

6**MITSUMI Distribution picks up the African DISTREE Diamond Award**

New channel awards series continued at DISTREE Africa 2015. Participating e-tailers and retailers used live electronic voting process to select standout Mitsumi from the Distributor category.

Kenya, 25th June 2015 – MITSUMI Distribution, one of the largest IT, CE and TELCO distributors in Africa, won the DISTREE Diamond award for distributors. The DISTREE Diamond Awards series continued in Nairobi on Thursday June 11th, forming part of the 2nd annual DISTREE Africa retail channel event. The recipients of DISTREE Diamond Awards were determined using on-site live voting feedback from retailers and e-tailers participating in the event.

Farouk Hemraj, Director & Co-Founder at DISTREE Events: "We congratulate Mitsumi on winning the DISTREE Diamond Award for distributors, as voted for by retailers and e-tailers attending DISTREE Africa 2015. This award highlights the fact that retailers and e-tailers across Africa recognise and appreciate the depth and breadth of services and products that Mitsumi offers the regional channel."

DISTREE events feature great brands with innovative products and go-to-market strategies that appeal to participating channel partners. The DISTREE Diamond Awards enabled retailers and e-tailers to reward the brands that impressed them most at this year's DISTREE Africa.

Mitesh Shah, Managing Director at MITSUMI Distribution said: "The DISTREE Diamond Award serves as recognition for MITSUMI that offer a compelling channel proposition. We would like to thank all our retail partners that believed in our capabilities and expertise and chose MITSUMI for this award."

Receiving the award, MITSUMI's Country Manager, Mr. Siddharth Jain said: "We are extremely happy to have won the African Distree Diamond Award, Attending retailers and e-tailers assessed MITSUMI on a range of factors including product portfolio, product roadmap, channel programme, business potential, go-to-market strategy and the quality of meetings and interaction at DISTREE Africa 2015."

MITSUMI Distribution has operations in East, West and North Africa region and achieved a turnover of USD 390 Million last year.

The 2nd annual DISTREE Africa created new channel business opportunities for participating technology and consumer electronics (CE) brands. The event gathered more than 310 industry delegates. During the three-day event, hundreds of one-on-one meetings took place between delegates with many new distribution and retail deals agreed during the event.

DISTREE Africa also included a comprehensive conference programme with a mixture of keynotes, workshops, panel discussions and awards sessions.