

SIGNO

Multimedia & Storage

SIGNO INTERNATIONAL

presentation

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WHO IS SIGNO?

- SIGNO is a distributor and importer that adapts to the needs for high-end media and storage devices.
- SIGNO is active on the European market with several brands.
- Concentrated distribution is very important to SIGNO, meaning SIGNO only works with strict selected partners.
- SIGNO is privately owned meaning SIGNO is not stock market listed.

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SIGNO'S VISION

SIGNO has committed itself to making partnerships with resellers as well as with manufacturers. We take these partnerships very seriously and we know that a good communication is the best base for a good working relationship. If we all fulfill our role, success is a logical consequence.

SIGNO is always trying to work on longterm relationships, because we believe this is one of the keys to success.

SIGNO is a good and reliable employer and offers to many young people a valuable experience in an international organization. They become acquainted with the latest hardware technology, global distribution systems and the latest digital store techniques.

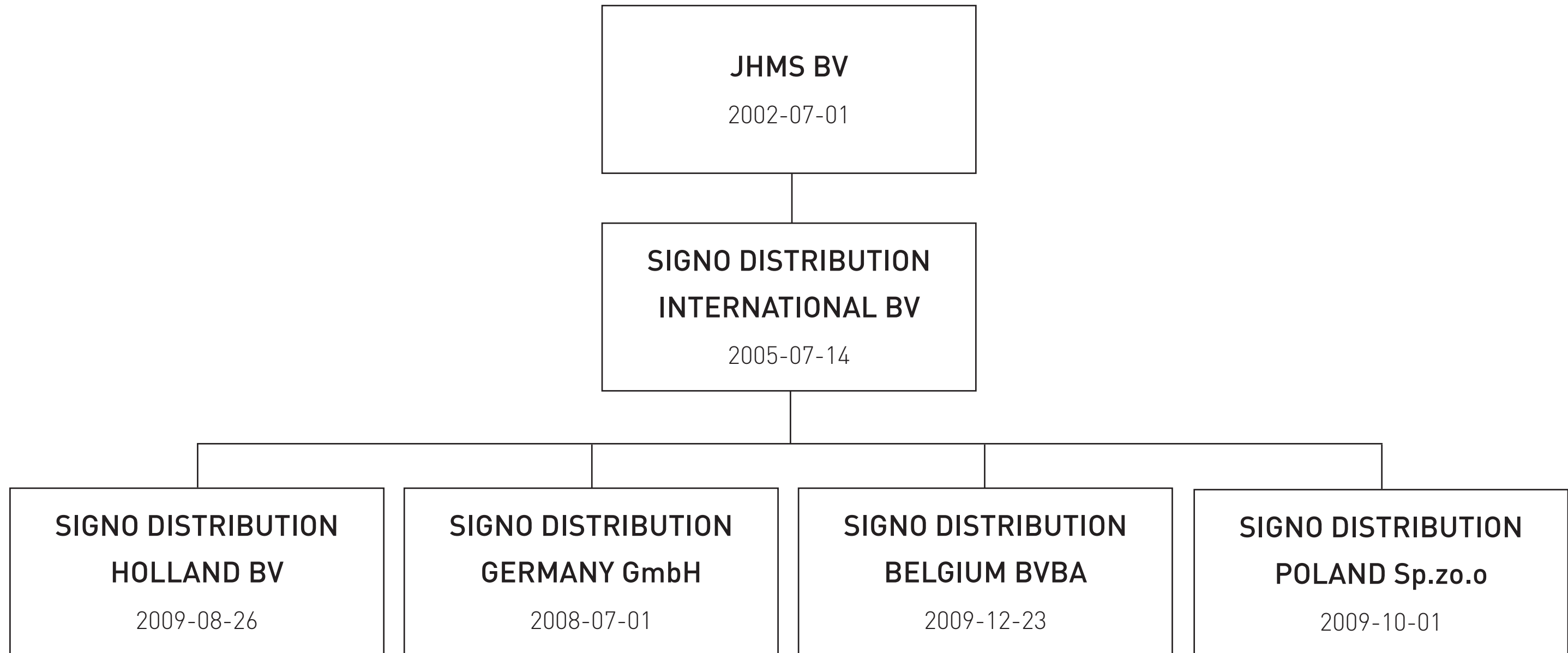
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SIGNO'S MISSION

SIGNO's mission is to have a leading role in new concepts of multimedia as well as data storage in order to establish a progressive reputation as a leading provider of the best brands in the market.

We are very committed to our brands and choose to have a limited assortment filled with quality products, so we can maintain full focus on our products and placing them in the market. Even after a successful launch of a product, this focus has to be maintained and SIGNO commits itself to keep investing time and efforts to keep products under the attention of both resellers and customers.



In their early college years, at the end of the 90's, the brothers Jan-Hein and Maarten Streppel developed an interest in international business. They started JHMS B.V., a company which focused on IT-sales to end-users and resellers. In 2006 JHMS made the strategic decision to fully focus on resellers under the trade name "SIGNO", a combination word of "Brand, Sign, Connection and Light". JHMS was restructured as a holding company, what gave the opportunity to establish subsidiaries in multiple countries. Since then, SIGNO has offices in the Netherlands, Belgium, Germany and Poland.

