

ARCHOS

ARCHOS strengthens its presence in Argentina

Paris, France, February 4th 2016 - Following its strategy to expand in new markets and after the successful launch of the brand in Africa and Middle East last year, ARCHOS has successfully set-up a strong presence in South America starting with Argentina through a strategic local partnership.

“South America has always been in the back of our minds and as we have found the right partner to expand our brand in Argentina, we have decided to enter in this new market last year” noted Loic Poirier, ARCHOS CEO.

Key partnership with local manufacturing

To support the market integration, ARCHOS has entered, more than a year ago, into a close partnership with Gasei Distribution. Gasei owns local manufacturing capabilities with assembly lines in Buenos Aires where ARCHOS products are assembled by trained technicians. This professional and local presence is cornerstone to channel management activities and after sales service.

“Acceptance of ARCHOS’ products in our country has been tremendous. The Argentinean consumer is very demanding and the winning equation of affordable design and performance is the principal reason for our success in the stores” added Sebastian Brilli, Gasei president.

Strong market presence and balanced portfolio

A year after the introduction of the brand, ARCHOS products can be found in close to a thousand stores across the nation including chains such as Musimondo, Fravega, Garbarino, Carrefour, Walmart and Coppel, and market share is steadily increasing.



The brand’s extensive portfolio allows the selection of models that will best cater to Argentinian consumers’ needs in Smartphones and Tablets.

Today ARCHOS has good presence in all key price bands offering 3G and 4G smartphones at a very competitive price.

ARCHOS will keep adapting to its market, launching several new models in the coming months and setting up an accessory ecosystem around the brand.

Aggressive branding campaign

ARCHOS acknowledges the recent political change in Argentina may reshuffle the Smartphone and Tablet market. In order to establish the brand in the long run, both partners have recently launched an aggressive multi-platform marketing campaign to support increasing brand awareness.

An ARCHOS TV spot can be seen on channels including TNT, WB, TBS, Discovery, Cartoon Network, TLC or AXN. Coupled with print advertising in several weekly or monthly magazines, the partners have high hopes to reach an even larger audience.



About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specialising in Android Tablets and Smartphones, has repeatedly revolutionised the market for consumer electronics since 1988. Today, ARCHOS offers its own line of Android Tablets and Smartphones, as well as a full line of OEM devices. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. In 2013, ARCHOS launched its first generation of Smartphones with the ARCHOS Platinum series. ARCHOS has offices in the United States, Europe and Asia. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN CodeFR0000182479.

For more information on ARCHOS tablets, smartphones, and connected objects, go to www.archos.com, Facebook, or Twitter

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