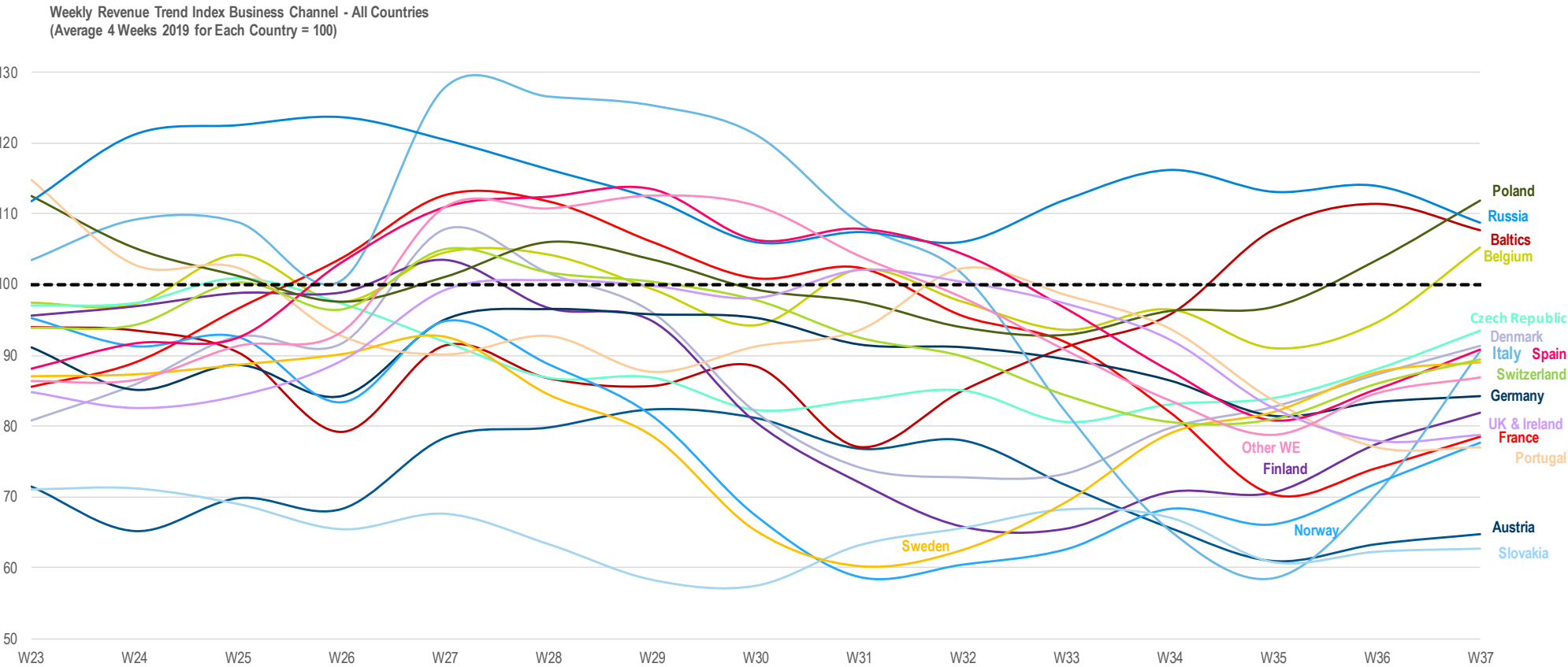
Business Channel = Small and Medium Reseller, Corporate Reseller & Etailer Business

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

Index Consumer Channel
Weekly Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
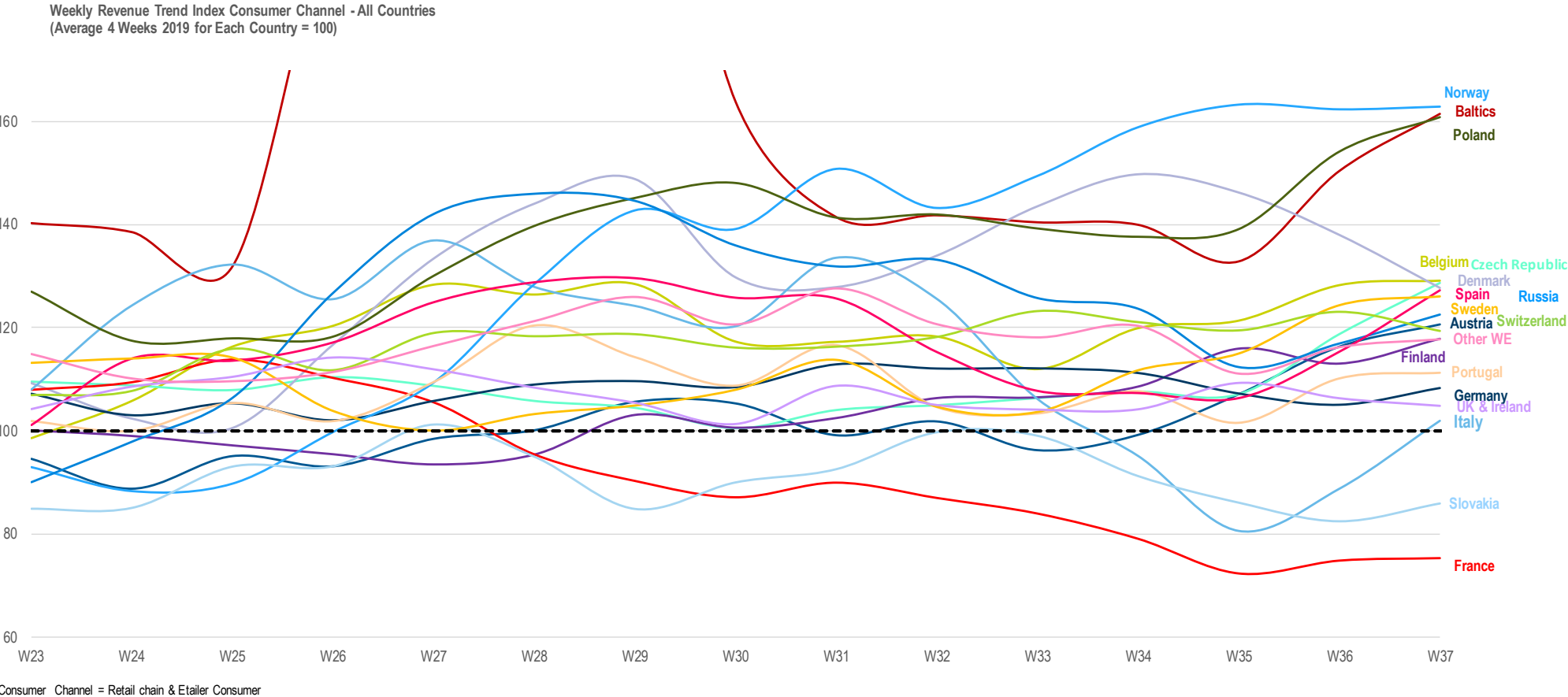
Weekly Revenue Trend Index Consumer Channel - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Consumer Channel = Retail chain & Etailer Consumer

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Volume Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
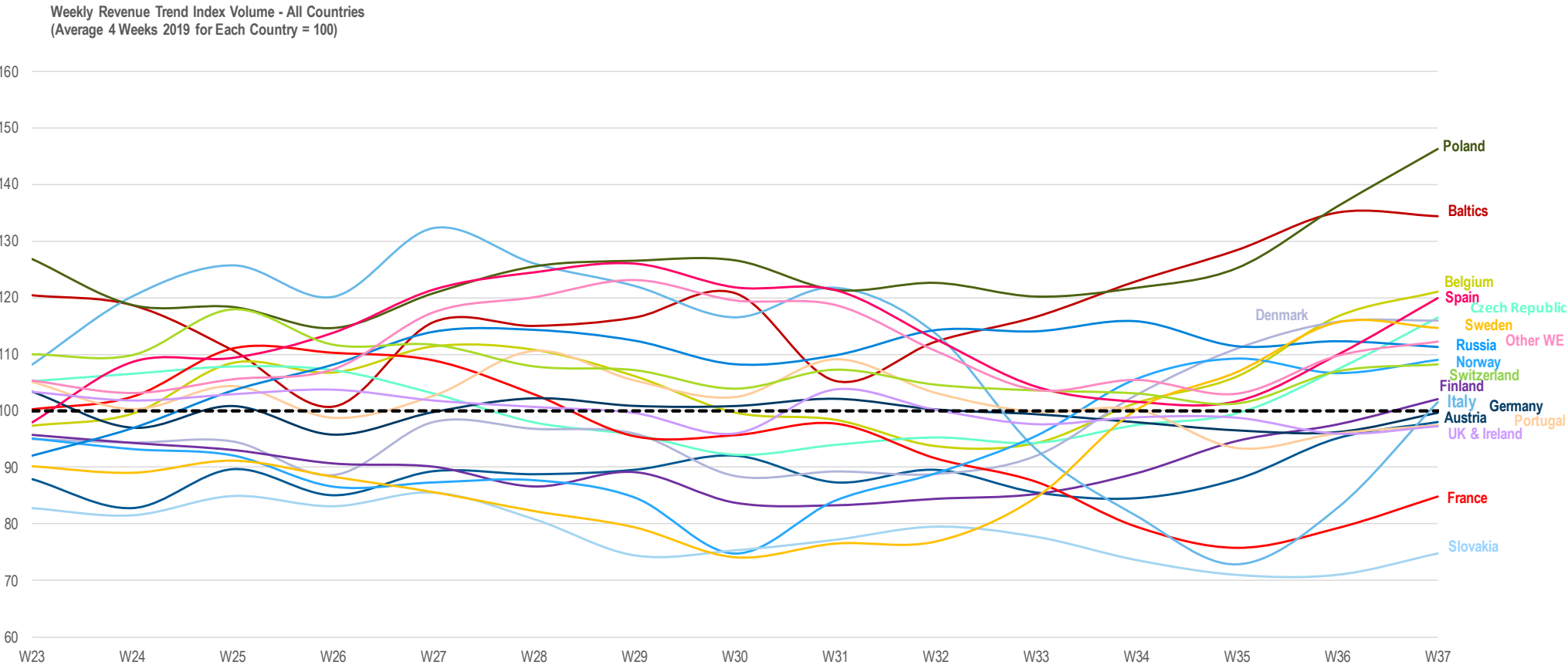
Weekly Revenue Trend Index Volume - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Volume Market - Western Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
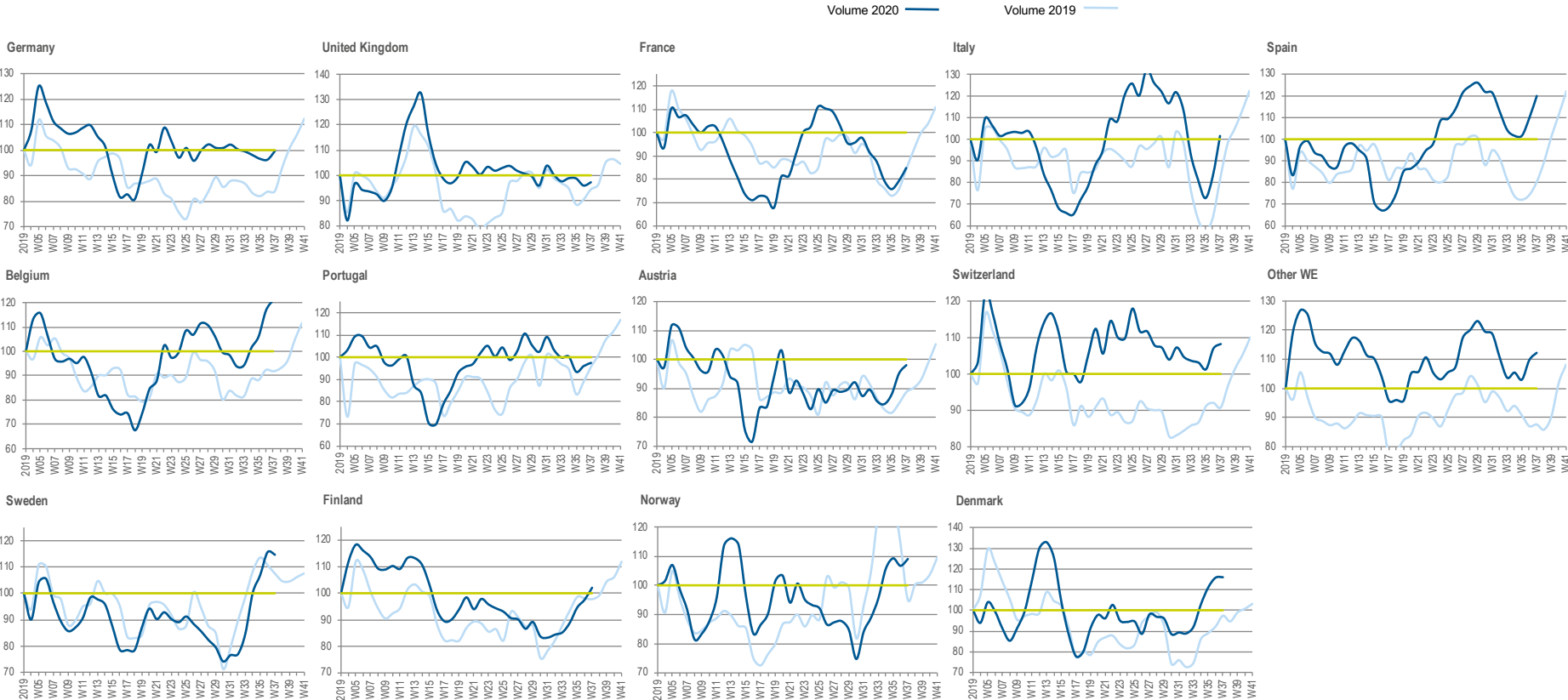
Volume 2020 ———   Volume 2019 ———