Employees of SIGNO (total)

↘ External sales:	2	↘ Purchase:	2
↘ Office Management:	1	↘ Finance & accounting:	2
↘ Merchandiser-Promo:	1	↘ Logistics:	3
↘ Internal sales:	4	↘ Management:	2
↘ Programmer:	1		

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BUSINESS AREA / MARKET



SIGNO has offices in the Netherlands, Belgium, Germany and Poland. The last years we have expanded our business into France with the idea of opening an office in France in the near future.

SIGNO also chooses to be active in developing European markets such as Poland. This is the opening to the other Eastern European countries.

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OUR BRANDS

- ↘ DataRobotics **USA**
- ↘ Cideko **TW**
- ↘ Revo **UK**
- ↘ Woxter **CH**
- ↘ DataWatch (DataTale) **TW**
- ↘ PogoPlug **USA**

data robotics, inc.™



pogoplug®

REVO®

We offer our clients and our manufacturers a wide range of services, like:

- ↘ 24 hour shipping
- ↘ Knowledge of the local markets
- ↘ Product specialization
- ↘ Various EDI (XML/CSV) connections
- ↘ RMA expertise
- ↘ Listing contracts major retailers
- ↘ Speaking local/foreign languages
- ↘ Transparency
- ↘ Extensive website and online ordering for our resellers
- ↘ End-user fulfillment

24 hour shipping

As SIGNO is sending over 10 000 packages a year, we have to choose our partner for shipping very carefully. We guarantee our clients a delivery within 24 hours. Our partner should have the same drive and motivation to deliver products properly and on time. Every time!

- SIGNO is working with the biggest courier of the world : UPS.
- UPS operates in more than 200 areas and countries.
- SIGNO works with UPS for over 5 years.
- Less than 1 on 5000 packages has problems during shipping.



Knowledge of the local markets

- SIGNO knows their local market by meaning of their obligations, licenses, culture, economics, society and politics.
- Acquisition of local market knowledge is critical for the successful planning and implementation of almost every aspect of the entry of doing business with a country.
- SIGNO takes care of all legal certifications in the local market and advices the supplier in this matter. Every European country has different legal regulations in which a manufacturer must fulfill. Our local sales specialists have great expertise in sales and knowledge of WEEE (DE), BeBat (BE), Recupel (BE),... regulations, which occur per country.

Product specialization

SIGNO distributes multimedia and storage products, and is specialized in this section. We have built up this experience through our years that we are active in that market.

We know our:

- Products
- Product features
- Market strategies for the products

Various EDI (XML/CSV) connections

EDI stands for 'Electronic Data Interchange' and is the electronic exchange of certain business documents such as orders, invoices and certain messages or confirmations. It is a component of electronic business, particularly in freight.

As most of our clients are in the technology market, they often use the newest technologies to run their companies. For SIGNO, answering this demand is logical step. We offer our clients two different solutions:

- XML: Extensible Markup Language . This representation is both machine readable and human readable.
- CSV: Comma Separated Values, is a specification for table files.

RMA expertise

As mentioned before, we invested in a extensive IT system. One of the cores of that system is the RMA module. This makes it possible to track all the data that is necessary to provide proper RMA service to our clients and to inform our manufacturers.

- All freight is RMA coded.
- Safe way of transporting goods.
- SIGNO is paperless so everything is digital organized.

Listing contracts for major resellers

SIGNO has contracts with major retailers all over the country. This can be really interesting for a foreign manufacturer who wants to expand to the local market in Europe. Not having a listing contract can be an entry barrier and a time consuming business.

All freight which is shipped to the major retailers is RMA coded. Retailers are familiar with Signo and their procedure, which significantly improves RMA return speed.

Speaking local/foreign languages

SIGNO office	Signo Distribution Holland	Signo Distribution Germany	Signo Distribution Poland	Signo Distribution Belgium
Native languages	Dutch	German	Polish	Dutch French German
Extra languages	English German French	English	English Russian	English Russian Lithuanian

Transparency

SIGNO has an open structure to manufacturers about the sales figures. We can deliver detailed sales reports for every reseller.

Manufacturers can logon to the SIGNO Portal to see livestock and sales updates. All the statistics are easy to read and for good use.

SIGNO can visit the reseller together with the manufacturer, so the manufacturer is updated about who is selling their products and what the current demands will be.

Extensive website and online ordering for our resellers

SIGNO offers their clients 24h/7 price consultations and ordering through a personal reseller account. Within one account resellers can create multiple contacts, so more than one employee can work on the same account. As soon as an order is executed the local SIGNO office gives an approval and from there on everything is fully automated according to earlier agreements with the reseller.

As a distributor this is a very important tool to offer a great flexibility and fast service to the resellers. A logical consequence is that SIGNO makes it an obligation to keep investing and improving this system.

SIGNO is very active in bringing the brands out to the public through various press releases in all of our active countries. To do this we work together with PR agencies that reflect the vision of SIGNO and help us to reach the right audiences.

One of these partners is Octane PR (www.octanep.com). This is an international PR agency with a lot of experience in the electrical and media market.