

Greater presence on the French-speaking market

Wentronic Expands Sales Efforts in Belgium and France

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- **A Country Manager responsible for Belgium and France has joined the Wentronic sales team for Europe**
- **Creating greater added value for customers by providing support in the region's language and leveraging knowledge of the local market**
- **Launch of the French-language website (www.wentronic.fr)**

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Braunschweig, May 3, 2018 – Wentronic GmbH is expanding its French-speaking sales channels. Bruno Choquet is now part of the sales team for Europe, serving as Country Manager for Belgium and France. In addition, a French version of the company's website has now been launched (www.wentronic.fr). Founded in Braunschweig, Germany, Wentronic has been active on the global stage as a distributor of electronic components for more than 25 years, and is now strengthening its market position within Europe.

Michael Wendt, Managing Partner for Sales, Marketing, HR at Wentronic, explains, "Wentronic provides dealers all around Europe with must-have, highly trusted products from industry-leading brands. Our portfolio includes a wide range of IT, cellular, audio/video, and TV components. Customers receive their orders within 24 hours; they benefit from the fact that we provide everything from a single source, and also enjoy dedicated points of contact." He adds, "Our business is as personalized as it gets. We also use the latest technology to enable our partners to provide their customers with the best possible service. The French-speaking market is extremely interesting, and it plays a major role in our strategic planning. It's only logical for us to ramp up our activities there."

Wentronic has been strategically expanding its local presence for years by relying on an international approach and personal consulting. For example, in 2017, the Braunschweig-based distributor expanded its online

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presence to include websites for Poland and the United Kingdom. What's more, customers in both countries are able to process business transactions in their respective local currency. Wentronic is now setting its sights on the French-speaking market, expanding into France, Belgium, and Luxembourg and enlisting Bruno Choquet to serve as its French expert in consumer electronics. As Country Manager for Belgium and France, Choquet will be present in these regions to drive the sales program forward and oversee its strategic development, supported by a team of four inside sales employees working from the Wentronic company headquarters.

About Wentronic:

The Wentronic Group is a medium-sized family-run company from Braunschweig. As a partner for accessories from entertainment electronics, the holding makes around EUR 58 million annual sales, employs around 300 people at 6 sites in Europe, Asia, and Australia, and distributes over 12,000 items from its warehouse. Wentronic is represented internationally via a large sales network. More information at www.wentronic.com