Germany · United Kingdom · France · Italy · Spain · Belgium · Portugal · Austria · Switzerland · Other WE · Sweden · Finland · Norway · Denmark

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Index Volume Market - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)

Volume 2020   Volume 2019

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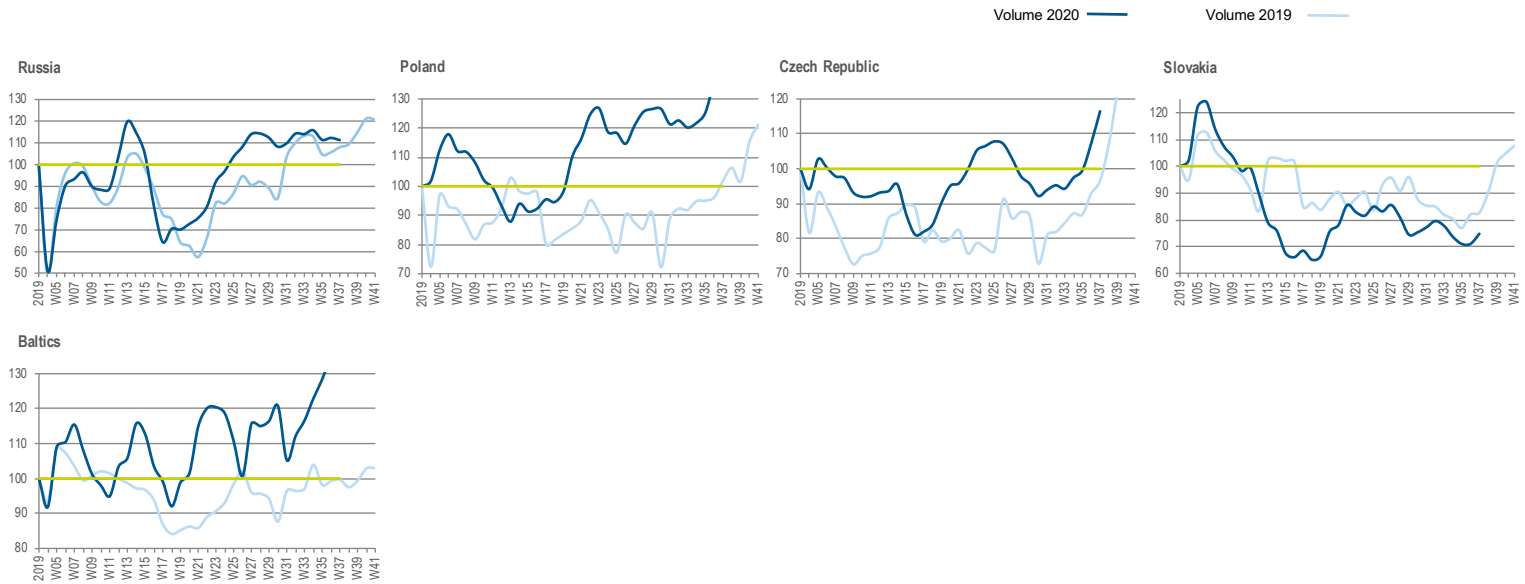
Index Value Market
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
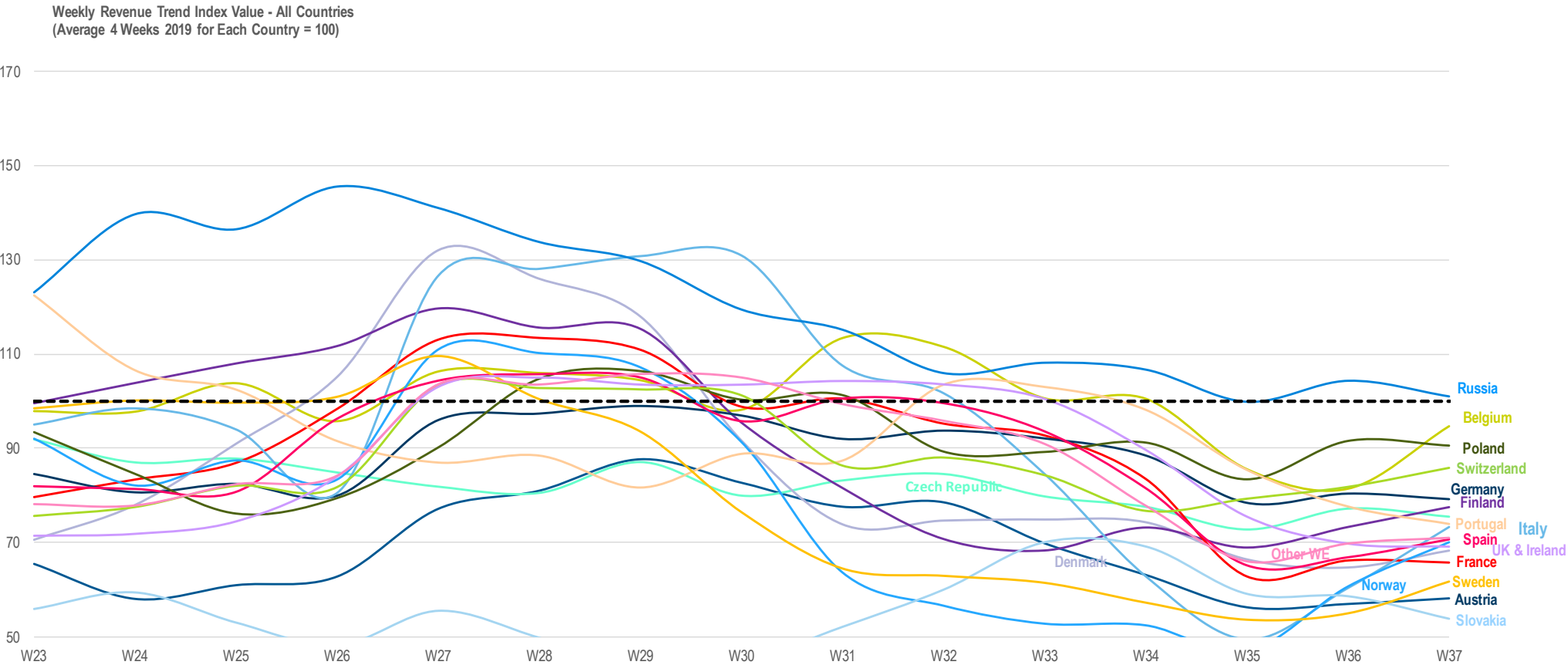
Weekly Revenue Trend Index Value - All Countries
(Average 4 Weeks 2019 for Each Country = 100)

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia.

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Index Value Market - Western Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
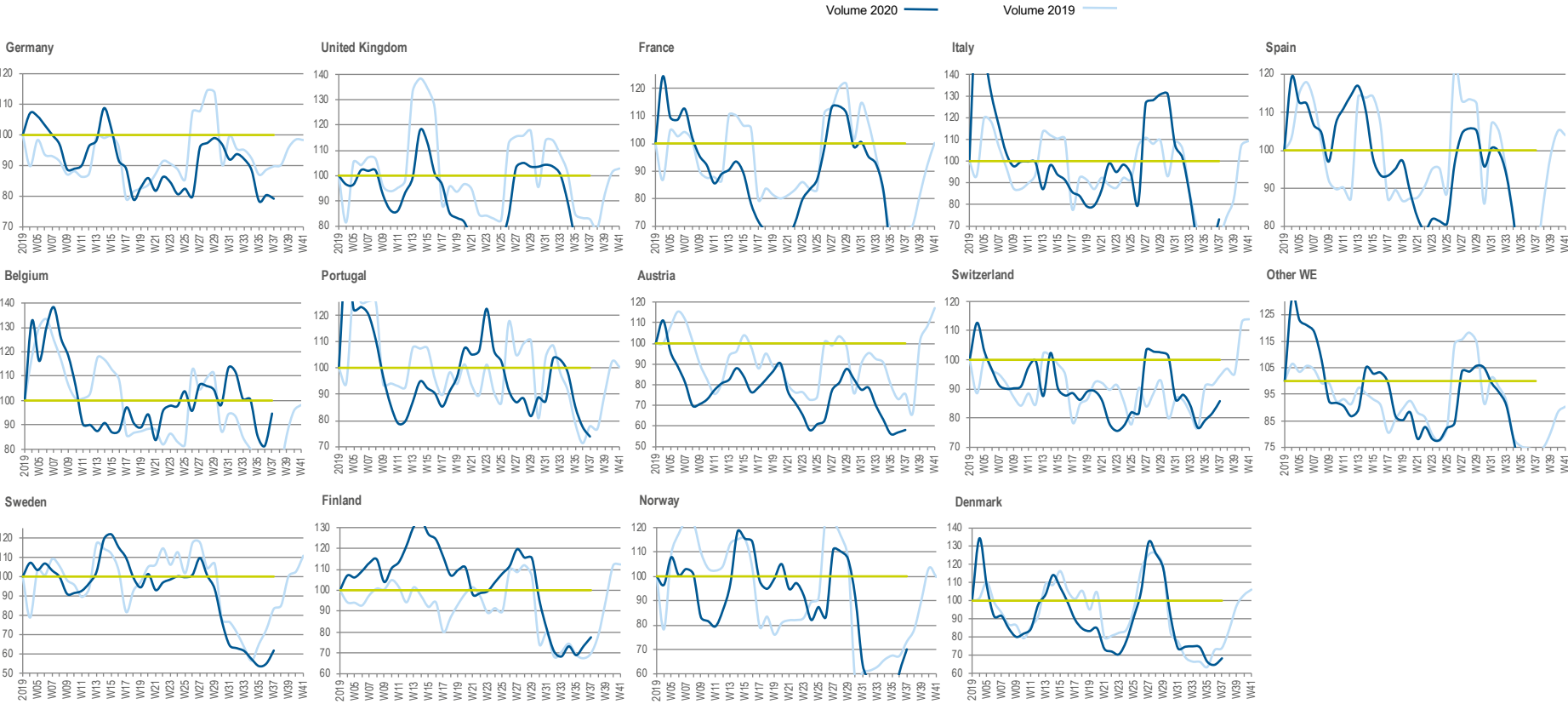
Volume 2020 ——————   Volume 2019 ——————

Germany

United Kingdom

France

Italy

Spain

Belgium

Portugal

Austria

Switzerland

Other WE

Sweden

Finland

Norway

Denmark

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Index Value Market - Eastern Europe
Revenue Trend Index (Average 4 Weeks 2019 for Each Country = 100)
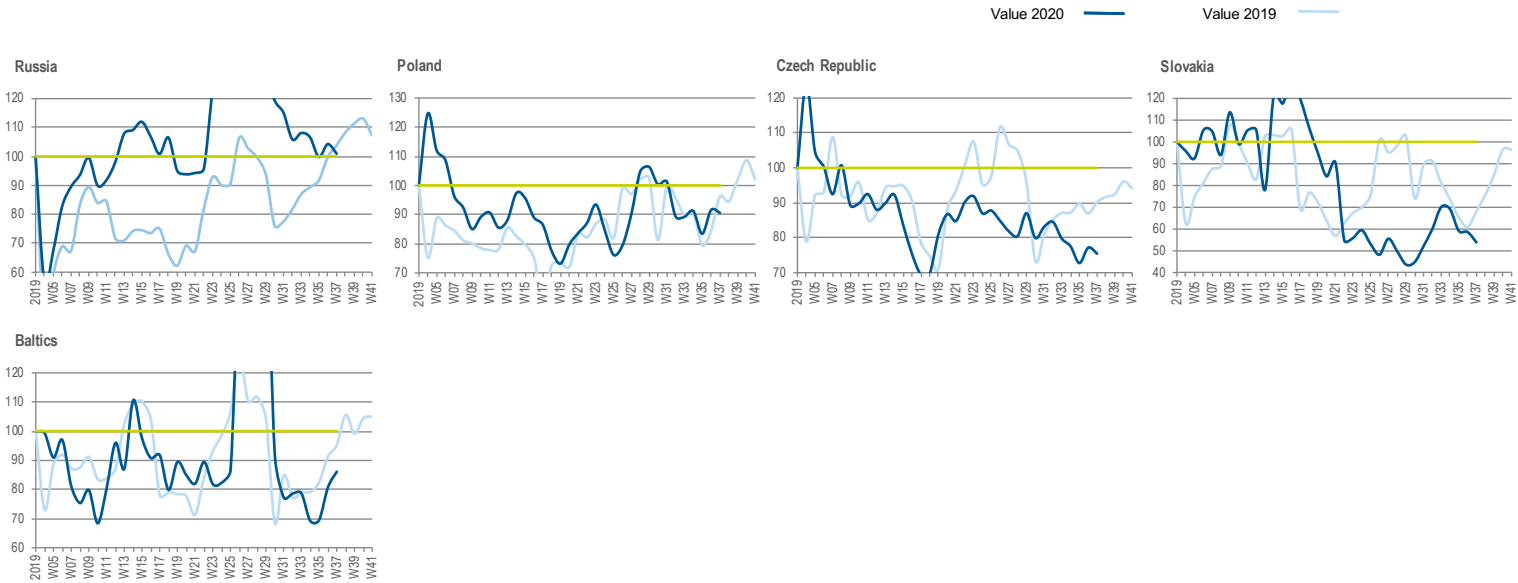
Value 2020 ———   Value 2019 ———

