

Trendnology

COMPANY
PROFILE
2018





NGS is one of the main European multinationals within the sector of manufacture and distribution of computer peripheral and consumer electronics mainly focused on products connected with lifestyle.

Born in 1986, this consolidated business group started its activity with the investigation of new technologies for producing Uninterruptible Power Supplies (UPS), devices which safeguard computer equipments against alterations produced by the electrical supply.

In 1994, the company decided to give a fresh impetus to its business, and it started to diversify its catalogue, including new product lines. Moreover, NGS took another very important step: the outsourcing of the production. Due to both initiatives the manufacturer achieved a greater competitive and productive capacity.

With a constant growth which has allowed the company to gain a position in the market as an enterprise with great stability and soundness; nowadays NGS offers a broad range of products: its peripherals and consumer electronics products have turned the company into an undisputed leader.

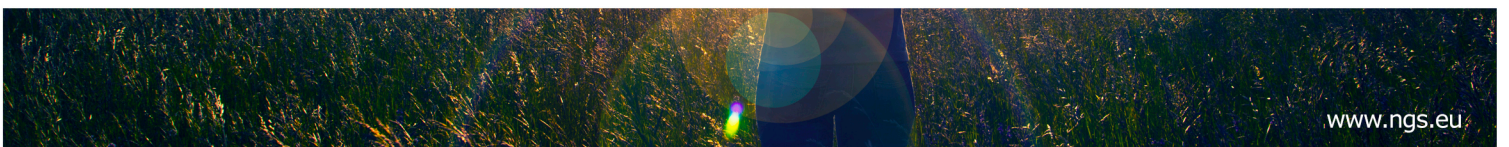
This evolution and growth reveals an important bet for becoming also a technology and entertainment company aimed at a young audience interested in technology and innovation.

NGS has coined the term "trendnology" mixing fashion with haut tech trends.

Trend + Technology = "Trendnology"

NGS is more than a concept; it's a lifestyle.

Technological products are designed for those who live their lives to the maximum: feel, discover & enjoy





The Company headquarters is located in San Sebastian, on Spain's northern coast. This location has it all in spades: perfect landscapes, gastronomy, lively beaches and historic old town.

With a high qualified staff, distributed amongst the different delegations the company has in the main European cities, NGS distributes its products through several distributors, wholesalers and department stores in Europe and abroad.

The internationalization of this business group, as a result of its growth and its eagerness to breaking, let it to have its own delegations in many countries of the European and Asiatic continent.

A global brand present in more tan 30 countries:

- | | | |
|----------------|-------------|--------------|
| Spain | Slovakia | Tago |
| France | Austria | Camerun |
| Portugal | Switzerland | Senegal |
| Italy | Germany | Dubai |
| Finland | Holland | Colombia |
| Lithuania | Belgium | Peru |
| Norway | Jordan | Andorra |
| Romania | Morocco | Burkina Faso |
| Greece | Tunisia | Ireland |
| Cyprus | Algeria | Croatia |
| Czech Republic | Benim | Serbian |
| UK | | |

Around the
WORLD





With a constant eye on future market developments , NGS keeps its products adapted to the requirements of the increasingly demanding user and new niche market segments in order to follow the latest trends and take the lead.



AUDIO
PC ACCESSORIES
TABLETS/SMARTPHONES
MOBILITY /PROTECTION

AUDIO



High resolution audio combines with stunning sound, portability, style, comfort.

Music lovers will find a perfect solution to fit their needs:

- Speakers
- Headphones
- FM Radio
- FM Car Transmitter
- Mp3
- Audio Pack

PC ACCESSORIES



NGS computer accessories combine functionality with a sleek design. Improve your computer in many ways: boost performance, make tasks easier, provide protection or just make it look better.

- Mice
- Keyboards
- Mice + keyboards
- Laptop Chargers
- Notebook Stand Cooler
- Gaming
- UPS
- Hubs- Readers
- Webcam



TABLETS/SMARTPHONES



People are always on the move and need to stay connected no matter where they are. NGS will stand by their side. If you always keep a Smartphone or Tablet with you, our solutions will ensure you to stay connected anywhere you may go.

