

A large, stylized sunburst graphic is centered in the background. It features a bright yellow sun with numerous thin, orange rays radiating outwards, creating a sense of energy and focus.

**TAME THE BEAST**  
**WIN THE BEAUTY**

**OCS GUIDE TO BECOMING THE HERO  
OF THE RUSSIAN MARKET**



# WHAT IS THE BEAST?

RUSSIAN  
MARKET



THEY SAY  
RUSSIAN MARKET  
IS WILD!

RUSSIAN MARKET  
ISN'T WILD...  
IT'S UNTAMED!

# WHO'S THE BEAUTY?

## RUSSIAN CUSTOMERS



THEY SAY  
RUSSIAN WOMEN  
ARE SOME  
OF THE MOST  
BEAUTIFUL  
IN THE WORLD!

THAT'S  
NOT TRUE!  
ALL RUSSIAN  
CUSTOMERS  
ARE BEAUTIFUL!

# IS THE BEAUTY WORTH THE EFFORT?

THE BEAUTY HAS A LARGE DOWRY!

POPULATION

143 M  
(#9/238)

14-35 Y.O.

31%

# OF CITIES >1M

12

GDP PER CAPITA

14.3 K  
(#47/183)

MOBILE  
PENETRATION

164%

SMARTPHONE  
PENETRATION

29%

BB  
PENETRATION

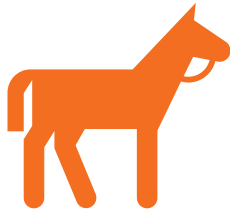
52%

BB AVG SPEED

25 MBPS

# WHY DO YOU NEED OCS DISTRIBUTION?

BECAUSE  
EVERY HERO  
NEEDS A FRIEND



CHOOSE  
YOUR FRIEND  
WISELY!

# WHAT IS OCS DISTRIBUTION?

OCS IS THE LARGEST DISTRIBUTOR IN RUSSIA

**WE DISTRIBUTE:**

**COMPUTERS, TELECOMMUNICATION  
EQUIPMENT, PERIPHERALS, PASSIVE AND  
NETWORKING EQUIPMENT,  
ILM-SOLUTIONS, COMPUTER COMPONENTS,  
INFRASTRUCTURE SOFTWARE, CONSUMER  
ELECTRONICS AND INTERACTIVE  
ENTERTAINMENT PRODUCTS**

**WE'RE GIFTED!**

**THEY SAY, "ONE CANNOT SIT ON TWO CHAIRS  
AT THE SAME TIME!" NONSENSE.  
WE DO IT EVERY DAY!**

**OCS WORKS  
IN TWO DIFFERENT  
BUSINESS DIRECTIONS**



**VOLUME  
DISTRIBUTION**

**VAD  
DISTRIBUTION**

**OCS  
HAS TWO DIFFERENT  
TYPES OF COMPETENCE**



**BROADLINER**

**NICHE VAD  
DISTRIBUTOR**

**AT THE SAME TIME**



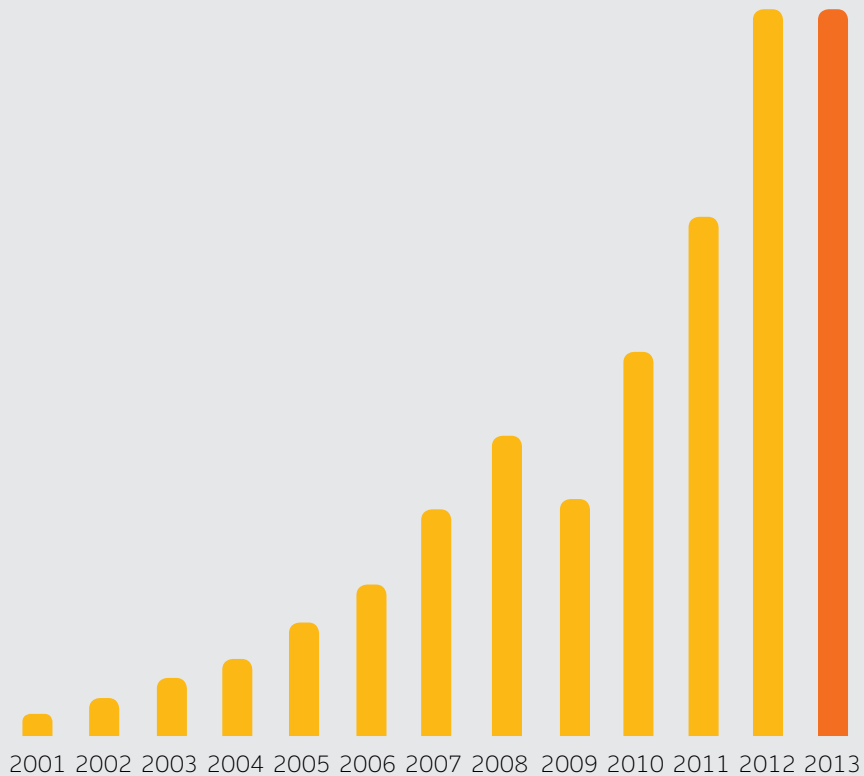
# ARE WE SITTING COMFORTABLY ON TWO CHAIRS?