Russia

Poland

Czech Republic

Slovakia

Baltics

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Weekly %YoY Trend
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

European Panel Trend Y/Y 4 weeks rolling avg

9.6%
0.2%

— 4 Wks Rolling 2019 YoY   — 4 Wks Rolling 2020 YoY

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia

European Panel : Volume Market Trend Y/Y 4 weeks rolling avg

17.0%
-0.3%

— 4 Wks Rolling 2019 YoY   — 4 Wks Rolling 2020 YoY

European Panel : Value Market Trend Y/Y 4 weeks rolling avg

0.5%
-7.6%

— 4 Wks Rolling 2019 YoY   — 4 Wks Rolling 2020 YoY

Distribution sales translated at fixed € exchange rate and includes: UKI, Germany, Italy, France, Spain, Merged countries, Switzerland, Sweden, Austria, Belgium, Denmark, Portugal, Finland, Norway, Poland, Baltics, Czech Republic, Slovakia & Russia

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Weekly %YoY Trend - Western Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020 —— 2019 ——

Germany growth Y/Y 4 weeks rolling avg
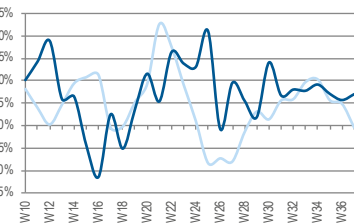
United Kingdom growth Y/Y 4 weeks rolling avg
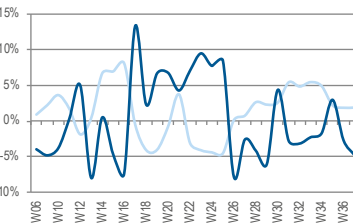
France growth Y/Y 4 weeks rolling avg
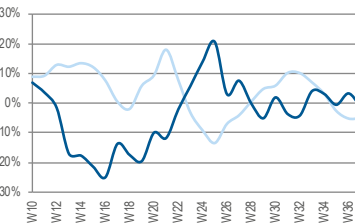
Italy growth Y/Y 4 weeks rolling avg
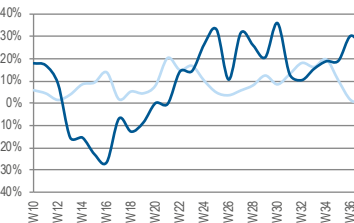
Spain growth Y/Y 4 weeks rolling avg
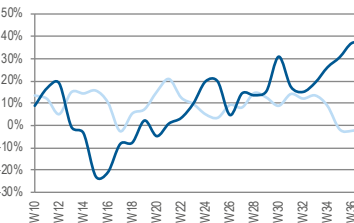
Belgium growth Y/Y 4 weeks rolling avg
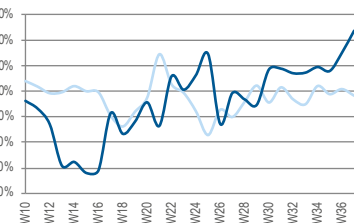
Portugal growth Y/Y 4 weeks rolling avg
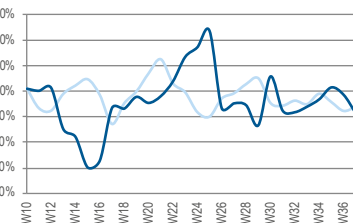
Austria growth Y/Y 4 weeks rolling avg
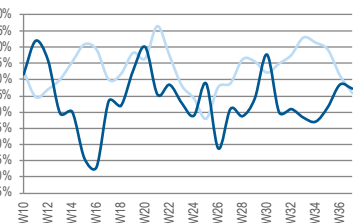
Switzerland growth Y/Y 4 weeks rolling avg
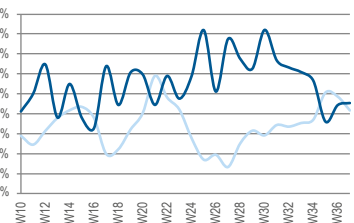
Other WE growth Y/Y 4 weeks rolling avg
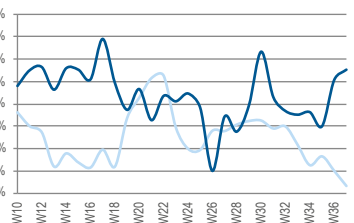
Sweden growth Y/Y 4 weeks rolling avg
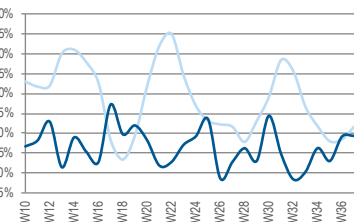
Finland growth Y/Y 4 weeks rolling avg
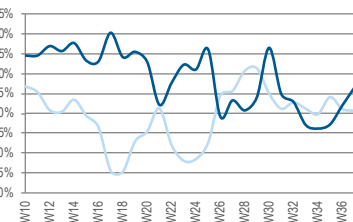
Norway growth Y/Y 4 weeks rolling avg
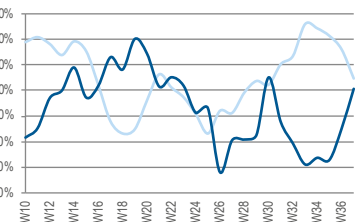
Denmark growth Y/Y 4 weeks rolling avg
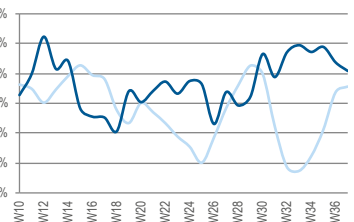
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Weekly %YoY Trend - Eastern Europe
% Change in sales through IT Distribution in Euros
Rolling 4 Week Periods

2020   2019

Russia growth Y/Y 4 weeks rolling avg
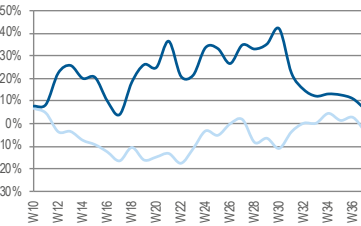
Poland growth Y/Y 4 weeks rolling avg
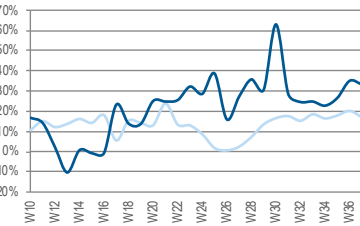
Czech Republic growth Y/Y 4 weeks rolling avg
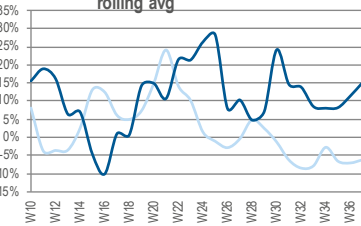
Slovakia growth Y/Y 4 weeks rolling avg
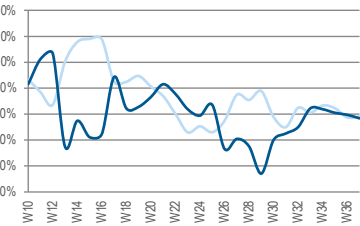
Baltics growth Y/Y 4 weeks rolling avg
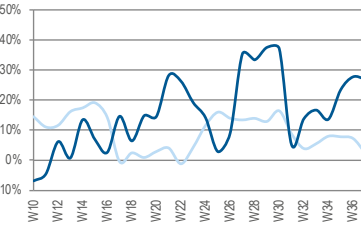
Top Growth IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019

Sorted by top growth Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W35	Rank-W37	Industry Sector	WESTERN EUROPE														EASTERN EUROPE						INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia		WE	EE	Total
2	1	⬆ Mobile Computing	44%	26%	73%	89%	45%	18%	9%	55%	41%	-3%	23%	-1%	-4%	19%	21%	58%	64%	13%	-3%		38%	35%	38%
1	2	⬇ Computing Accessories	52%	20%	120%	73%	62%	9%	0%	51%	26%	1%	30%	31%	16%	51%	-8%	57%	22%	35%	21%		41%	18%	38%
3	3	➡ Wearable Devices	89%	0%	56%	69%	-26%	86%	94%	66%	176%	22%	30%	40%	37%	8%	9%	164%	0%	5%	-47%		34%	45%	36%
4	4	➡ Audio-Video Systems	20%	7%	28%	-14%	0%	83%	24%	1%	15%	138%	39%	15%	7%	-1%	-11%	75%	-5%	162%	-23%		17%	22%	17%
5	5	➡ Smart Home and Office	7%	-14%	35%	120%	6%	36%	-81%	2328%	-76%	53%	792%	157%	-37%	202%	145%	97%	206%	6600%	3%		7%	367%	12%
9	6	⬆ Telecommunications	20%	-18%	2%	34%	-54%	136%	23%	77%	1%	118%	-28%	21%	47%	78%	-42%	87%	10%	285%	67%		8%	26%	11%
6	7	⬇ Printing Consumables	12%	-9%	27%	56%	10%	3%	-10%	-21%	3%	14%	3%	26%	8%	65%	-6%	2%	14%	26%	47%		12%	2%	10%
10	8	⬆ Displays	13%	-5%	-4%	64%	8%	9%	4%	-3%	12%	20%	4%	13%	11%	9%	33%	17%	-15%	0%	12%		7%	18%	9%
7	9	⬇ Wireless Networking	16%	-6%	8%	-20%	-14%	-5%	-22%	28%	56%	9%	19%	13%	-38%	22%	24%	60%	64%	-22%	1%		3%	34%	6%
12	10	⬆ Computing Components	-4%	-7%	18%	34%	24%	-39%	-17%	117%	-32%	-17%	-27%	66%	-46%	23%	-3%	46%	-1%	58%	-52%		1%	9%	4%
11	11	➡ Connectivity	-9%	0%	-1%	-2%	-17%	63%	-9%	-6%	25%	8%	-3%	35%	6%	-7%	73%	16%	-13%	46%	2%		-2%	39%	3%
8	12	⬇ Other Networking Equipment	-5%	-26%	-8%	12%	-20%	12%	-44%	38%	-2%	-3%	-29%	-29%	4%	18%	68%	-22%	40%	-33%	-16%		-9%	52%	2%
13	13	➡ Printing	-6%	-15%	15%	38%	-9%	-5%	-17%	-2%	21%	16%	34%	-15%	4%	15%	-1%	13%	27%	-1%	-34%		0%	3%	0%
19	14	⬆ Power Equipment	10%	-22%	-1%	-10%	-13%	-12%	-12%	-6%	-11%	3%	-16%	-2%	5%	-11%	0%	11%	-13%	-10%	-21%		-7%	0%	-5%
14	15	⬇ Software and Licences	-7%	-9%	41%	-4%	-8%	-32%	-25%	31%	-38%	-14%	4%	1%	23%	10%	-34%	2%	-11%	-2%	-27%		-5%	-19%	-7%
17	16	⬆ Warranties and Services	-19%	-3%	35%	19%	-4%	16%	-29%	48%	-23%	-12%	-32%	-10%	1%	-31%	-9%	-31%	-10%	-34%	-36%		-6%	-18%	-8%
20	17	⬆ Disk Storage	-13%	-25%	5%	-22%	-6%	-7%	-3%	44%	-2%	37%	3%	18%	-30%	-12%	-5%	5%	0%	48%	-47%		-10%	-2%	-8%
22	18	⬆ Server Computing	-18%	-23%	2%	-11%	28%	29%	-28%	-2%	-46%	-40%	-20%	50%	-8%	21%	-17%	32%	-28%	17%	-34%		-7%	-10%	-8%
15	19	⬇ Scanner Imaging	0%	-5%	-5%	29%	-36%	-5%	-51%	13%	-7%	-7%	-12%	23%	35%	4%	-27%	3%	-20%	-16%	-8%		-8%	-22%	-11%
16	20	⬇ Networking Systems	-3%	-31%	-16%	-23%	-30%	33%	-48%	-3%	-24%	-9%	-37%	-17%	-16%	-3%	20%	1%	-3%	-38%	-10%		-17%	12%	-11%
18	21	⬇ Data Center Networking and Security	-21%	-33%	6%	36%	-27%	15%	-61%	31%	-8%	-1%	14%	-51%	33%	-44%	39%	-67%	44%	-66%	166%		-18%	15%	-13%
21	22	⬇ Removable Storage	-34%	-52%	-8%	-17%	27%	35%	-7%	-9%	-35%	9%	-47%	-45%	31%	-20%	8%	25%	-17%	13%	-14%		-25%	8%	-18%
23	23	➡ Desktop Computing	-24%	-38%	-2%	17%	-20%	-5%	-7%	-27%	-11%	-24%	5%	-8%	-19%	-25%	-22%	-8%	-10%	-18%	-19%		-19%	-17%	-18%
24	24	➡ Unified Communications	-18%	-60%	12%	-38%	-45%	-3%	-44%	-39%	-48%	-48%	-48%	-14%	-53%	-43%	-11%	30%	-68%	7%	-79%		-32%	-9%	-28%
		Country Trend	7%	-5%	24%	36%	-1%	8%	-1%	34%	-3%	11%	1%	11%	6%	18%	6%	33%	15%	27%	-12%				

