



PRESS RELEASE

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First iCentre Apple Premium Reseller opens in Romania

- Two more stores to open in Bucharest next year
- iCentre features iCreate Platform, a creativity hub for Apple fans

iCentre, the Apple Premium Reseller (APR) operated by Hili Salomone Ltd, has opened the first of three stores planned for Romania at the Promenada mall in Bucharest. The company will open two more iCentre APRs in Bucharest in 2014.

With a footprint of 150 square metres, iCentre features everything Apple and delivers on the brand's promise of a unique retail experience. An expert team helps customers choose their next Mac, iPad, iPhone and iPod and all related accessories. Apple's latest devices – the new iPad Air, iPad Mini with Retina Display, iPhone 5C/5S, and new MacBook Pro – are in stock. iCentre features a dedicated service desk where everyone from home users to professionals and businesses can obtain expert advice on how to get the best from their Apple device.

Hili Salomone is a joint venture between Hili Company (a division of Hili Ventures) and VJ Salomone. It also operates three Apple Premium Reseller stores in key locations in Budapest. The Hungary stores, which were acquired by Hili Salomone last August, rebranded to iCentre this week.

This newest iCentre will live up to Apple's mission to nurture user creativity with the iCreate Platform, a dedicated in-store workshop and training area where customers can interact with experts and peers to share ideas on the use and functionality of Apple software and apps. Inspirational events will ensure the iCreate Platform evolves into a hub for creativity.

"We are excited to bring iCentre to Romania," Hili Salomone director Jeremy Salomone said at the store's opening event. "The iCentre team has extensive knowledge of the brand and of the extraordinary capabilities of each product. At iCentre we deliver the premium customer experience promised by an Apple Premium Reseller before, during, and after an Apple purchase. Hili Salomone is now working to replicate this formula in its next two stores which are to open in key locations in Bucharest next year."

Photo Caption

Zoltan Sandor, managing director iCentre Hungary and Romania (centre), addressing journalists at the iCentre opening at the Promenada mall in Bucharest with Hili Salomone Ltd director Jeremy Salomone (left) and iCentre general manager Bogdan Costache.



About iCentre

iCentre is dedicated to operating Apple Premium Resellers in Hungary and Romania. In Hungary, it operates three stores in Budapest. It will be present in Bucharest with three stores by end 2014. iCentre follows Apple's blueprint for Premium Resellers to reach Apple-approved standards for store design, service levels, and customer support. It engages customer service professionals trained to gain a deep knowledge of the Apple brand and every Apple product. iCentre teams understand customer needs because they are Apple fans too.

About Hili Salomone:

Hili Salomone is a joint venture between Hili Company and VJ Salomone, two of Malta's major groups.

Hili Company is the operations division of Hili Ventures, an organisation present in more than 12 countries across Europe, the Middle East and North Africa with a team of more than 3,000 people. Hili Ventures is a proud partner of Allison, Cisco, CMA CGM, Hoffmann, IBM, KoneCranes, Lenovo, McDonald's, Microsoft, NCR, RetailPro, Terberg, and many others.

VJ Salomone is a leading importer and distributor. The breadth of its business ranges from fast-moving consumer goods, healthcare, cosmetics and fragrances, and information technology. VJ Salomone markets a wide range of trusted brands and represents leading companies in the industry including Procter & Gamble, Beiersdorf, Thermos, Novartis, Pfizer, Actavis, Abbott, EMC, Ricoh, Ingenico, Casio, and Neopost. VJ Salomone operates iCentre, the only Apple Premium Reseller in Malta.

Hili Salomone benefits from the international experience and expertise Hili Ventures has in operating and managing multi-site businesses, coupled with the brand knowledge brought by VJ Salomone.

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