- Power banks
- Tablet Cases
- Car Holders
- Selfie Sticks
- Chargers
- Stylus Pens
- Sport Accessories
- Tablets/Smartphones Screen protector
- Cables

MOBILITY /PROTECTION

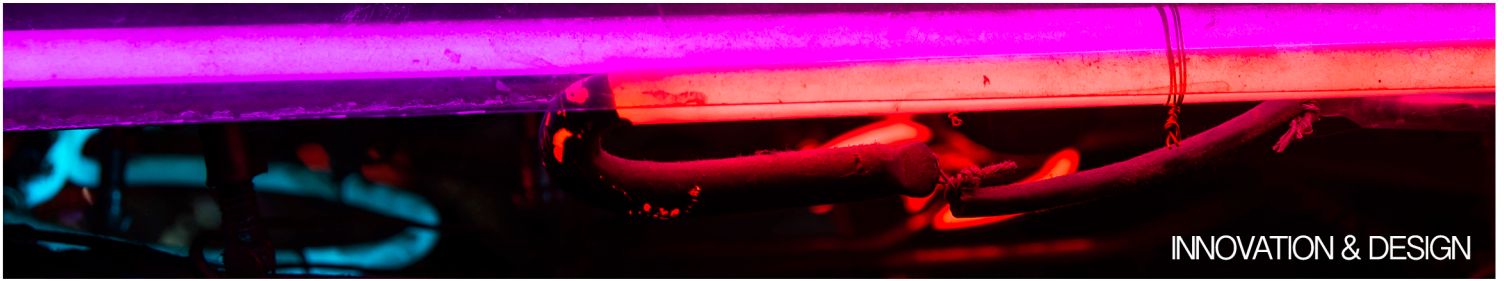


Colorful, stylish and protective cases, trolleys, backpacks, laptop brief-cases,... designed for smart travelers. NGS searches for protection, originality and functional products designed for your laptop or tablet. Feel the freedom to move.

- Trolley
- Carry Bag
- Backpacks
- Kits







INNOVATION & DESIGN

NGS is aware of how important the packaging is for the product. The efforts made to maintain an innovative graphic line and a modernist design are numerous. For this reason the company is in constant evolution to succeed in standing out its products in the linear of the main department stores and specialized business.

Because of that the functionality, the detailed information and the capacity to transmit the brand values became the key elements when it comes to create an attractive packaging.

QUALITY & SAFETY

Every NGS product has been manufactured under the most strict capacity and quality controls. Completely necessary measures which allow the firm to offer the best features with the highest warranties. Like that, every product undergoes exacting quality processes based on meticulous autonomy, resistance, quality and use controls.

For NGS it is vital to obey the quality and safety standards stipulated by the International regulations, both in reference to the product and to the correct use of every device. Because of this, all the envelopes and training manuals have the necessary information for the good knowledge and use of the equipment or device.

DESIGN

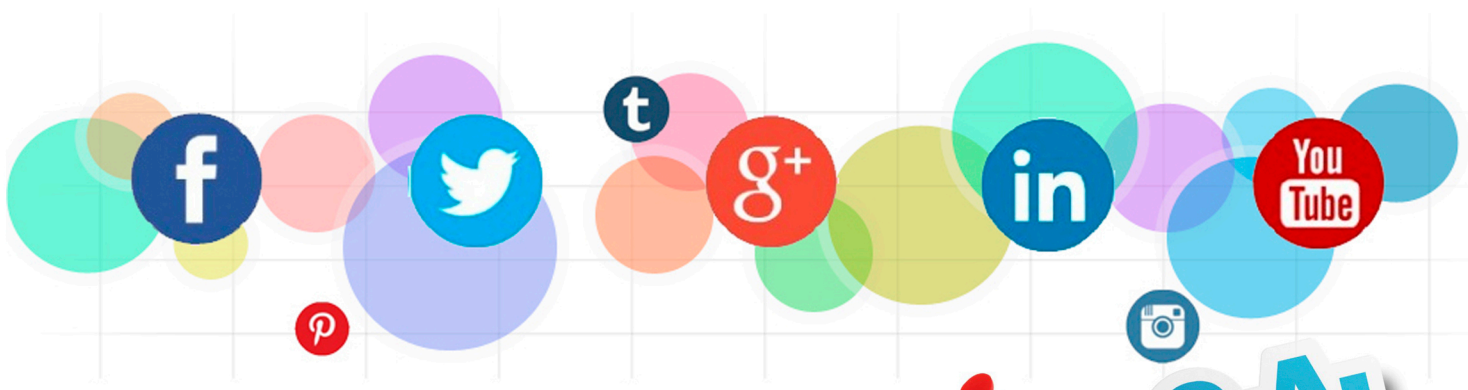
NGS is always reinventing design so that we can stay a step ahead Product design reflects the spirit of the company, is one of the most important and sensitive factor.