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Top Decline IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019
Sorted by fastest declining Industry sector and country size

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37	Industry Sector	WESTERN EUROPE														EASTERN EUROPE					INDUSTRY SECTOR TREND		
			Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Unified Communications	-18%	-60%	12%	-38%	-45%	-3%	-44%	-39%	-48%	-48%	-48%	-14%	-53%	-43%	-11%	30%	-68%	7%	-79%	-32%	-9%	-28%
2	2	Desktop Computing	-24%	-38%	-2%	17%	-20%	-5%	-7%	-27%	-11%	-24%	5%	-8%	-19%	-25%	-22%	-8%	-10%	-18%	-19%	-19%	-17%	-18%
4	3	Removable Storage	-34%	-52%	-8%	-17%	27%	35%	-7%	-9%	-35%	9%	-47%	-45%	31%	-20%	8%	25%	-17%	13%	-14%	-25%	8%	-18%
7	4	Data Center Networking and Security	-21%	-33%	6%	36%	-27%	15%	-61%	31%	-8%	-1%	14%	-51%	33%	-44%	39%	-67%	44%	-66%	166%	-18%	15%	-13%
9	5	Networking Systems	-3%	-31%	-16%	-23%	-30%	33%	-48%	-3%	-24%	-9%	-37%	-17%	-16%	-8%	20%	1%	-3%	-38%	-10%	-17%	12%	-11%
10	6	Scanner Imaging	0%	-5%	-5%	29%	-36%	-5%	-51%	13%	-7%	-7%	-12%	23%	35%	4%	-27%	3%	-20%	-16%	-8%	-8%	-22%	-11%
5	7	Disk Storage	-13%	-25%	5%	-22%	-6%	-7%	-3%	44%	-2%	37%	3%	18%	-30%	-12%	-5%	5%	0%	48%	-47%	-10%	-2%	-8%
3	8	Server Computing	-18%	-23%	2%	-11%	28%	29%	-28%	-2%	-46%	-40%	-20%	50%	-8%	21%	-17%	32%	-28%	17%	-34%	-7%	-10%	-8%
8	9	Warranties and Services	-19%	-3%	35%	19%	-4%	16%	-29%	48%	-23%	-12%	-32%	-10%	1%	-31%	-9%	-31%	-10%	-34%	-36%	-6%	-18%	-8%
11	10	Software and Licences	-7%	-9%	41%	-4%	-8%	-32%	-25%	31%	-38%	-14%	4%	1%	23%	10%	-34%	2%	-11%	-2%	-27%	-5%	-19%	-7%
6	11	Power Equipment	10%	-22%	-1%	-10%	-13%	-12%	-12%	-6%	-11%	3%	-16%	-2%	5%	-11%	0%	11%	-13%	-10%	-21%	-7%	0%	-5%
12	12	Printing	-6%	-15%	15%	38%	-9%	-5%	-17%	-2%	21%	16%	34%	-15%	4%	15%	-1%	13%	27%	-1%	-34%	0%	3%	0%
17	13	Other Networking Equipment	-5%	-26%	-8%	12%	-20%	12%	-44%	38%	-2%	-3%	-29%	-29%	4%	18%	68%	-22%	40%	-33%	-16%	-9%	52%	2%
14	14	Connectivity	-9%	0%	-1%	-2%	-17%	63%	-9%	-6%	25%	8%	-3%	35%	6%	-7%	73%	16%	-13%	46%	2%	-2%	39%	3%
13	15	Computing Components	-4%	-7%	18%	34%	24%	-39%	-17%	117%	-32%	-17%	-27%	66%	-46%	23%	-3%	46%	-1%	58%	-52%	1%	9%	4%
18	16	Wireless Networking	16%	-6%	8%	-20%	-14%	-5%	-22%	28%	56%	9%	19%	13%	-38%	22%	24%	60%	64%	-22%	1%	3%	34%	6%
15	17	Displays	13%	-5%	-4%	64%	8%	9%	4%	-3%	12%	20%	4%	13%	11%	9%	17%	17%	-15%	0%	12%	7%	18%	9%
19	18	Printing Consumables	12%	-9%	27%	56%	10%	3%	-10%	-21%	3%	14%	3%	26%	8%	65%	-6%	2%	14%	26%	47%	12%	2%	10%
16	19	Telecommunications	20%	-18%	2%	34%	-54%	136%	23%	77%	1%	118%	-28%	21%	47%	78%	-42%	87%	10%	285%	67%	8%	26%	11%
20	20	Smart Home and Office	7%	-14%	35%	120%	6%	36%	-81%	2328%	-76%	53%	792%	157%	-37%	202%	145%	97%	206%	6600%	3%	7%	367%	12%
21	21	Audio-Video Systems	20%	7%	28%	-14%	0%	83%	24%	1%	15%	138%	39%	15%	7%	-1%	-11%	75%	-5%	162%	-23%	17%	22%	17%
22	22	Wearable Devices	89%	0%	56%	69%	-26%	86%	94%	66%	176%	22%	30%	40%	37%	8%	9%	164%	0%	5%	-47%	34%	45%	36%
24	23	Computing Accessories	52%	20%	120%	73%	62%	9%	0%	51%	26%	1%	30%	31%	16%	51%	-8%	57%	22%	35%	21%	41%	18%	38%
23	24	Mobile Computing	44%	26%	73%	89%	45%	18%	9%	55%	41%	-3%	23%	-1%	-4%	19%	21%	58%	64%	13%	-3%	38%	35%	38%
		Country Trend	7%	-5%	24%	36%	-1%	8%	-1%	34%	-3%	11%	1%	11%	6%	18%	6%	33%	15%	27%	-12%			

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Largest IT Industry Sectors and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros
4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019

Sorted by largest industry sector and largest country. Displays top two categories (by revenue) within each Industry sector.

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37	Industry Sector		Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia		WE	EE	Total
1	1	Mobile Computing	→	44%	26%	73%	89%	45%	18%	9%	55%	41%	-3%	23%	-1%	-4%	19%	21%	58%	64%	13%	-3%		38%	35%	38%
2	2	Telecommunications	→	20%	-18%	2%	34%	-54%	136%	23%	77%	1%	118%	-28%	21%	47%	78%	-42%	87%	10%	285%	67%		8%	26%	11%
3	3	Software and Licences	→	-7%	-9%	41%	-4%	-8%	-32%	-25%	31%	-38%	-14%	4%	1%	23%	10%	-34%	2%	-11%	-2%	-27%		-5%	-19%	-7%
4	4	Printing Consumables	→	12%	-9%	27%	56%	10%	3%	-10%	-21%	3%	14%	3%	26%	8%	65%	-6%	2%	14%	26%	47%		12%	2%	10%
5	5	Displays	→	13%	-5%	-4%	64%	8%	9%	4%	-3%	12%	20%	4%	13%	11%	9%	33%	17%	-15%	0%	12%		7%	18%	9%
6	6	Computing Components	→	-4%	-7%	18%	34%	24%	-39%	-17%	117%	-32%	-17%	-27%	66%	-46%	23%	-3%	46%	-1%	58%	-52%		1%	9%	4%
7	7	Disk Storage	→	-13%	-25%	5%	-22%	-6%	-7%	-3%	44%	-2%	37%	3%	18%	-30%	-12%	-5%	5%	0%	48%	-47%		-10%	-2%	-8%
9	8	Desktop Computing	↑	-24%	-38%	-2%	17%	-20%	-5%	-7%	-27%	-11%	-24%	5%	-8%	-19%	-25%	-22%	-8%	-10%	-18%	-19%		-19%	-17%	-18%
8	9	Warranties and Services	↓	-19%	-3%	35%	19%	-4%	16%	-29%	48%	-23%	-12%	-32%	-10%	1%	-31%	-9%	-31%	-10%	-34%	-36%		-6%	-18%	-8%
10	10	Computing Accessories	→	52%	20%	120%	73%	62%	9%	0%	51%	26%	1%	30%	31%	16%	51%	-8%	57%	22%	35%	21%		41%	18%	38%
13	11	Printing	↑	-6%	-15%	15%	38%	-9%	-5%	-17%	-2%	21%	16%	34%	-15%	4%	15%	-1%	13%	27%	-1%	-34%		0%	3%	0%
11	12	Audio-Video Systems	↓	20%	7%	28%	-14%	0%	83%	24%	1%	15%	138%	39%	15%	7%	-1%	-11%	75%	-5%	162%	-23%		17%	22%	17%
12	13	Networking Systems	↓	-3%	-31%	-16%	-23%	-30%	33%	-48%	-3%	-24%	-9%	-37%	-17%	-16%	-8%	20%	1%	-3%	-38%	-10%		-17%	12%	-11%
14	14	Server Computing	→	-18%	-23%	2%	-11%	28%	29%	-28%	-2%	-46%	-40%	-20%	50%	-8%	21%	-17%	32%	-28%	17%	-34%		-7%	-10%	-8%
15	15	Data Center Networking and Security	→	-21%	-33%	6%	36%	-27%	15%	-61%	31%	-1%	-1%	14%	-51%	33%	-44%	39%	-67%	44%	-66%	166%		-18%	15%	-13%
17	16	Power Equipment	↑	10%	-22%	-1%	-10%	-13%	-12%	-12%	-6%	-11%	3%	-16%	-2%	5%	-11%	0%	11%	-13%	-10%	-21%		-7%	0%	-5%
16	17	Wireless Networking	↓	16%	-6%	8%	-20%	-14%	-5%	-22%	28%	56%	9%	19%	13%	-38%	22%	24%	60%	64%	-22%	1%		3%	34%	6%
18	18	Other Networking Equipment	→	-5%	-26%	-8%	12%	-20%	12%	-44%	38%	-2%	-3%	-29%	-29%	4%	18%	68%	-22%	40%	-33%	-16%		-9%	52%	2%
19	19	Wearable Devices	→	89%	0%	56%	69%	-26%	86%	94%	66%	176%	22%	30%	40%	37%	8%	9%	164%	0%	5%	-47%		34%	45%	36%
20	20	Connectivity	→	-9%	0%	-1%	-2%	-17%	63%	-9%	-6%	25%	8%	-3%	35%	6%	-7%	73%	16%	-13%	46%	2%		-2%	39%	3%
21	21	Removable Storage	→	-34%	-52%	-8%	-17%	27%	35%	-7%	-9%	-35%	9%	-47%	-45%	31%	-20%	8%	25%	-17%	13%	-14%		-25%	8%	-18%
23	22	Games Consoles	↑	25%		-19%	71%	50%	75%	260%	149%	-23%	-8%	-10%	813%	-1%	63%	-43%	-29%	-39%	53%	109%		30%	-26%	8%
24	23	Smart Home and Office	↓	7%	-14%	35%	120%	6%	36%	-81%	2328%	-76%	53%	792%	157%	-37%	202%	145%	97%	206%	6600%	3%		7%	367%	12%
22	24	Electronics	↓	6%	-41%	-39%	-21%	22%	-22%	-54%	-23%	-48%	9%	-61%	-39%	51%	-37%	41%	-50%	6%	-38%	-9%		-22%	10%	-14%
25	25	Unified Communications	→	-18%	-60%	12%	-38%	-45%	-3%	-44%	-39%	-48%	-48%	-48%	-14%	-53%	-43%	-11%	30%	-68%	7%	-79%		-32%	-9%	-28%
27	26	Security	↑	33%	-9%	-9%	-18%	-4%	54%	-51%	65%	110%	182%	55%	11%	3%	9%	50%	32%	-6%	2%	-31%		4%	34%	10%
26	27	Scanner Imaging	↓	0%	-5%	-5%	29%	-36%	-5%	-51%	13%	-7%	-7%	-12%	23%	35%	4%	-27%	3%	-20%	-16%	-8%		-8%	-22%	-11%
28	28	Terminals, Thin Clients and Points of S	→	-17%	-35%	-13%	-38%	-26%	-58%	-50%	-67%	-24%	-40%	-78%	24%	-42%	-28%	-52%	-39%	-4%	227%	250%		-28%	-45%	-31%
29	29	Tape Storage	→	-31%	-29%	-47%	55%	58%	93%	11%	-7%	71%	-43%	42%	-60%	-55%	-23%	-51%	-28%	-41%	96%	-36%		-12%	-44%	-18%
30	30	Photo and Video Cameras	→	11%	-19%	3%	-37%	-74%	-27%	-76%	-88%	-70%	-65%	-24%	-91%	-60%	-64%	-25%	-53%	5%	-14%	34%		-37%	-28%	-32%

