



**GRUPONUCLEO**

**Grupo Nucleo** brings you the widest variety of products in Technology and Home, and the best sales tools

# ABOUT US



We are an Argentine-owned company founded in 1996, with a model structure for manufacturing technology and providing services in projects involving applied technology and engineering. Acknowledged and differentiated in the market due to our personalized service, product quality and excellent post-sales service, we assure our clients and business partners of the reliability and satisfaction they deserve.

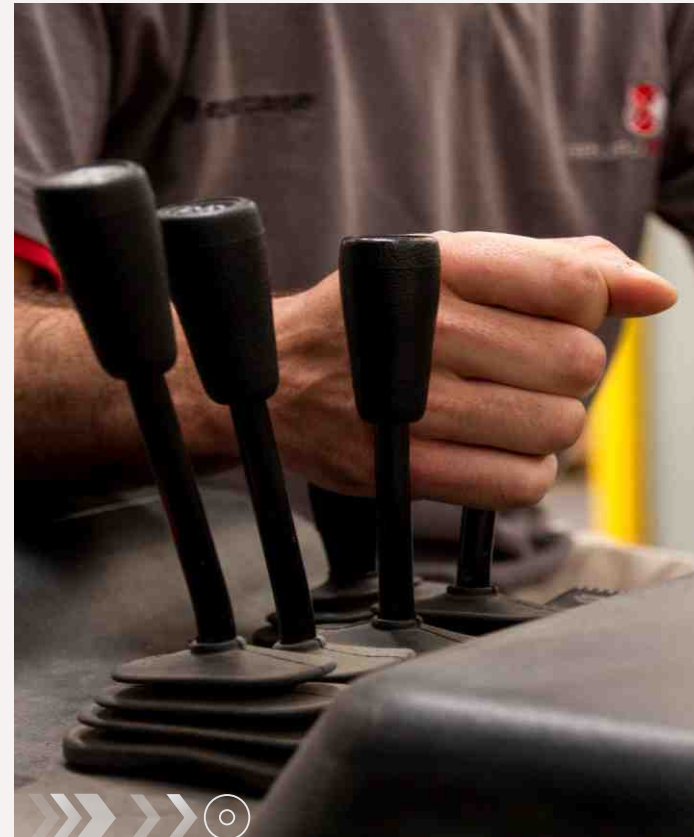
Our excellent organization is known for its quality and effectiveness. Because we are convinced that in order to achieve success we need talents which are impossible to find in only one individual, we bet on teamwork and plan every action to get the optimal result, chasing a common goal: meet our clients' and business partners' demand.

We own an SMT (Surface-Mount Technology) manufacturing plant, and a plant for the assembly of notebooks, netbooks and tablets, among other products. Both plants are certified by Intel, Microsoft and ISO 9001 quality standards. We also have two important logistics centers and three big warehouses located in Mar del Plata and Parque Patricios.



GRUPONUCLEO

# MODEL STRUCTURE FOR THE DISTRIBUTION OF TECHNOLOGY



GRUPONUCLEO

# OUR MISSION



Our mission is to be the market leader in manufacturing, commercializing and distributing products, supplies, and accessories, in line with new trends.

In the last few years, we have added new technological capabilities, which let us step into the world of health, digital TV, and IT engineering projects.



GRUPONUCLEO

# OUR VALUES



## Cordiality

Cordiality, which means being kind-hearted, is one of the distinctive skills we have based on to develop and grow as a company. Cordiality was and will be a real competitive advantage to make a difference in the price and/or product market. It is a synonym of politeness and good manners. Our first sign of cordiality towards the client is a smile.

## Customer satisfaction

The aim of our service is to have our clients leave GRUPO NUCLEO with the solution to their problems or needs. This is the driving force which motivates us to keep evaluating and reformulating processes to satisfy our clients on a daily basis. Their problem is our problem.

## Teamwork

We are convinced that teamwork allows us to address more and better projects rather than manage them individually. Good working environment and respect are our key factors to thinking and working together.

## Effectiveness

Excellence is not an isolated act but the daily art of doing things right and better every time. This is achieved by optimal performance in each area and by each of us, meeting the needs of all those we work with. By making the most of our resources and improving our employees' capabilities, we guarantee the effectiveness of our service.