WELL,  
OCS AVERAGE  
ANNUAL  
GROWTH  
IS 30%



NOT THAT  
BAD, HUH?

# OCS GROWTH STATISTICS



# WHAT MAKES US SO EFFECTIVE?

## OUR BUSINESS STRUCTURE



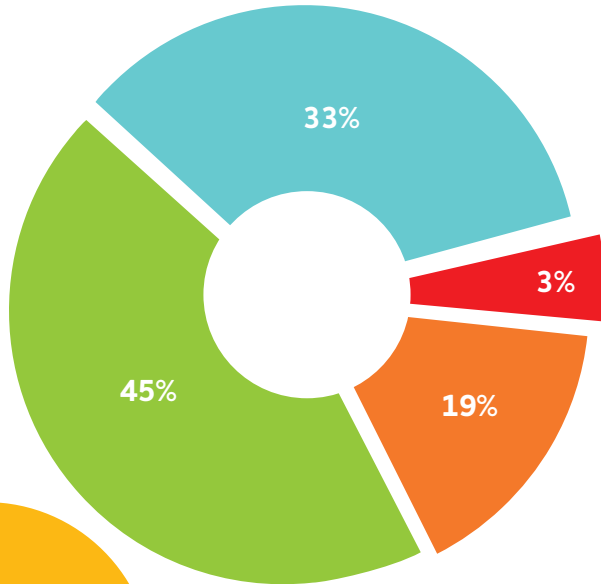
# OCS HAS THE LARGEST PARTNER NETWORK

WE  
COOPERATE  
WITH 11,500 DEALERS



FROM 620  
CITIES  
AND TOWNS

# WHO ARE THESE DEALERS?



WE HEAR  
EACH  
AND EVERY  
VOICE

- System integrators and Corporate resellers
- Retailers
- Universal resellers
- Subdistributors