WESTERN EUROPE / EASTERN EUROPE / INDUSTRY SECTOR TREND

Top Growth Categories in Western and Eastern Europe
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Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Czech Republic	Baltics	Slovakia	Poland	WE	EE	Total
1	1	Web Cameras	662%	436%	925%	507%	391%	512%	141%	320%	350%	112%	542%	52%	281%	333%	55%	122%	424%	339%	554%	431%	140%	367%
2	2	3D Printers	426%	0%	278%	-92%	0%	-39%	0%		170%	-100%	-30%	-100%		-93%		-59%	0%	0%	0%	232%	88%	229%
5	3	Games Accessories	164%		215%	91%	76%	103%	77%	149%	118%	-7%	72%	870%	14%	114%	-44%	8%	5%	210%	47%	123%	37%	98%
14	4	Smart Home Automation	-30%	-67%	1101%	7166%	242%	82%	84%		-55%	441%		-34%	144%			81%	-1%	-23%	12367%	93%	837%	93%
6	5	Telephony and Conference Systems	81%	33%	79%	96%	49%	263%	99%	70%	186%	199%	-17%	70%	199%	148%	74%	96%	406%	197%	35%	77%	77%	77%
4	6	Server Enclosure	-48%	-66%	-15%	11461%	-78%	0%	-62%	-81%	-75%	904%	3158%	-68%	-90%	-81%	52%	-30%	-48%	-92%	36%	109%	38%	70%
10	7	Mobile Computing Accessories and Parts	113%	-6%	66%	53%	24%	49%	28%	-7%	54%	-27%	48%	22%	27%	105%	151%	1%	32%	-31%	66%	55%	51%	54%
3	8	Smart Lighting and Electricals	65%		159%	29%	99%		5%	-75%	-29%	-17%	175%	151%	-42%	-73%	198%	52%	525%	52%	137%	39%	139%	52%
7	9	Smart Watches	69%	26%	47%	177%	-40%	181%	79%	62%	161%	15%	38%	36%	28%	11%	6%	29%	-56%	-51%	145%	51%	45%	50%
8	10	Mobile Computing Cases	84%	20%	125%	57%	29%	35%	6%	88%	9%	19%	27%	-18%	44%	39%	30%	57%	8%	23%	40%	45%	39%	44%
11	11	Notebooks	36%	35%	84%	91%	61%	15%	13%	55%	48%	-11%	25%	-9%	-5%	21%	23%	69%	13%	-5%	62%	41%	36%	40%
12	12	Labelling Tapes	64%	28%	17%	-16%	23%	33%	-11%	-4%	-24%	267%	-24%	495%	121%	91%	108%	-13%	-13%	14%	0%	39%	35%	39%
21	13	Portable Speakers	-47%	-37%	177%	145%	-54%	-37%	-13%	24%	-93%	-29%	-58%	-27%	-36%	-78%	-88%	-57%	-70%	-86%	-20%	44%	-75%	34%
9	14	Tablet PCs	69%	1%	29%	81%	10%	41%	-5%	58%	13%	83%	9%	53%	6%	29%	10%	45%	18%	16%	37%	33%	25%	33%
13	15	Network Accessories	-25%	-40%	-21%	78%	-46%	52%	-42%	20%	-64%	-58%	-68%	-43%	-55%	-31%	299%	-25%	-8%	-18%	-5%	-28%	237%	32%
13	16	Network Management Software	32%	26%	-10%	15%	5%	-30%	8%	223%	-11%	112%	53%	280%	82%	3%	125%	-61%	10%	35%	10%	28%	68%	31%
33	17	Telephony Accessories	199%	-76%	-18%	-41%	-82%	26%	12%	171%	-60%	250%	-51%	-41%	25%	-81%	610%	-45%	492%		187%	9%	484%	30%
18	18	Televisions	46%	-5%	-35%	511%	5%	50%	165%	-2%	-14%	14%	-7%	178%	110%	-23%	1197%	-59%	-11%	142%	31%	1%	101%	29%
20	19	Docking Stations	9%	16%	178%	70%	71%	12%	-25%	94%	18%	-12%	-29%	45%	9%	10%	0%	3%	10%	15%	27%	25%	12%	24%
15	20	Ink Cartridges and Tanks	23%	10%	46%	124%	9%	18%	-21%	-28%	-1%	4%	20%	54%	6%	83%	16%	-1%	17%	77%	15%	25%	19%	24%
22	21	Inkjet Printers	23%	80%	57%	36%	20%	-18%	-51%	-52%	23%	-46%	5%	-12%	-57%	63%	-28%	79%	30%	89%	39%	30%	1%	24%
16	22	Headsets/Headphones and Microphones	28%	23%	-7%	-27%	11%	159%	32%	6%	30%	150%	46%	16%	10%	-8%	6%	-11%	255%	-24%	105%	19%	40%	21%
25	23	Monitors	25%	18%	25%	67%	24%	2%	25%	16%	34%	38%	10%	51%	4%	27%	-16%	19%	11%	-6%	16%	25%	-2%	18%
19	24	E-Readers	-68%	-63%	4%	179%	165%	10%	-74%		7%	186%	84%	247%	-50%	122%	92%	660%	-50%	593%	-58%	16%	23%	17%
50	25	Smart Bands and Activity Trackers	116%	-31%	148%	7%	-38%	137%	346%	111%	81%	208%	8%	0%	1939%	20%	15%	-16%	114%	-23%	406%	0%	87%	16%
23	26	Wireless Adapters	6%	-22%	44%	27%	22%	-5%	-4%	1%	50%	25%	55%	-1%	33%	41%	0%	123%	65%	-33%	43%	11%	29%	15%
24	27	Keyboards and Keypads	8%	17%	53%	25%	58%	-17%	-19%	13%	1%	12%	11%	35%	-13%	69%	-7%	-1%	14%	48%	23%	16%	5%	14%
28	28	Mice	28%	-5%	108%	26%	51%	-33%	-19%	18%	-31%	-35%	45%	23%	1%	28%	-26%	28%	9%	20%	66%	15%	12%	14%
39	29	Integrated Systems	199%	-16%	13%	-85%	-25%	160%	-93%	183%	-14%	-45%	-71%	82%	-87%	116%	91%	-76%	-17%	-100%	0%	7%	74%	14%
37	30	Smartphones	21%	-17%	1%	35%	-58%	161%	23%	82%	0%	134%	-28%	20%	47%	84%	-53%	10%	295%	71%	89%	9%	26%	12%
31	31	IP Cameras	34%	-12%	-9%	-19%	-4%	55%	-51%	71%	110%	187%	56%	11%	3%	8%	67%	-4%	-1%	-29%	42%	3%	43%	11%
31	32	Processors	1%	7%	-1%	49%	23%	-24%	-22%	141%	-25%	0%	-30%	101%	-53%	62%	-19%	37%	180%	-64%	100%	11%	9%	11%
32	33	Notebook Workstations	27%	34%	56%	29%	3%	8%	26%	54%	45%	-22%	75%	7%	9%	-58%	-52%	-41%	57%	11%	40%	11%	-14%	9%
29	34	Security Software	22%	4%	4%	3%	2%	12%	-54%	-1%	-30%	68%	-17%	-15%	18%	33%	-23%	43%	-38%	60%	47%	9%	-2%	8%
36	35	PC Speakers	83%	-45%	-11%	-17%	-12%	12%	261%	33%	-36%	392%	12%	-46%	14%	66%	-22%	-32%	-11%	30%	-6%	15%	-15%	8%
30	36	Wireless Access Points	17%	-4%	7%	-21%	-16%	-7%	-23%	34%	61%	9%	19%	14%	-44%	19%	42%	61%	-29%	6%	68%	3%	44%	7%
34	37	All-in-One Inkjets	-9%	-5%	48%	72%	-6%	24%	-26%	18%	16%	67%	70%	3%	-29%	57%	-71%	53%	36%	32%	14%	13%	-25%	6%
38	38	All-in-One Lasers	-2%	-23%	16%	62%	-11%	-1%	-3%	6%	65%	17%	22%	1%	13%	10%	15%	41%	-28%	-53%	12%	1%	13%	5%
27	39	Powerline Devices	16%	-28%	20%	29%	-27%	39%	-23%	29%	25%	27%	58%	354%	-71%	17%	25%	469%	48%	-38%	-13%	3%	108%	5%
42	40	NAS Devices	33%	0%	-1%	-4%	-14%	-8%	-57%	-12%	-19%	137%	-14%	-58%	48%	-35%	-14%	9%	41%	-13%	20%	5%	1%	4%
26	41	Digital Media Players	-10%	13%	-58%	5%	-13%	8%	19%	-32%	76%	65%	19%	13%	-14%	100%	9%	125%	311%	-63%	-48%	5%	-7%	4%
41	42	Cables and Connectivity Adapters	-8%	-7%	-2%	1%	-18%	70%	-9%	-6%	25%	6%	-5%	35%	7%	-6%	108%	-15%	59%	-1%	13%	-2%	50%	3%
45	43	Transceivers	-4%	-30%	-14%	-4%	-17%	-11%	-52%	44%	10%	-3%	-66%	-44%	23%	29%	91%	7%	-49%	96%	-47%	-12%	65%	1%
44	44	Laser Printers	-14%	-11%	19%	38%	-10%	-31%	15%	26%	-10%	-22%	1%	-29%	-27%	-9%	14%	42%	18%	21%	-9%	-6%	15%	1%
49	45	Toner	5%	-23%	15%	1%	14%	-4%	2%	-11%	10%	22%	-13%	4%	5%	45%	-15%	25%	41%	9%	-9%	2%	-6%	1%
NA	46	Solid State Drives (SSDs)	-4%	-40%	-1%	-9%	-17%	-3%	11%	121%	8%	34%	-34%	153%	-24%	1%	21%	11%	36%	-61%	17%	-5%	16%	0%
NA	47	Servers (Unix)	19%	4%	-51%	-16%	39%	-42%	3044%	-69%	-94%	-100%	-100%	-97%		-82%	-23%	120%	0%	-100%	6405%	7%	-13%	-1%
NA	48	Wired Network Adapters	-16%	7%	-7%	29%	29%	-21%	-9%	19%	-16%	18%	-23%	54%	-28%	10%	-12%	-39%	31%	-29%	68%	-1%	-1%	-1%
NA	49	Uninterruptable Power Supplies (UPS)	16%	-3%	-9%	-8%	-9%	-16%	0%	-21%	-4%	10%	11%	16%	5%	-7%	-4%	-8%	-22%	5%	25%	0%	-2%	-1%
NA	50	LTO/Ultrium Media	-29%	-37%	-6%	160%	166%	-23%	-2%	16%	9%	-17%	217%	59%	-25%	4%	48%	-42%	27%	46%	-17%	-6%	26%	-3%