## Commitment and Responsibility

All our activities must be oriented to meeting the needs of our internal and external clients, as well as those of our suppliers. That is why it is vital to have corporate ethics of conduct based on professionalism, confidentiality, loyalty and transparency. Once we get involved in our client's problem, it becomes part of GRUPO NUCLEO.

## Continuous Improvement

Continuous improvement, achieved through an interest for self-improvement and training, is essential to provide a high-quality service to our internal and external clients, as well as to our suppliers.



GRUPO NUCLEO

# OUR BACKGROUND

The current chairman of the Company starts operations as PC assembler at a garage in Mar del Plata. By the end of that year, he opens his first DELTA branch.

1996

2003

GRUPO NUCLEO starts its first operations as distributor, and from then on the first agreements are made with international brands such as Microsoft, Intel, AMO, LG, HP, SONY, among others that join us the following years. The first PC production line is inaugurated, and the manufacturing of Eurocase brand products begins.

The SMT line production starts, and the PCBOX brand is launched into the market.

2009

We start manufacturing tablets. GRUPO NUCLEO becomes one of the first national brands to produce such devices in Argentina.

2010



GRUPO NUCLEO

# OUR BACKGROUND

Despite being in a situation different from the current one in which international brands have a more auspicious outlook, at that time the market focused more on the development of national technology. However, Grupo Nucleo continued to bet on the distribution, trying to capture and make strategic alliances with the main brands of the segment, maintaining its position as a distributor for the whole country.

2012

2014

The manufacturing of technological devices consolidates, adding routers, speakers and PC sticks among other products. PCBOX joins the Conectar Igualdad Program. The action camera segment is added, led by experts: the MDQ brothers. We become the first national producer in manufacturing them locally.

The second plant is opened in Buenos Aires, in Parque Patricios technological hub. By the end of that year and early 2016, the manufacturing of smartphones and smart TVs starts. The Group also starts expanding operations to other countries in the region.

2015



GRUPONUCLEO

# OUR BACKGROUND

Participates again in the Conectar Igualdad plan, further enhances its territory and begins to strongly strengthen its presence in the city of Cordoba. At the end of the year it fulfills the objective of inaugurating a new logistics center in that city, from which It will be able to supply the local market and adjacent regions.

Re-launch of "Grupo Seller", another exclusive sales tool for our business partners.

2016

2017

In order to respond to the new and growing needs of the market, new business units were created, the relationship with the distribution brands was strengthened, and new ones were incorporated



GRUPONUCLEO

# ORGANIZATION



Our organization is designed to meet the demands of our clients, by working in agreement with suppliers and business partners. Each department from Administration & Finance, Purchases, Commercial, Human Resources, Marketing, Production to the Call center works as a team, always bearing in mind quality and service, with responsibility and commitment. Our aim is to deliver every product in time and in conditions of excellence within a nationwide network.

The Logistics Department has its own vehicle fleet that delivers our products throughout the country. We also have an Authorized Goods Reception Area (AGR) to provide postsales service to our clients This service follows up any situation that might affect the clients' use of the product.

Surveillance systems, routers, tablets, convertibles and several PC formats are assembled in our production line.



GRUPONUCLEO

# EXPANSION AND DEVELOPMENT

Our economic solvency, our credibility developed by clients and the fast increase in sales have placed GRUPO NUCLEO in a privileged position within the market.

This growth has made it possible to create three important logistics centers:

The third logistics center is located in the capital of Córdoba, has a 400m<sup>2</sup> warehouse, showroom and salesroom, allowing streamlining deliveries in the province and surroundings, as well as make more efficient costs and thus offer better prices to customers.

- The first one located in the city of Mar del Plata, with two company-owned facilities , one with 3700m<sup>2</sup> and a parking lot, and the other of 1200 m<sup>2</sup>, which allow us to keep an optimal stock for market demands.
- The second logistics center located in Parque Patricios, Buenos Aires City, has a 4000 m<sup>2</sup> with warehouse, showroom and comfortable salesroom.

Thus, the company achieves excellent development and diversification, higher economy of scale, and consequently, prices and brands that are highly competitive for the market.



