

asknet AG announces contracts with new customers in Asia

- Expansion of traditionally solid basis in Asia continues
- More contract signings to come in the weeks and months ahead
- Guidance for 2015 fulfilled, growth expected for 2016

Karlsruhe, March 29, 2016 – asknet AG, a provider of global e-commerce solutions, signed contracts with several new customers in Asia today. “Thanks to our Tokyo office, which opened ten years ago, and our business partners – both clients and shareholders - we have always had a strong presence in Asia. However, these new contracts underscore our strategic focus all the more,” said Tobias Kaulfuss, CEO of asknet AG. With the strategic Change Initiative launched in 2015, asknet is concentrating on the principles of entrepreneurship, customer centricity and a sales focus on existing strengths in addition to enhancing potential in new products and markets.

Andy Tung, an expert with several years of experience in e-commerce solution sales for digital products, has been supporting the asknet team as Vice President Sales APAC for several weeks now. “From his base in Taipei, Andy Tung can optimally access key strategic growth markets in Asia, predominantly China,” Tobias Kaulfuss added.

asknet was able to fulfil its guidance for 2015. For the 2015 fiscal year, asknet forecast that it would be able to achieve balanced earnings before taxes (EBT), an almost unchanged gross profit and a moderate increase in the gross profit margin. The detailed results will be published at the end of April, in accordance with the financial calendar. asknet anticipates that more contracts will be concluded with customers in the coming weeks and months. As a result, asknet forecasts ongoing positive development in 2016, not least in view of the already successfully concluded contracts. “We are delighted with the success of our Change Initiative, and will continue to pursue it systematically in 2016. Additional growth requires a new basis, which we have been establishing for the past year through product innovations and by recruiting experts in international e-commerce,” Tobias Kaulfuss said in conclusion.

About asknet AG:

asknet, a pioneer in the development of global e-commerce solutions, offers extensive expertise and individual shop solutions to ensure worldwide electronic distribution of products of all kinds 24/7 in more than 190 countries. Customers benefit in selling digital and physical goods from both the possibility of handling a variety of international payment and logistics processes as well as the extensive experience of the company in the development and operation of successful e-commerce platforms.



Founded in 1995 as a spin-off of the Karlsruhe Institute of Technology (KIT) the company is also a partner of around 80 percent of German universities and research institutions. Here asknet offers as a large account reseller for manufacturers such as Adobe and Microsoft a comprehensive range of software licenses and services related to the procurement and distribution of software. In addition, asknet distributes via the established internet platform "studyhouse.de" a wide range of software to students. In 2014 the company generated transaction revenues of more than 100 million euros. For more information, visit www.asknet.com.

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