

ALSO Buys into Poland

Written by Marco Attard
23 July 2015

The ALSO Group expands into a 13th European country as it acquires Polish distributor PC Factory for an undisclosed sum.



PC Factory works with a number of tier-one vendors, including Acer, Sony, Lenovo, Microsoft, Intel and HP. It has been active since 2001 and reports 2014 revenues worth €400 million.

The acquisition covers the PC Factory customer base and manufacturer franchises, as well as renaming to "ALSO Polska." It is subject to certain conditions, including "approval by responsible cartel authorities."

"With this addition, ALSO continues its expansion path within the framework of the MORE strategy." ALSO CEO Gustavo Möller-Hergt says. "Because of its geographically favorable position, the Polish country company offers an ideal platform for representation in this dynamic and highly promising region. We see enormous growth potential in the markets we are targeting."

Go [ALSO Group Opens New Country Company in Poland](#)