GRUPO NUCLEO

# EXPANSION AND DEVELOPMENT



CORDOBA - 400 mts<sup>2</sup>



MAR DEL PLATA - 3700 mts<sup>2</sup>



1200 mts<sup>2</sup>



BUENOS AIRES - 4000 mts<sup>2</sup>



GRUPONUCLEO

# EXPANSION AND DEVELOPMENT



*Average billing  
annual is more than*

**1.500**

*million Argentine pesos*



GRUPONUCLEO

# EXPANSION AND DEVELOPMENT

During the last years de delivered more than 190K laptops, 150K PC/AIO, 350K tablets, 40 security systems, 130K printers, 50K monitors, 60K smartphones, 10k action cams, and added batteries, tempered glass, speakers, cameras, conectivity products, among others.

We also widened the home line products distribution, where we have delivered more than 150K, including: TVs, washing machines, refrigerators, home appliances, etc. Always betting to grow, adding new brands and products to the distribution channel.



GRUPONUCLEO

# EXPANSION AND DEVELOPMENT

## LOGISTICS CENTERS AND OFFICES

Mar del Plata  
Buenos Aires  
Córdoba

## SUB DISTRIBUTORS OF OUR PRODUCTS

CABA  
Chaco  
Entre Ríos  
Mendoza  
Neuquén  
Río Negro  
Santa Fe



## SERVICE AND SALES CENTERS OF OUR PRODUCTS



More than 120 strategic points across the country.



GRUPONUCLEO

# EXPANSION AND DEVELOPMENT



## RETAIL CUSTOMERS

More than 800 active accounts,  
with a monthly sales average  
of 370 accounts.

## RESELLER CUSTOMERS

More than 3500 active accounts,  
with a monthly sales average  
of 1700 accounts

GRUPONUCLEO

# OUR FACILITIES



## We are a sustainable corporation

By means of our quality and environmental policy we strive to continuously improve our processes and products, committing ourselves to environmental care.

Our factories located in Mar del Plata and Parque Patricios (CABA) are certified under ISO 9001:2008

To that end, we implement actions in our company to raise deeper environmental awareness and prevent pollution. These actions earned Grupo Núcleo being certificated under ISO 14001:2015 Environmental Management Standards.

- ✓ In the last year, we reduced towel paper consumption by 15%, and energy consumption by 21%.
- ✓ We use supplies certified under RoHS Standards in our SMT plant
- ✓ We increased the performance of paper reams by 18%, and printing toners by 26%, compared with 2016.
- ✓ We donated 1,337 Kg of paper and 100 Kg of plastic bottle caps to the foundation of the Garrahan Hospital, to collaborate with their recycling program



GRUPONUCLEO



# CORPORATE SOCIAL RESPONSABILITY



At GRUPO NUCLEO we believe that it is necessary to act today in order to live better tomorrow and that we can all together make a better world, leaving the secondary role behind and becoming protagonists of a sustainable change.

For many years now we have embraced this new way of working, changing not only our way of looking at things but also our way of operating, committing in bringing technology where it is most needed, breaching the technological gap and putting it at the service of health and education.

Since 2015, we have started actions contributing, together with CONIN, in the eradication of malnutrition in Argentina. We collaborate continuously equipping the Foundation with technology in Mendoza and the Mar del Plata Center. We organized the "Tecno Innovacion" technology exhibition in 2015 and 2016 to benefit the Center in MDP, where attendees collaborate with the delivery of non-perishable food for the benefit of that entity. In the 1st edition 460 kg were collected and in the 2nd we managed to surpass 2500 kg."

Starting in 2016, together with "Fundación Ruta 40" and the "Tu Meta es mi Meta" solidarity project, we collaborate equipping rural schools in the interior of the country with technology.



[www.conin.org.ar](http://www.conin.org.ar)



[www.fundacionruta40.org.ar](http://www.fundacionruta40.org.ar)



[www.tumetamimeta.org](http://www.tumetamimeta.org)



GRUPO NUCLEO

# LOGISTIC DEVELOPMENT



Our logistics development is extended all over the Argentine Republic. In GRUPO NUCLEO we understand that the most effective way to reach our clients is by means of federal expansion.