CONTEXT Covid-19 Weekly Report

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Top Decline Categories and Countries in Western and Eastern Europe
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Above	15%
Inbetween	
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Rank-W36	Rank-W37	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Consoles Fixed	-91%		-86%	-32%	-61%	-87%			-87%	-41%	-43%		-81%	-97%	127%	-57%	-76%	190%	41%	-76%	-57%	-66%
3	2	SAN Accessories	-69%	-79%	-17%	-89%	-69%	-85%	-99%	860%	43%	-50%	-82%	-100%	-99%	-79%	48%	-11%	174%	0%		-71%	25%	-65%
2	3	Privacy Screens	-63%	-75%	35%	-54%	-58%	-73%	-35%	-71%	26%	-66%	-100%	-50%	0%	-53%		-40%		18%	-75%	-63%	-28%	-62%
6	4	Standalone GPS Devices	-34%	-63%	-81%	-60%	-83%	12%	-63%	-100%		-10%	-72%	-37%	0%	-92%		-48%	77%	-58%	82%	-61%	22%	-56%
5	5	Presentation Devices	-71%	-70%	-81%	65%	-93%	-27%	32%	-85%	-87%	85%	-69%	-53%	8%	-86%	-75%	-83%	-22%	-58%	-57%	-49%	-74%	-50%
10	6	MP3/MP4 Players	-51%	-43%	-33%	-21%	-80%	-45%	-28%	-11%	-100%		-3%	-70%	-11%	2%	-100%	-67%	-15%	255%	159%	-45%	-33%	-45%
4	7	Dye Sublimation Printers	-71%	38%	-44%	49%	-73%	-71%	-73%	-96%	139%	1326%	-87%	-80%	-53%	-45%	31%	-59%	-69%	-69%	824%	-43%	-53%	-45%
20	8	Smart Speakers	6%	-53%	-51%	-22%	-17%	-5%	-91%	0%		-90%	204%	-75%	-100%			-58%	1376%	7%	-92%	-41%	-13%	-40%
8	9	Games Software	-87%		77%	94%	-97%	-1%	63%	169%	-100%	-100%	-74%		-82%		-66%	-5%	-15%	308%	-132%	-60%	-12%	-40%
11	10	Tape Libraries	-15%	-21%	-61%	143%	-39%	54%	0%	96%	73%	-90%	-35%	-100%		-86%	-65%	-76%	-74%	388%	-51%	-21%	-65%	-39%
18	11	Network Chassis	-26%	-83%	-61%	-22%	-44%	39%	-24%	126%	125%	-38%	-89%	60%	-24%	-80%	98%	-68%	-74%	-100%		-54%	74%	-38%
7	12	Desktop Thin Clients	-34%	-54%	-26%	-48%	-15%	-50%	-14%	-65%	-13%	-4%	-73%	36%	-31%	-33%	-49%	-13%	12%	585%	422%	-37%	-40%	-37%
13	13	Smartphone Protective Cases	-60%	-80%	-10%	-19%	-48%	-8%	9%	-32%	-27%	47%	-38%	-48%	171%	-30%	751%	-16%	-60%	-58%		-45%	109%	-36%
15	14	Developer Tools Software	-55%	38%	-52%	10%	-46%	-70%	-24%	-66%	-89%	-10%	-56%	27%	-3%	82%	-4%	-11%	40%	2%	77%	-37%	4%	-36%
12	15	Desktop Workstations (PC/Mac)	-32%	-47%	17%	-58%	-37%	-36%	-28%	-35%	-30%	-71%	-65%	-66%	-48%	-19%	-21%	-18%	-44%	-20%	-37%	-36%	-26%	-35%
21	16	Digital Cameras	-18%	-3%	24%	-42%	-77%	-4%	104%	-93%	-60%	-85%	-31%	960%	-70%	34%	-33%	-52%	-7%	-13%	53%	-37%	-32%	-34%
45	17	Copier-based MFPs	-15%	-60%	2%	-29%	-54%	-29%	-72%	-59%	-4%	-3%	-93%	-55%	153%	45%	-3%	-81%	-40%	1%	7%	-40%	-8%	-31%
22	18	Server Accessories	-54%	-4%	-4%	37%	61%	-64%	69%	310%	-68%	-46%	-79%	6%	-77%	-56%	-44%	-42%	-43%	81%	-41%	-27%	-24%	-30%
17	19	VOIP Systems	-22%	-60%	15%	-40%	-45%	-2%	-44%	-42%	-14%	-45%	-52%	-22%	-62%	-42%	-12%	18%	-66%	-4%	-79%	-33%	-12%	-30%
26	20	Label/Barcode/Receipt Printers	-19%	-20%	-61%	-52%	-31%	-16%	-29%	-70%	12%	-2%	-36%	-2%	23%	26%	16%	6%	-10%	37%	-53%	-34%	4%	-28%
23	21	Camera/Camcorder Accessories	54%	-23%	-24%	-8%	-36%	-37%	-93%	-55%	-90%	-51%	21%	-96%	-28%	-66%	13%	-59%	46%	5%	9%	-37%	-12%	-27%
24	22	Landline Telephones	-8%	-55%	58%	16%	-80%	12%	-23%	187%	-27%	-43%	22%	99%	-52%	-37%	-47%	23%	3%	30%	-27%	-28%	-19%	-27%
16	23	Connectivity Switches (Data and KVM)	-45%	-6%	6%	-53%	-21%	-23%	-47%	-39%	83%	-3%	21%	10%	-62%	-31%	-44%	74%	-70%	-95%	193%	-22%	-41%	-26%
14	24	Smartphone Screen Protectors	-9%	-57%	-60%	7%	-41%	126%		23%	116%		-57%	20%	21%	17%	-86%	-16%	11%	274%	79%	-28%	-6%	-25%
25	25	Storage Controllers	-35%	-13%	-12%	-20%	8%	-76%	92%	124%	-40%	7%	-42%	-51%	-65%	-34%	-9%	-9%	-41%	4%	199%	-26%	-8%	-23%
28	26	Operating Systems Software	-20%	-34%	-18%	2%	-4%	-79%	-23%	55%	-30%	-47%	-24%	23%	-7%	-14%	19%	0%	-45%	-19%	-35%	-26%	3%	-23%
9	27	Partner Rebates, Warehousing and Logistics	-44%	162%	-51%	-58%	-80%	-37%	-89%	-19%	-76%	-65%	-59%	-18%	258%	15%	-56%	-34%	34%	49%	2744%	-27%	19%	-22%
NA	28	Database Management Software	-9%	-13%	-17%	-41%	-16%	9%	62%	-32%	-17%	-36%	56%	-57%	158%	7%	-88%	-25%	-21%	2%	-56%	-8%	-65%	-20%
29	29	Portable Power Banks	-10%	-31%	-37%	-60%	-35%	24%	-80%	-9%	36%	-67%	-68%	-27%	87%	-10%	144%	-5%	-14%	27%	-42%	-35%	31%	-20%
31	30	Data Management Software	-30%	-17%	-5%	-33%	0%	-23%	-57%	85%	-24%	-11%	255%	-82%	-47%	0%	-3%	-35%	94%	-11%	-20%	-20%	-10%	-20%
35	31	Points of Sales	110%	-25%	-9%	-33%	-72%	-62%	-100%	-96%	-79%	-96%	-79%	5%	-100%	-3%	-60%	-87%	-52%	39%	108%	-7%	-60%	-19%
19	32	Tape Drives	-35%	37%	-65%	53%	-17%	144%	255%	-27%	184%	-100%	-88%	141%	-92%	-2%	-86%	-5%	-33%	-8%	-70%	-7%	-62%	-19%
40	33	Memory Cards	-35%	-49%	-33%	-27%	6%	145%	-2%	-1%	-33%	99%	-43%	-56%	72%	-21%	5%	23%	-21%	1%	-10%	-26%	4%	-19%
39	34	USB Memory	-39%	-60%	-1%	-12%	53%	-3%	1%	0%	-25%	-38%	-62%	-32%	5%	-21%	10%	42%	-14%	39%	-6%	-25%	16%	-18%
42	35	Disk Arrays	-31%	-14%	55%	-26%	39%	-5%	-24%	9%	28%	74%	91%	8%	-79%	-29%	-57%	-3%	-30%	6%	-39%	-9%	-45%	-18%
47	36	Smartphone/Tablet Chargers	-27%	-44%	-45%	9%	-27%	-10%	-17%	4%	-1%	-21%	-14%	201%	19%	43%	4%	108%	-33%	251%	-26%	-21%	32%	-18%
NA	37	Wireless LAN Controllers	15%	-27%	-24%	-84%	-25%	140%	-17%	-46%	-50%	-55%	-85%	24%	437%	71%	-50%	-59%	-45%	-97%	-96%	-8%	-52%	-17%
30	38	Mobile Phones	-38%	-13%	-10%	32%	-26%	100%	-46%	60%	16%	-50%	-85%	22%	16%	-22%	-11%	-56%	-9%	-16%	8%	-18%	-14%	-16%
33	39	Desktops	-23%	-36%	-5%	29%	-17%	0%	-5%	-25%	-6%	-9%	13%	22%	-14%	-26%	-20%	-7%	-4%	-18%	-18%	-16%	-15%	-16%
NA	40	Network Expansion Modules	-36%	-54%	101%	-62%	-56%	106%	-59%	29%	-37%	-36%	3%	-22%	-34%	-11%	150%	-58%	71%	-54%	311%	-34%	101%	-15%
32	41	Large Format Displays	-19%	-20%	17%	-10%	-15%	5%	-33%	-25%	-22%	-12%	49%	-30%	-32%	-16%	-4%	4%	-39%	-4%	10%	-16%	-9%	-15%
41	42	Disk Drives	-24%	-29%	17%	20%	-39%	-27%	-52%	-48%	-55%	-15%	-29%	3%	-21%	-14%	22%	17%	-26%	-18%	-48%	-21%	9%	-14%
38	43	Projectors	-21%	-43%	19%	-12%	13%	-4%	-26%	-7%	-13%	-49%	-38%	-29%	36%	-18%	78%	-20%	-25%	-17%	12%	-15%	-11%	-14%
NA	44	Network Switches	-6%	-32%	-26%	-12%	-31%	39%	-59%	-28%	-19%	-9%	-38%	-42%	-16%	-1%	32%	-1%	-16%	-4%	27%	-20%	18%	-14%
46	45	Project Management Software	-7%	-12%	8%	94%	-20%	-63%	77%	198%	-47%	-1%	-58%	-7%	3%	-70%	15%	-72%	69%	69%	-98%	-11%	-32%	-14%
49	46	Printer Accessories and Parts	-10%	-35%	-25%	-52%	-20%	-11%	-36%	-13%	14%	48%	127%	9%	62%	-4%	0%	71%	-24%	-20%	-63%	-17%	2%	-13%
NA	47	Print Media	-40%	-19%	-27%	6%	-37%	-23%	-30%	-76%	-39%	7%	-30%	9%	38%	-11%	15%	6%	1%	-3%	-5%	-26%	12%	-13%
27	48	Servers (PC/Mac)	-32%	-23%	0%	-1%	43%	6%	-36%	-16%	-46%	-39%	-9%	42%	4%	16%	-26%	36%	-26%	10%	-24%	-11%	-15%	-12%
43	49	Host Bus Adapters	-19%	-33%	31%	16%	82%	172%	-7%	100%	-57%	-36%	-32%	133%	-27%	-71%	-54%	-15%	-51%	35%	13%	-4%	-45%	-11%
48	50	Hard Disk Drives (HDDs)	-19%	-14%	-13%	-33%	-15%	-13%	-1%	-7%	-39%	11%	20%	-19%	-7%	-15%	7%	-8%	-10%	161%	-30%	-17%	5%	-11%

Largest Categories and Countries in Western and Eastern Europe

% Change in sales through IT Distribution in Euros

4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019

Sorted by largest industry sector and largest country.

