

Dear partners,

Business at ALSO Finland is in good shape, and the co-operation with you, our partners has developed positively. In accordance with our new strategy, we lean on three strong pillars, which are IT products, the consumer and entertainment electronics trade, as well as value wholesale. The ALSO MORE service concept has been launched, and we will continue work with the concept from the standpoint of customer needs. The implementation of the renewal is well under way, and our organization is being built to better support our new operating model.

The New Year is a time for renewal, and during the following year reforms will be made in the ALSO Finland Oy organization. We are currently in a situation where several sales, marketing and business managers have decided to leave us to seek new challenges. This is not due to the ongoing changes, and does not directly affect the current revision of business development. *Markku Nieminen, Mikko Salminen, Tatu Varpukari, Juha Tamminen* and *Mika Heikell* are leaving the management team. I wish to thank each of them for a job well done. On the other hand, I also see this as an opportunity for renewal – for the people in question as well as our company.

From next year on our business will be divided into three business departments: IT Volume, Consumer and entertainment electronics, and Value-business.

To lead each business department, we have invited business managers with extensive industry experience. The IT volume department will be lead by Peeter Parts, and the recruiting process for the two remaining heads of departments is well under way.

We will keep you informed of any personnel changes on during December.

Our customer promises remain unchanged: ALSO continues to offer a competitive range of products with the most efficient supply chain in the industry. Prior agreements will be carried out normally, and daily routines will carry on as usual. We strive to bring the best services to our clients, and we aim to do so in the coming year as well.

Wishing you successful Christmas sales and a happy new year,



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