We reach all the regions of our country with an excellent and effective distribution system based on the strategic planning of delivery dates and methods. We have the most efficient redistribution agreements , which bring us closer to all the cities in the country, from the north to the southern most area.

This way, GRUPO NUCLEO ensures a high quality service throughout the whole sales process, by generating a customized and direct relationship with clients. We seek efficiency and promptitude , not only in the businesses we do but also in the solution of any conflict between purchase and delivery.



GRUPONUCLEO

# THE BRANDS WE DISTRIBUTE

**PCBOX**<sup>®</sup>  
UNA DECISIÓN TECNO-LÓGICA

**Lenovo**<sup>™</sup>



**EPSON**  
EXCEED YOUR VISION

**brother**<sup>®</sup>  
at your side

**AMD**

Microsoft

**Moulinex**<sup>®</sup>



**acer**

**GIGABYTE**<sup>™</sup>  
Líder en Innovación de Motherboard

**Aero**   
Cool



**LG**

**logitech**<sup>®</sup>

**HIKVISION**

**SanDisk**<sup>®</sup>

**ASUS**<sup>®</sup>  
IN SEARCH OF INCREDIBLE

**PHILIPS**

**Seasonic**<sup>®</sup>

**alcatel**

**crucial**<sup>®</sup>  
TECHNOLOGY  
A Division of Micron

**ASRock**

**SAPPHIRE**

**Divoom**

**Kany**



**TOTO LINK**  
The Smartest Network Device



**GRUPONUCLEO**

# NEW BUSINESS AREAS



Grupo Nucleo has developed different business segments to respond to the new needs of the market, thus expanding the quantity and quality of the services offered to our customers. In this way, we seek to increase the competitiveness of the company and increase the added value to the business of our partners. We provide advice, project management, and advanced training tailored to each requirement."



**Grupo Sellers:** Grupo Sellers is an extended sales force tool that works 24 hours a day. It is 100% self-manageable and customizable to the needs of the business. We offer the service of developing an own e-commerce platform in a simple and fast way.



**ADN program (AC- Active Digital Classroom),** an information and communication platform between teachers and students that uses modern technological equipment, resource library, help desk and continuous training... Its objective is to contribute to the improvement of educational quality.



**SMART  
LIGHT**

The laying of LED lighting infrastructure allows to support the centralization and intelligent management of the public and private network. The solution promotes energy saving, greater durability, and better service.

**SEGURIDAD**

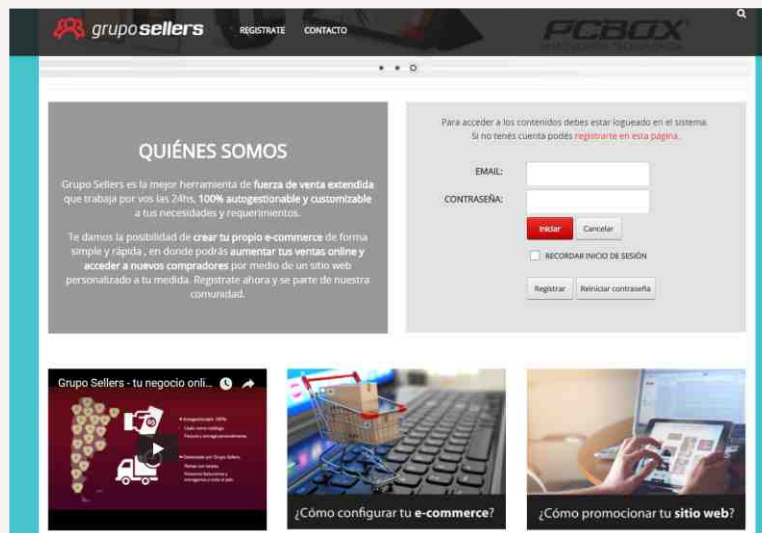


Smartwatches are devices specially developed for civil security, and security forces. The developed application allows to delimit a safe area, generating an automatic alert to the designated telephones when it leaves the usual zone.



**VIALIDAD  
URBANA**

We are providers of WIFI monitoring and provisioning solutions in public spaces. We also have traffic control systems with the latest LED technology, including traffic lights, pedestrian crossing control, and road signs.