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37	Category	WESTERN EUROPE														EASTERN EUROPE					CATEGORY TREND		
			Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Notebooks	36%	35%	84%	91%	61%	15%	13%	55%	48%	-11%	25%	-9%	-5%	21%	23%	62%	69%	13%	-5%	41%	36%	40%
2	2	Smartphones	21%	-17%	1%	35%	-58%	161%	23%	82%	0%	134%	-28%	20%	47%	84%	-53%	89%	10%	295%	71%	9%	26%	12%
3	3	Tablet PCs	69%	1%	29%	81%	10%	41%	-5%	58%	13%	83%	9%	53%	6%	29%	10%	37%	45%	18%	16%	33%	25%	33%
4	4	Warranties and Services	-19%	-3%	35%	19%	-4%	16%	-29%	48%	-23%	-12%	-32%	-10%	1%	-31%	-9%	-31%	-10%	-34%	-36%	-6%	-18%	-8%
5	5	Desktops	-23%	-36%	-5%	29%	-17%	0%	-5%	-25%	-6%	-9%	13%	22%	-14%	-26%	-20%	-7%	-4%	-18%	-18%	-16%	-15%	-16%
6	6	Monitors	25%	18%	25%	67%	24%	2%	25%	16%	34%	38%	10%	51%	4%	27%	-16%	16%	19%	11%	-6%	25%	-2%	18%
8	7	Ink Cartridges and Tanks	23%	10%	46%	124%	9%	18%	-21%	-28%	-1%	4%	20%	54%	6%	83%	16%	15%	-1%	17%	77%	25%	19%	24%
7	8	Toner	5%	-23%	15%	1%	14%	-4%	2%	-11%	10%	22%	-13%	4%	5%	45%	-15%	-9%	25%	41%	9%	2%	-6%	1%
9	9	Processors	1%	7%	-1%	49%	23%	-24%	-22%	141%	-25%	0%	-30%	101%	-53%	62%	-19%	100%	37%	180%	-64%	11%	9%	11%
10	10	Office Applications Software	-23%	-5%	79%	-12%	1%	4%	3%	28%	-5%	-9%	-11%	15%	9%	35%	-73%	33%	-18%	6%	-38%	0%	-35%	-6%
12	11	Headsets/Headphones and Microphones	28%	23%	-7%	-27%	11%	159%	32%	6%	30%	150%	46%	16%	10%	-8%	6%	105%	-11%	255%	-24%	19%	40%	21%
11	12	Network Switches	-6%	-32%	-26%	-12%	-31%	39%	-59%	-28%	-19%	-9%	-38%	-42%	-16%	-1%	32%	-1%	-16%	-40%	27%	-20%	18%	-14%
14	13	Hard Disk Drives (HDDs)	-19%	-14%	-13%	-33%	-15%	-13%	-1%	-7%	-39%	11%	20%	-19%	-7%	-15%	7%	-8%	-16%	161%	-30%	-17%	5%	-11%
13	14	Solid State Drives (SSDs)	-4%	-40%	-1%	-9%	-17%	-3%	11%	121%	8%	34%	-34%	153%	-24%	1%	21%	17%	11%	36%	-61%	-5%	16%	0%
15	15	Security Software	22%	4%	4%	3%	2%	12%	-54%	-1%	-30%	68%	-17%	15%	18%	33%	-23%	47%	43%	-38%	60%	9%	-2%	8%
16	16	Operating Systems Software	-20%	-34%	-18%	2%	-4%	-79%	-23%	55%	-30%	-47%	-24%	23%	-7%	-14%	19%	0%	-45%	-19%	-35%	-26%	3%	-23%
17	17	Servers (PC/Mac)	-32%	-23%	0%	-1%	43%	6%	-36%	-16%	-46%	-39%	-9%	42%	4%	16%	-26%	36%	-26%	10%	-24%	-11%	-15%	-12%
18	18	Data Management Software	-30%	-17%	-5%	-33%	0%	-23%	-57%	85%	-24%	-11%	255%	-47%	0%	-3%	-3%	-35%	94%	-11%	-20%	-20%	-16%	-20%
19	19	RAM Memory	-13%	-19%	18%	17%	37%	-61%	14%	107%	-37%	-21%	-7%	51%	-22%	-22%	43%	-25%	-14%	5%	-39%	-9%	16%	-4%
20	20	Large Format Displays	-19%	-20%	17%	-10%	-15%	5%	-33%	-25%	-22%	-12%	49%	-30%	-32%	-16%	-4%	4%	-39%	-4%	10%	-16%	-9%	-15%
21	21	Disk Arrays	-31%	-14%	55%	-26%	39%	-5%	-4%	9%	28%	74%	91%	8%	-79%	-29%	-57%	-3%	-30%	6%	-39%	-9%	-45%	-18%
22	22	Graphics and Design Software	-12%	-7%	14%	-11%	-17%	-3%	-37%	-10%	-48%	-9%	13%	7%	-25%	-12%	43%	15%	-9%	-3%	34%	-12%	11%	-10%
23	23	All-in-One Lasers	-2%	-23%	16%	62%	-11%	-1%	-3%	6%	65%	17%	22%	1%	13%	10%	15%	12%	41%	-28%	-53%	1%	13%	5%
26	24	Televisions	46%	-5%	-35%	511%	5%	50%	165%	-2%	-14%	14%	-7%	178%	110%	-23%	1197%	31%	-59%	-11%	142%	1%	101%	29%
24	25	Network Routers	1%	-28%	7%	-33%	-28%	13%	-11%	252%	-38%	-13%	-35%	162%	-17%	-26%	5%	4%	32%	32%	-34%	-10%	4%	-7%
28	26	All-in-One Inkjets	-9%	-5%	48%	72%	-6%	24%	-26%	18%	16%	67%	70%	3%	-29%	57%	-71%	14%	53%	36%	32%	13%	-25%	6%
25	27	Wireless Access Points	17%	-4%	7%	-21%	-16%	-7%	-23%	34%	61%	9%	19%	14%	-44%	19%	42%	68%	61%	-29%	6%	3%	44%	7%
27	28	Graphics Cards	-8%	-10%	45%	9%	-32%	-30%	-44%	56%	-39%	-44%	-40%	-50%	-64%	2%	19%	29%	-26%	4%	-18%	-11%	-4%	-4%
29	29	Network Management and Security Appliances	-3%	-12%	8%	111%	9%	29%	-59%	25%	27%	27%	21%	-55%	80%	-45%	-6%	-63%	75%	-84%	181%	-2%	-14%	-4%
30	30	Network Management Software	32%	26%	-10%	15%	5%	-30%	8%	223%	-11%	112%	53%	280%	82%	3%	125%	10%	-61%	10%	35%	28%	68%	31%
31	31	Virtualisation Software	-15%	-27%	194%	108%	-18%	10%	-14%	24%	-65%	-35%	10%	25%	37%	55%	-62%	35%	-37%	-31%	-47%	-5%	-46%	-10%
33	32	Docking Stations	9%	16%	178%	70%	71%	12%	-25%	94%	18%	-12%	-29%	45%	9%	10%	0%	27%	3%	10%	15%	25%	12%	24%
32	33	Uninterruptable Power Supplies (UPS)	16%	-3%	-9%	-8%	-9%	-16%	0%	-21%	-4%	10%	11%	16%	5%	-7%	-4%	25%	-8%	-22%	5%	0%	-2%	-1%
34	34	Cables and Connectivity Adapters	-8%	-7%	-2%	1%	-18%	70%	-9%	-6%	25%	6%	-5%	35%	7%	-6%	108%	13%	-15%	59%	-1%	-2%	50%	3%
35	35	Smart Watches	69%	26%	47%	177%	-40%	181%	79%	62%	161%	15%	38%	36%	28%	11%	6%	145%	-56%		-51%	51%	45%	50%
36	36	Desktop Workstations (PC/Mac)	-32%	-47%	17%	-58%	-37%	-36%	-28%	-35%	-30%	-71%	-65%	-66%	-48%	-19%	-21%	-18%	-44%	-20%	-37%	-36%	-26%	-35%
37	37	Notebook Workstations	27%	34%	56%	29%	3%	8%	26%	54%	45%	-22%	75%	7%	9%	-58%	-52%	40%	-41%	57%	11%	11%	-14%	9%
38	38	Database Management Software	-9%	-13%	-17%	-41%	-16%	9%	62%	-32%	-17%	-36%	56%	-57%	158%	7%	-88%	-25%	-21%	2%	-56%	-8%	-65%	-20%
39	39	Transceivers	-4%	-30%	-14%	-4%	-17%	-11%	-52%	44%	10%	-3%	-66%	-44%	23%	29%	91%	-47%	7%	-49%	96%	-12%	65%	1%
40	40	Keyboards and Keypads	8%	17%	53%	25%	58%	-17%	-19%	13%	1%	12%	11%	35%	-13%	69%	-7%	23%	-1%	14%	48%	16%	5%	14%
41	41	Laser Printers	-14%	-11%	19%	38%	-10%	-31%	15%	26%	-10%	-22%	1%	-29%	-27%	-9%	14%	21%	42%	18%	-15%	-6%	15%	1%
45	42	Projectors	-21%	-43%	19%	-12%	13%	-4%	-26%	-7%	-13%	-49%	-38%	-29%	36%	-18%	78%	-20%	-25%	-17%	12%	-15%	-11%	-14%
44	43	Mice	28%	-5%	108%	26%	51%	-33%	-19%	18%	-31%	-35%	45%	23%	1%	28%	-26%	66%	28%	9%	20%	15%	12%	14%
42	44	Mobile Computing Cases	84%	20%	125%	57%	29%	35%	6%	88%	9%	19%	27%	44%	39%	30%	40%	57%	8%	6%	23%	45%	39%	44%
46	45	Long Life Consumables	-2%	-31%	1%	79%	3%	2%	-23%	5%	8%	-26%	-10%	-11%	22%	8%	-11%	-7%	37%	-8%	-6%	-4%	-6%	-4%
43	46	Developer Tools Software	-55%	38%	-52%	10%	-46%	-70%	-24%	-66%	-89%	-10%	-56%	27%	-3%	82%	-4%	-11%	40%	2%	77%	-37%	4%	-36%
47	47	Integrated Systems	199%	-16%	13%	-85%	-25%	160%	-93%	183%	-14%	-45%	-71%	82%	-87%	116%	91%	0%	-76%		-100%	7%	74%	1%
48	48	Network Expansion Modules	-36%	-54%	101%	-62%	-56%	106%	-59%	29%	-37%	-36%	3%	-22%	-34%	-11%	150%	-58%	71%	-54%	311%	-34%	101%	-15%
49	49	NAS Devices	33%	0%	-1%	-4%	-14%	-8%	-57%	-12%	-19%	137%	-14%	-58%	48%	-35%	-14%	20%	9%	41%	-13%	5%	1%	4%
NA	50	Mobile Computing Accessories and Parts	113%	-6%	66%	53%	24%	49%	28%	-7%	54%	-27%	48%	22%	27%	105%	151%	66%	1%	32%	-31%	55%	51%	51%

Channel Performance in Western and Eastern Europe
% Change in sales through IT Distribution in Euros
4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019
Sorted by largest country

Traffic Lights:	
Above	15%
Inbetween	
Below	-20%

Business Sectors	Channel	WESTERN EUROPE														EASTERN EUROPE					CHANNEL TREND		
		Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
Business Channels	Corporate Reseller	-6%	-19%	15%	-1%	-5%	-18%	-33%	40%	-34%	-6%	-28%	-16%	1%	4%	-15%	-27%	-2%	-37%	-46%	-9%	-17%	-10%
	Small and Medium Reseller	-2%	-4%	32%	36%	8%	-1%	12%	16%	-6%	10%	4%	-2%	1%	10%	19%	23%	2%	70%	-11%	7%	19%	9%
	Etailer Business	-4%	7%	4%	6%	-7%	-34%	1%	69%	-31%	1%	-59%	6%	-27%	-2%	-31%	32%	-15%	-47%	40%	-1%	-20%	-2%
Retail Channels	Etailer Consumer	31%	39%	75%	115%	19%	28%	-85%	45%	27%	53%	8%	60%	-38%	22%	-22%	71%	11%	44%	-17%	37%	8%	31%
	Retail Chain	32%	-4%	17%	42%	-18%	46%	44%	69%	32%	40%	5%	80%	29%	55%	19%	52%	42%	62%	5%	23%	35%	26%

Channel Share in Western and Eastern Europe (Revenue) Rolling 4 weeks (W34-W37)
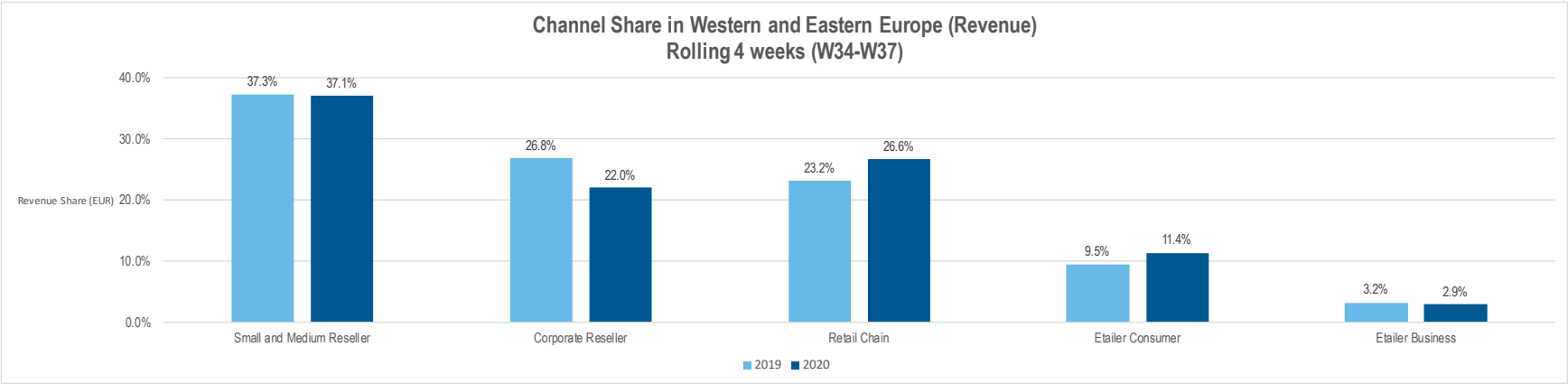
Largest Industries in Business Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019
Sorted by largest industries and country size in Business Channel

Traffic Lights:

Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37	Industry Sector	Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	Mobile Computing	26%	16%	116%	65%	39%	6%	6%	42%	8%	-19%	22%	-14%	-20%	17%	22%	41%	48%	-5%	-14%	27%	27%	27%
2	2	Telecommunications	60%	-21%	34%	70%	-18%	82%	9%	39%	-4%	195%	-8%	-18%	50%	63%	-20%	140%	-6%	212%	25%	27%	47%	31%
3	3	Software and Licences	-8%	-11%	41%	-7%	-9%	-34%	-25%	30%	-40%	-17%	-1%	-7%	22%	4%	-38%	-4%	-18%	-4%	-25%	-7%	-24%	-9%
4	4	Printing Consumables	10%	-21%	8%	53%	10%	1%	-12%	-20%	3%	17%	-7%	19%	10%	43%	-11%	-2%	18%	27%	37%	6%	-2%	5%
5	5	Displays	-10%	-23%	-2%	9%	-5%	-13%	-6%	-8%	-17%	4%	-24%	0%	-12%	-1%	17%	-16%	-19%	-7%	-8%	-10%	1%	-8%
6	6	Computing Components	-19%	-21%	5%	19%	28%	-52%	8%	114%	-52%	-28%	-44%	20%	-31%	6%	-8%	37%	-33%	95%	-56%	-11%	-1%	-9%
7	7	Disk Storage	-25%	-31%	3%	-25%	-1%	-17%	-16%	45%	-19%	34%	12%	10%	-33%	-20%	-7%	-13%	-11%	30%	-48%	-17%	-8%	-15%
9	8	Desktop Computing	-38%	-47%	-21%	-8%	-27%	-27%	-17%	-32%	-35%	-37%	-13%	-23%	-37%	-42%	-15%	-25%	-25%	-28%	-37%	-33%	-20%	-31%
8	9	Warranties and Services	-18%	-7%	35%	18%	-6%	16%	-32%	47%	-24%	-13%	-38%	-12%	0%	-33%	-10%	-33%	-10%	-35%	-37%	-8%	-19%	-9%
10	10	Computing Accessories	54%	23%	127%	79%	60%	10%	2%	50%	12%	3%	14%	33%	28%	36%	2%	61%	13%	32%	17%	41%	22%	38%
13	11	Printing	-11%	-19%	-10%	17%	-16%	-25%	-31%	-25%	5%	-7%	39%	-26%	-2%	-9%	-10%	-6%	-6%	-42%	-53%	-12%	-11%	-12%
11	12	Audio-Video Systems	51%	10%	-41%	-30%	14%	153%	-16%	29%	39%	145%	83%	17%	117%	42%	26%	-17%	4%	98%	-14%	22%	10%	21%
12	13	Networking Systems	-16%	-35%	-27%	-32%	-34%	26%	-58%	-4%	-28%	-24%	-47%	-46%	-24%	-9%	23%	-24%	-16%	-44%	18%	-26%	8%	-20%
14	14	Server Computing	-20%	-25%	2%	-12%	24%	25%	-24%	-5%	-49%	-47%	-20%	-3%	-33%	19%	-25%	22%	-41%	-3%	-38%	-10%	-20%	-13%
15	15	Data Center Networking and Security	-21%	-39%	2%	22%	-38%	13%	-62%	30%	-31%	-4%	11%	-52%	34%	-44%	33%	-69%	-32%	-69%	167%	-23%	9%	-18%
17	16	Power Equipment	2%	-28%	1%	-17%	-16%	-22%	-4%	-16%	-17%	7%	-16%	-12%	-6%	-16%	-13%	2%	-28%	-26%	-17%	-12%	-13%	-12%
16	17	Wireless Networking	5%	-1%	3%	-46%	-22%	-2%	-44%	43%	48%	-14%	-24%	4%	-42%	37%	25%	25%	60%	-12%	4%	-4%	26%	-1%
18	18	Other Networking Equipment	-12%	-28%	-13%	10%	-11%	12%	-45%	38%	-7%	-6%	-54%	-35%	5%	18%	66%	-30%	32%	-40%	-2%	-12%	50%	1%
19	19	Wearable Devices	163%	98%	171%	74%	86%	103%	23%	23%	11%	12%	-26%	-31%	-12%	-19%	95%	34%	-6%	-21%	-23%	84%	32%	68%
20	20	Connectivity	-8%	8%	17%	-17%	-16%	94%	-14%	-8%	18%	5%	-9%	30%	-10%	-7%	70%	2%	-15%	45%	1%	1%	38%	5%
21	21	Removable Storage	-25%	-48%	-14%	-27%	-2%	55%	-11%	-38%	-45%	-24%	-64%	-56%	42%	-11%	49%	40%	-15%	104%	-19%	-23%	31%	-14%
23	22	Games Consoles	86%		-33%	421%	-18%	19%	70%	51%	41%	-51%	106%	130%	-39%	-9%	-39%	12%	-27%	153%	119%	32%	23%	30%
24	23	Smart Home and Office	-30%	-56%	742%	842%	-3%	9%	-13%	58%	-37%	53%	1528%	-54%	4506%	-31%	209%	-1%	688%	1713%	18%	27%	171%	33%
22	24	Electronics	20%	-21%	-13%	10%	-2%	-42%	-51%	-28%	-46%	8%	-52%	-47%	58%	-2%	9%	-56%	-13%	10%	15%	-7%	-8%	-7%
25	25	Unified Communications	-36%	-62%	11%	-41%	-46%	-6%	-44%	-34%	-10%	-52%	-49%	-14%	-37%	-44%	-33%	12%	-67%	17%	-81%	-40%	-27%	-38%
27	26	Security	6%	36%	-4%	-15%	-4%	114%	-67%	31%	-14%	-67%	58%	-89%	-59%	-51%	25%	36%	-18%	-12%	-38%	1%	16%	6%
26	27	Scanner Imaging	-13%	-14%	-9%	-3%	-22%	-19%	-63%	18%	-20%	-6%	-21%	26%	22%	-21%	-40%	-25%	-46%	-43%	6%	-15%	-38%	-20%
28	28	Terminals, Thin Clients and Points of Sales	-18%	-36%	-13%	-39%	-27%	-67%	-50%	-72%	-44%	-59%	-76%	-4%	-72%	-37%	-69%	-47%	-4%	279%	238%	-32%	-60%	-37%
29	29	Tape Storage	-33%	6%	-48%	56%	62%	97%	-1%	-8%	66%	-40%	-22%	-93%	-56%	-45%	-65%	57%	-40%	3%	-40%	-10%	-50%	-17%
30	30	Photo and Video Cameras	-20%	-47%	20%	237%	-75%	-4%	71%	-97%	-61%	-80%	75%	-79%	-35%	-50%	-65%	-69%	18%	7%	44%	-26%	-24%	-25%

Largest Industries in Consumer Channel
% Change in sales through IT Distribution in Euros
4 Weeks to Week 37 (to September 13 2020) vs Same Period 2019
Sorted by largest industries and country size in Consumer Channel

Traffic Lights:
Above	15%
Inbetween	
Below	-20%

Rank-W36	Rank-W37		Industry Sector	Germany	UK & Ireland	Italy	Spain	France	Switzerland	Sweden	Belgium	Austria	Denmark	Portugal	Norway	Finland	Other WE	Russia	Poland	Czech Republic	Baltics	Slovakia	WE	EE	Total
1	1	→	Mobile Computing	63%	61%	38%	112%	60%	33%	21%	90%	64%	69%	24%	43%	27%	21%	21%	70%	74%	32%	12%	56%	41%	52%
2	2	→	Telecommunications	15%	-17%	-10%	25%	-63%	188%	33%	142%	2%	-3%	-31%	51%	47%	95%	-53%	66%	17%	324%	102%	1%	18%	4%
3	3	→	Software and Licences	18%	35%	39%	174%	21%	30%	-32%	79%	138%	79%	125%	264%	45%	274%	48%	25%	95%	33%	-48%	52%	34%	47%
4	4	→	Printing Consumables	18%	14%	110%	61%	10%	8%	0%	-26%	3%	4%	20%	45%	2%	135%	12%	17%	-2%	23%	68%	26%	16%	25%
5	5	→	Displays	46%	39%	-7%	176%	86%	54%	84%	23%	145%	106%	115%	113%	49%	52%	63%	47%	-12%	10%	81%	46%	40%	44%
6	6	→	Computing Components	36%	50%	132%	45%	13%	17%	-31%	159%	52%	21%	23%	120%	-50%	88%	8%	53%	32%	8%	-47%	34%	25%	31%
7	7	→	Disk Storage	29%	20%	17%	-16%	-31%	11%	16%	36%	190%	51%	-18%	28%	-27%	15%	0%	40%	17%	111%	-45%	16%	15%	16%
9	8	↑	Desktop Computing	16%	43%	99%	91%	54%	34%	25%	7%	60%	41%	39%	58%	30%	24%	-34%	78%	25%	27%	46%	40%	-8%	27%
8	9	↓	Warranties and Services	-43%	335%	34%	151%	211%	18%	166%	61%	422%	2%	508%	201%	17%	50%	15%	74%	3%	3%	1793%	62%	32%	59%
10	10	→	Computing Accessories	47%	7%	104%	64%	65%	9%	-6%	53%	58%	-8%	49%	21%	1%	74%	-20%	53%	36%	40%	29%	42%	14%	36%
13	11	↑	Printing	1%	-4%	60%	62%	14%	25%	51%	40%	46%	86%	27%	41%	18%	45%	11%	36%	86%	32%	40%	22%	20%	22%
11	12	↓	Audio-Video Systems	-6%	5%	88%	-7%	-8%	40%	60%	-29%	1%	114%	28%	11%	-26%	-16%	-29%	118%	-9%	194%	-28%	13%	28%	15%
12	13	↓	Networking Systems	25%	14%	26%	137%	-8%	62%	8%	23%	-9%	188%	169%	176%	27%	0%	14%	92%	47%	-11%	-39%	24%	23%	24%
14	14	→	Server Computing	123%	128%	-46%	116%	757%	144%	-91%	286%	587%	1056%	10%	2244%	804%	212%	457%	515%	332%	1300%	350%	191%	481%	282%
15	15	→	Data Center Networking and Security	6%	165%	177%	3361%	2663%	35%	-18%	267%	2269%	133%		53%	18%	-70%	216%	-58%	1078%	263%	112%	169%	117%	152%
17	16	↑	Power Equipment	63%	-1%	-18%	12%	5%	13%	-30%	81%	17%	-11%	-20%	65%	22%	20%	50%	32%	32%	48%	-30%	17%	44%	28%
16	17	↓	Wireless Networking	34%	-20%	27%	51%	17%	-11%	77%	-30%	72%	124%	139%	105%	-21%	-7%	23%	144%	73%	-39%	-6%	21%	55%	25%
18	18	→	Other Networking Equipment	18%	5%	19%	19%	-33%	12%	-31%	41%	24%	88%	55%	300%	0%	17%	99%	47%	91%	15%	-47%	3%	77%	8%
19	19	→	Wearable Devices	63%	-9%	38%	68%	-56%	82%	130%	148%	215%	23%	76%	351%	54%	10%	-39%	259%	4%	11%	-59%	25%	52%	28%
20	20	→	Connectivity	-16%	-30%	-32%	39%	-21%	27%	4%	11%	69%	29%	6%	132%	28%	-6%	92%	36%	-9%	50%	5%	-8%	40%	-2%
21	21	→	Removable Storage	-40%	-54%	2%	-10%	46%	17%	1%	156%	-11%	49%	-31%	-27%	22%	-35%	-10%	15%	-19%	-44%	-5%	-25%	-6%	-21%
23	22	↑	Games Consoles	20%		-12%	29%	59%	86%	327%	193%	-25%	23%	-18%	1291%	7%	75%	-44%	-31%	-41%	26%	98%	30%	-30%	5%
24	23	↑	Smart Home and Office	11%	7%	13%	10%	8%	45%	-83%	2503%	-78%	53%	86%	196%	-39%	300%	125%	348%	38%	15017%	-23%	2%	575%	7%
22	24	↓	Electronics	-69%	-54%	-68%	-59%	70%	-1%	-77%	22%	-66%	133%	-71%	77%	-50%	-79%	419%	-36%	104%	-63%	-42%	-42%	104%	-26%
25	25	→	Unified Communications	17%	-28%	39%	-21%	100%	29%	-31%	-93%	-96%	2%		-11%	-84%	-15%	303%	381%	-79%	-76%	-36%	8%	260%	23%
26	26	→	Security	99%	-20%	-19%	-21%	-4%	-21%	1%	96%	-290%	449%	50%	57%	6%	76%	533%	24%	43%	89%	12%	7%	176%	17%
27	27	→	Scanner Imaging	68%	27%	11%	146%	-62%	21%	9%	-5%	95%	-18%	32%	10%	66%	44%	71%	62%	92%	46%	-123%	15%	69%	22%
28	28	→	Terminals, Thin Clients and Points of Sales	172%	-12%	-28%	23%	2379%	41%	-51%	337%			-98%	697%	643%	170%	272%	1323%	15%	37%		147%	272%	189%
29	29	→	Tape Storage	53%	-88%	181%	52%	-20%	39%	932%	3%	215%	-93%	7197%	5363%	-53%	221%	265%	-94%	-95%		70%	-31%	-9%	-26%
30	30	→	Photo and Video Cameras	224%	24%	-24%	-50%	-71%	-32%	-88%	132%	-100%	-62%	-41%	-95%	-68%	-71%	23%	-48%	-3%	-27%	5%	-42%	-29%	-35%

OPTIMISE TODAY

ACCELERATE TOMORROW