

Divisionalisation of Competec Group

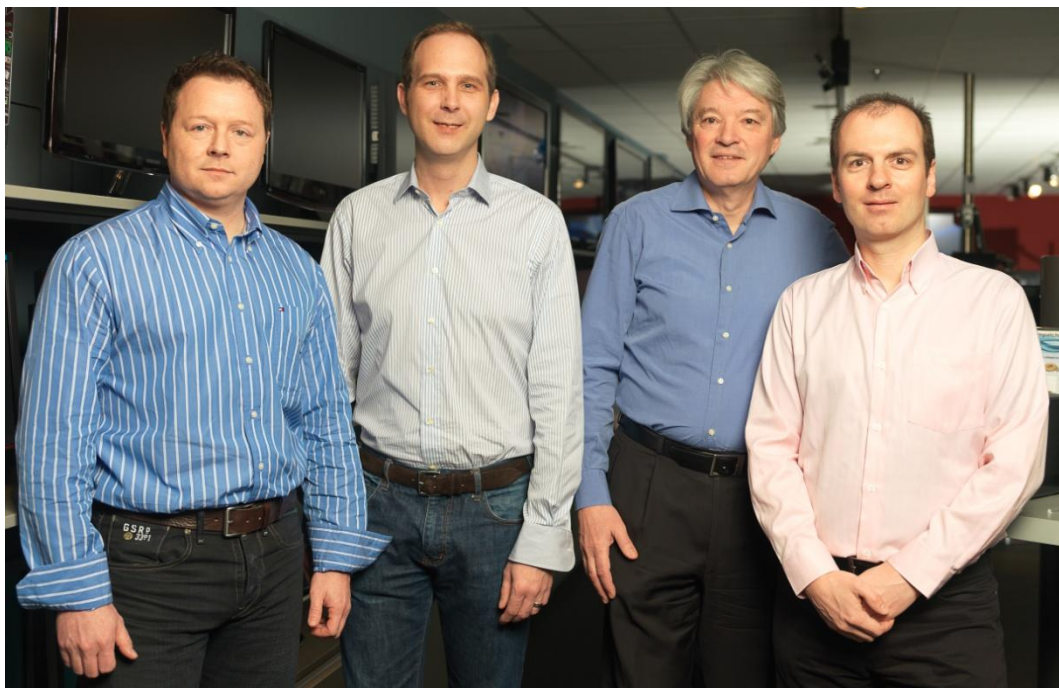
Competec to undergo reorganisation

Mägenwil, January 21st, 2011 – The Competec Group intends to merge its subsidiaries Wyscha Computer AG and Phonet Suisse SA with Alltron AG. IT distributor Alltron AG and IT retailer Brack Electronics AG will continue to operate as two largely autonomous divisions, according to the Group.

The Competec Group is restructuring itself. As part of a Group-wide strategy of divisionalisation, it plans to merge its companies Phonet Suisse SA, Wyscha Computer AG and, as previously announced, Trade Up Distribution AG with Alltron AG. This will create a single distribution partner, under the name of Alltron, for specialist trade customers and suppliers. Brack Electronics AG and Alltron AG will in future operate as two largely independent divisions in terms of marketing, sales and purchasing.

Changes at management level

The reorganisation will lead to personnel changes, with both Brack Electronics and Alltron getting their own board of managers. Alltron's Chief Executive Officer will be Tom Brunner, formerly Managing Director of Wyscha Computer. The new CEO of Brack Electronics is Malte Polzin, former Head of Marketing for the Competec Group. The Competec Group will continue to be headed up by Roland Brack.



Left to right: Tom Brunner, CEO Alltron AG, Malte Polzin, CEO Brack Electronics AG, René Fellmann, CEO Competec Logistik AG, Roland Brack, CEO and owner of the Competec Group

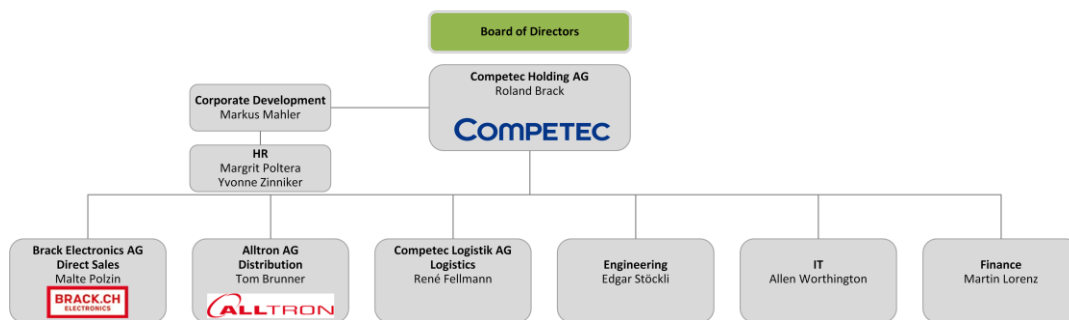
Improved focus on individual customer segments

“By introducing divisions, we’re creating a structure intended to safeguard the long-term development of the entire Group”, explains Roland Brack, CEO and owner of the Competec Group. Despite their growth, Brack Electronics AG and Alltron AG will retain their high level of customer focus, short decision-making channels and high degree of flexibility. Brack is convinced that the time is ripe for simplification. Moreover, he adds, the new organisational structure will simplify internal processes and collaboration.

Integrating Phonet and Wyscha employees

Former Wyscha and Phonet employees will transfer to Alltron AG and will largely continue to work in the same jobs as before. The sales teams and customer contact partners will also remain substantially the same.

As announced, the Competec Group is also consolidating its logistics into a separate company – Competec Logistik AG. Under the leadership of CEO René Fellmann, this public company owns the distribution centre in Willisau in the canton of Lucerne, which will become operational in early 2012.



New organisation, with Brack Electronics AG and Alltron AG as autonomous divisions

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Formed in 2007, **Competec Holding AG** is the holding company of the Mägenwil AG and Willisau LU-based Competec Group, comprising the IT retailer Brack Electronics AG, the IT distributor Alltron AG and the logistics service provider Competec Logistik AG. The Group has approximately 380 employees and generated a turnover of around 340 million Swiss francs in 2010.

<http://www.competec.ch>

Print-ready photos relating to this press release:

http://info.alltron.ch/presse/medienmitteilungen/Competec/11_01_Reorganisierung/

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