



## **PRESSEMITTEILUNG**

### **Brodos markets products from Gigaset**

**Munich, July 2<sup>nd</sup>, 2014 – Brodos is now a direct distribution partner of Gigaset Communications GmbH and so offers tablets, the smart home solution elements and consumer fixed-network phones from the telecommunications vendor. Authorized specialty retailers can obtain the Gigaset products through Brodos.**

The telecommunications distributor from Baiersdorf has expanded its portfolio to include products from Europe's market leader in DECT phones. Specialty retailers who have been authorized by Gigaset and have a valid retail partner ID can now obtain Gigaset products directly from Brodos' warehouse.

Dr. Michael Orth, Head of Retail Sales Germany at Gigaset, comments: "We look forward to strengthening our reach in the market even further with such a competent and reliable partner as Brodos." The products available from Brodos include the new Gigaset tablets, Gigaset elements, the cloud-based solution for the smart home, and all consumer fixed-network phones.

Stefan Vitzithum, COO of Brodos AG, is also delighted about the new partnership: "Gigaset is a very strong brand in Germany and stands for reliability and high-quality products. As a result, the portfolio is excellently suited for specialty retailing in the telecommunications sector."

### **About Brodos**

Brodos AG was founded in 1991, is headquartered in Baiersdorf, Franconia, and has branches in Berlin and Düsseldorf. It specializes in distribution of telecommunications articles and is one of the largest telecommunications wholesalers in Germany. The company generated sales of around 223 million euros in 2011. Brodos AG, which has been awarded the Job Star by the metropolitan region of Nuremberg for creating jobs and training places, employs around 370 people in the business segments Brodos distribution, my-eXtra shops and the IT services ContentCard and brodos.net. In 2013 readers of the industry magazine Telecom Handel voted Brodos AG the best distributor of the year.

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. It is Europe's market leader in DECT telephones. The premium supplier is likewise the leader worldwide with around 1,400 employees and sales activities in around 70 countries. Under the name Gigaset pro, the company continues to develop and market innovative business telephony solutions for small and medium-sized enterprises. The company also operates in the smart home arena. Cutting-edge, cloud-based products and solutions for the smart home are developed and marketed under the name Gigaset elements.

Gigaset AG is listed on the Prime Standard of Deutsche Börse and is therefore subject to the highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol 'GGS' (ISIN: DE0005156004).

**More information on Gigaset can be found at:** <http://www.gigaset.com>

**More information on Gigaset elements can be found at:** <http://www.gigaset-elements.de>

**Gigaset in the social web:**



**Gigaset elements in the social web:**



**Contact:**

Gigaset AG  
Raphael Dörr  
Press Spokesman  
Phone: +49 0(89) 444 456 866  
E-mail: [info.presse@gigaset.com](mailto:info.presse@gigaset.com)