Design offers:

- ***Emotional power over customer***
- ***Edge in competition , a potent way to differentiate and position a company´s product.***

Textures, color combinations, materials, shape, size... all the details are taken into consideration with the intent of providing customers with premium technological gadgets of unmatched beauty, supreme comfort, and superior performance.





Today social media presence is a critical part of the positioning of a company on the Internet. Therefore NGS defined a clear strategy in this area, with delivery of quality content and tailored to the needs of users.

NGS also considers that social network is the most direct channel for getting feedback from fans, obtain a "feedback" is really useful on our products, receive inquiries and / or complaints, and detect brand's prescribers as well as an essential vehicle of communication.

HISTORICAL SPONSORSHIPS

Due to its extensive experience in the market, NGS is aware of how important advertising and marketing are in order to make its products known. For this reason, NGS has made a great bet for sports, which has allowed it to strengthen its brand image considerably along these years.

The NGS multinational has always firmly bet for sports; since it shares with them the fighting spirit and the necessary determination in a competition, and these values have allowed NGS to become one of the main companies of the market.

NGS began its bet for sport in 2004 with the sponsorship of the motor-racing team SEEDORF. Thanks to that, it managed to compete in the Moto GP World Speed Championship with famous riders as Alvaro Bautista, world champion in the 125 c.c. race and Hector Barbera, second in the 125 c.c. race and fifth in the 250 c.c. World Championship.

NGS was as well present from 2004, and during four consecutive seasons, in the football fields with the Spanish team Real Sociedad, playing in the top division.

In 2005, NGS became the official sponsorship of the NGS Racing Team; team headed by important riders as Mattia Pasini, second in the 125 c.c. World Championship, Manuel Hernandez or Dani Saez. That year, together with these riders, the firm participated in the 125 Motorcycling World Championships.

Likewise, in the motorcycling area, NGS was the sponsor of Dany Torres, one of the most world famous motocross riders in the Freestyle modality.

In 2006, and due to its international expansion, NGS bet for the sponsorships of football teams as important as the As Monaco. Since 2008 and during for three consecutive seasons NGS has been one of the main C.A Osasuna's official sponsors.





The headquarters of NGS is considered to be the logistical and neuralgic centre of the company. From here it is provided logistical coverage to every country where NGS products are distributed, and at the same time it is the research centre where new products are developed, becoming one of the most innovative and leading companies of the market.

The inauguration of these new offices, pioneer in Europe, took place in 2008. The most advanced technology with the most modern and sophisticated design turn this new space of 11,000 square meters in the central headquarters of one of the most leading computer companies in the world.

INNOVATION AND MAXIMUM OPERATIONAL CAPACITY

The headquarters has a surface of 11,000 square meters, 7,300 of which are dedicated to the logistical centre of the company, which has become the most modern automated warehouse in Europe and the only one completely automated of its sector.

The installations have a warehouse management system and a capacity for 4,000 pallets. Moreover there are three more warehouses: a traditional one which works as the lounge of the automated warehouse; another "drive-in" compact warehouse; and a third one with conventional shelves for the picking. These

installations guarantee a great speed and efficiency when it comes to receive and place the products, as well as for the preparation of orders.

In the same way, the new logistical conditions guarantee a greater operating capacity as regards the preparations of orders, over 5,000,000 articles delivered and, taking into account, moreover, all the necessary technology to develop more than 100 new products every year.





FACING THE FUTURE

NGS in a few brushstrokes:

Diversification and horizontal product lines will be developed: New business lines and a full range of products are the keys to become more competitive. Audio, Bluetooth, sport, home wireless, outdoor gadgets, etc. these are just a few examples of the path NGS has undertaken seeking excellence.

Entering new markets is necessary to grow the business and stay ahead of the game. Internalization, developing into new countries, is nowadays crucial. Therefore the export sales forecast for 2018 will be approximately 60%. A challenge that will be achieved with the collaboration of local partners, trade fairs, etc.

In the business world, social media represents a great way to improve online reputation and increase exposure to our brand and website.

NGS strongly believes in building an active and large Community of Fans. Online communities increase brand loyalty, build word-of-mouth advertising, build brand equity, create community-driven recommendations and endorsements. They also provide an opportunity to develop long-term relationships with consumers.

If we listen very carefully, communities present a unique opportunity to help us outperform customer expectations.

“The best way
to predict the
future is to
create it.”

Peter Drucker



If you have any questions, please, don't hesitate to contact us.
Our sales team will give you the necessary information.
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