



The Packard Bell brand 2 years after the makeover

In April 2009 Packard Bell announced its makeover, as a result of the Acer Group's multi-brand strategy, after the acquisition of the PB brand.

Two years passed from that moment. Several PB line-ups have been introduced from 2009, in a path where Packard Bell brand has to more and more move to the lifestyle and trend-conscious world. PB's collections have been carefully designed to drive consumers to the acknowledgement of Packard Bell's key pillars: design, ease-of-use, & fun in digital and social life.

And the results are coming. In the two years since Packard Bell joined the Acer Group, its PC shipments doubled.

In 2010, Packard Bell shipped more than four million PCs, out of which around three million were notebooks and netbooks, confirming the brand's strong vocation towards mobility.

2009 registered almost three million units sold, while in 2008 the total PCs sold didn't reach the two million mark worldwide.

Another sign of the growth experienced by the brand in the last few years is the geographical coverage expansion. Packard Bell is now covering more than 40 countries¹ with some business expansion plans starting a couple of years ago, in countries like Ukraine, Russia, Poland and others.

Packard Bell has furthermore become a key player in All-in-One market in the majority of the big markets where the brand is present, confirming Packard Bell oneTwo line-up is a great success.

"In Jan 2011, we were the 3rd biggest AIO player in UK with 22% market share" comments Luca Rossi- Division Director - PB EMEA. "And this is just an example of the continuous improvements and the encouraging results that Packard Bell's registering"

"We still have a long path to go. But all these trends are the result of consumers' positive attitude and response to the Packard Bell's brand positioning and to the consistent Group strategy." ends Gianpiero Morbello, Acer Group Vice President Marketing & Brand.

ooooo

¹ Packard Bell is covering: Argentina, Austria, Belgium, Bulgaria, Chile, Croatia, Cyprus, Czech Republic, Denmark, Dubai, Egypt, Finland France, Germany, Greece, Hungary, Israel, Italy, Kuwait, Lebanon, Malta, Morocco, Netherlands, Nigeria, Norway, Poland, Portugal, Qatar, Romania, Russia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Turkey, UAE, UK, and Ukraine.



About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish products with cool features, accessible to everyone, are the hallmarks of the brand - a unique combination that no other brand in the European market offers today. In 2008, Taiwan-based Acer Inc. acquired Packard Bell. In 2009, the Acer Group fully benefited from its multi-brand strategy, establishing itself as the second-largest PC company in the world and as the number two worldwide notebook vendor. Within the Acer Group, Packard Bell strives to design environmentally friendly products and establish a green supply chain through collaboration with suppliers.

For more information, please visit www.packardbell.com & www.packardbell.co.uk

All prices are given as information only and include VAT.

The listed battery life is based on MobileMark 2007® productivity mode testing with wireless on.

© 2011 Packard Bell. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Acer Inc. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

Packard Bell UK

Lorna Strickland

Tel.: +44 07887 930800

E-mail: lorna@stricklandmedia.com