# WHO ARE THE RETAIL PARTNERS?

ALL FEDERAL  
CONSUMER  
ELECTRONICS,  
MOBILE AND  
COMPUTER  
CHAINS

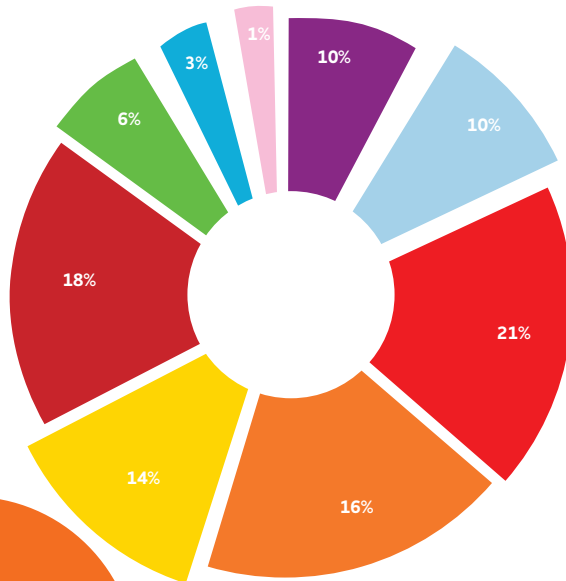
ALL GAMING  
SPECIALISTS

MAJOR  
REGIONAL  
RETAIL CHAINS

SMALL  
STORES  
IN ALL REGIONS  
OF RUSSIA

ONLINE  
STORES

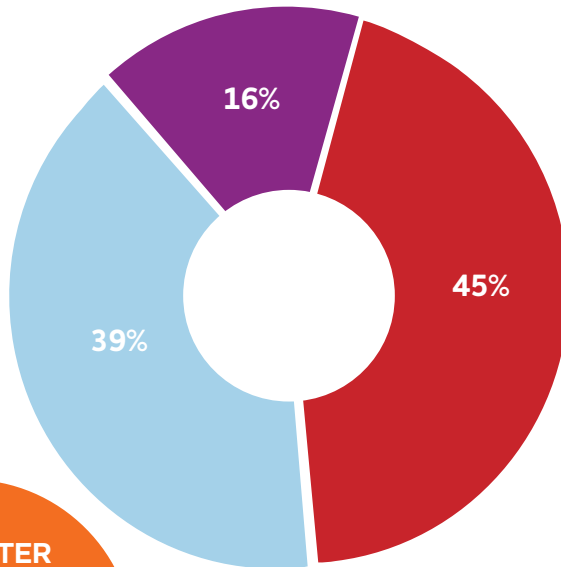
# OUR PRODUCT STRUCTURE OF SALES






**EACH  
PRODUCT LINE  
IS DEVELOPED  
BY A PROFESSIONAL  
TEAM**

- Components, Monitors
- Notebooks
- Peripherals, Supplies, Accessories
- Telecom
- Servers, Storage, PC
- Software
- Service
- Others
- Consumer electronics

# SALES GEOGRAPHY



**NO MATTER  
WHICH REGION  
WE WORK IN.  
WE PROVIDE  
THE BEST  
EVERYWHERE**

-  Regions
-  Moscow
-  St. Petersburg



# WHAT MAKES US THE HERO'S BEST FRIEND?

WE  
UNDERSTAND  
HERO'S NEEDS.  
PERFECTLY



WE CREATE  
A STRUCTURE  
FOR THESE  
NEEDS

WE SATISFY  
THESE NEEDS

# HOW EXACTLY TO BECOME THE HERO OF THE RUSSIAN MARKET?

WORK WITH OCS.  
THE REST  
IS OUR KNOW-HOW.  
BUT WE'RE READY  
TO SHARE IT  
PRIVATELY =)



CONTACT US:  
[INFO@OCS.RU](mailto:INFO@OCS.RU)

FIND US AT  
[WWW.OCS.RU/  
ENG/HOME](http://WWW.OCS.RU/ENG/HOME)



OCS Distribution was founded in 1994, and now is the leading broad-line technology Distributor in Russia.

Today the company has 29 offices in Russia, located in Moscow, St. Petersburg, Novosibirsk, Chelyabinsk, Voronezh, Nizhny Novgorod, Yekaterinburg, Perm, Samara, Saratov, Izhevsk, Rostov-on-Don, Volgograd, Kazan, Ufa, Krasnoyarsk, Omsk, Orenburg, Krasnodar, Stavropol, Tyumen, Pyatigorsk, Irkutsk, Arkhangelsk, Kaluga, Vladivostok, Yaroslavl, Cheboksary and Kurgan. OCS also has two offices in Kazakhstan (Almaty and Astana).

The main activity of OCS is the Distribution (no end-user sales) of computers, telecommunication equipment, peripherals, passive and networking equipment, ILM-solutions, computer components, infrastructure software, consumer electronics and interactive entertainment products (video games, various accessories and game consoles). OCS focuses on project and volume distribution, in cooperation with System Integrators, Retailers, PC Manufacturers and other corporate and consumer suppliers. More than 11,500 companies in Russia collaborate with OCS.

OCS cooperates with world's biggest vendors such as Acer, Adaptec, Aiptec, AMP, AMD, APC, Apple, Aquarius, Asko, AsRock, ASUS, Aten, Avaya, Babyllis, Belkin, Bosch, Braun, Brocade, Buffalo, Cablofil, Candy, Canon, Check Point, Ciena, Cisco, Citrix, Cooler Master, Crucial, Dell, D-Link, HDI Dune, Electrolux, Electronic Arts, EMC, Epson, Estap, Fenice, Fischer Audio, Foxconn, Foxline, FSP, Fujitsu, Geil, Genius, GN Netcom, Golla, GORENJE, Gigabyte, HANSA, Hewlett-Packard, HPN, Hiper, Hyundai, IBM, Indesit, Infortrend, Intel, Iomega, JDSU, Juniper, Kingston, Knurr, KRUPS, Legamaster, Legrand, Lenovo, Liebherr, LG Electronics, Logitech, Microsoft, Motorola, MSI, Moulinex, NETGEAR, Nintendo, Oracle, Panduit, Palit Microsystems, Panasonic, Parallels, Pelco, Polycom, PortDesigns, PFU, PNY Technologies, RAD, Rittal, Riverbed, Rowenta, Samsung Electronics, STM, Schneider Electric, Screen Media, Seagate, Sennheiser, Sharp, SONY, Shuttle, Siemens Enterprise Communications, SuperMicro Computers, Supra, SVEN, Symantec, Tefal, teXet, Thermaltake, THQ, Toshiba, Transcend, Ubisoft, Veeam, VMware, Voxel, Wacom, WD, Whirlpool, Winsis, Xerox, Zebra Technologies, Zelmer, ZIS.