Grupo Sellers is an extended sales force tool that works 24 hours a day, 100% self-managing and customizable to the needs of the business.

Grupo Nucleo helps to create your own platform e-commerce simply and quickly with the aim of increasing online sales and accessing new customers.

For more information, enter our explanatory video in YouTube:

<https://www.youtube.com/watch?v=eQWdRKhPnng>



500 ACCOUNTS ACTIVE



ACHIEVING A 25%

BILLING IN THE RESELLER CHANNEL



GRUPONUCLEO

# PRODUCT DEVELOPMENT



We have experience and necessary staff to develop any product line in China, either for own or third-party brands.

This allows us to offer an integral and personalized service to the development of the products, without needing China intermediaries and getting the direct product from China to the final consumer.



GRUPONUCLEO

# AFFINITY PLANS

We make affinity plans for customer loyalty with different companies and organizations:

- ✓ Bank Credicoop
- ✓ Bank ICBC
- ✓ Bank Comafi
- ✓ Unions and Mutuals
- ✓ Public Auctioneers Association
- ✓ College of Magistrates and Officials of the Judiciary
- ✓ College of Architects
- ✓ A.M.E.P.A.
- ✓ Athletic Club Ferrocarril Oeste

<http://delta.tiendas.coop/>

<http://pcbox.tiendas.coop/>

<https://www.icbcstore.com.ar/>



# PRESS AND SOCIAL NETWORKS

## Featured Media

### »» TV

Telefé Noticias  
TN / TN Tecno  
América 24 / Cn23 / C5N/  
Canal 10 / Canal 8

### »» Newspapers

La Nación / Clarín  
La Voz / Tiempo Argentino  
Cronista

### »» Journals / Tech

Information Technology  
Power  
Users

### »» Magazine / Business

Apertura  
Pymes de Clarín  
Prensario TI

### »» Websites / Gaming

Local Strike  
Tecnogaming  
Cultura Geek



¿Cómo fue Tecno-Innovación Mar del Plata 2016, de PCBOX y Grupo Núcleo?

# PRESS AND SOCIAL NETWORKS

**GRUPONÚCLEO**

**EL CRONISTA**  
LA VISIÓN LÍDERES 2018

**Maximiliano González Kunz**  
CEO

**GRUPO NÚCLEO**  
Empleados: 200  
Fact. (e) '17: \$ 1500 millones  
Fact. (p) '18: \$ 1500 millones  
Inv. (p) '18: \$ 15 millones  
Seguir creciendo en capitalidad de clientes, mejorando nuestra oferta y logística, que nos permite llegar a todo el territorio argentino una vez más.

2017 dentro del plan de reconversión tecnológica. Con PCBOX, hemos definido los objetivos de mantener un constante crecimiento en ventas de productos, priorizando el diseño y la innovación. Este año se vivió la reconversión del negocio tecnológico, por el ingreso de una mayor oferta de productos y los hábitos de consumo. Implementamos estrategias de captación, exploramos nuevos mercados y alianzas con nuevas marcas. Hemos logrado asociarnos con marcas de alto valor y fabricar productos de alta calidad en Tecnología. Los objetivos de facturación se están cumpliendo e implementando.

**enfasyS** AIR GAMING

**Grupo Núcleo comienza a vender AeroCool**

El acuerdo de distribución de AeroCool en el país se firmó el día 7 de febrero de 2018 en el Hotel Sheraton de Buenos Aires. El acuerdo de distribución de AeroCool en el país se firmó el día 7 de febrero de 2018 en el Hotel Sheraton de Buenos Aires.

**canalAR**

ÚLTIMAS NOTICIAS DE ARGENTINA Y LA REGIÓN | VIDEOS ENTREVISTAS | AGENDA EVENTOS | GUÍA INDUSTRIA T | CONTACTO PUBLICIDAD

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**PARA GAMERS**  
**Grupo Núcleo y AeroCool se alían para distribuir sillas y gabinetes**  
7 de Febrero de 2018

"Elegimos AeroCool para la distribución en el país porque se trata de una marca con una importante trayectoria en el mercado mundial", destacó el CEO de Grupo Núcleo

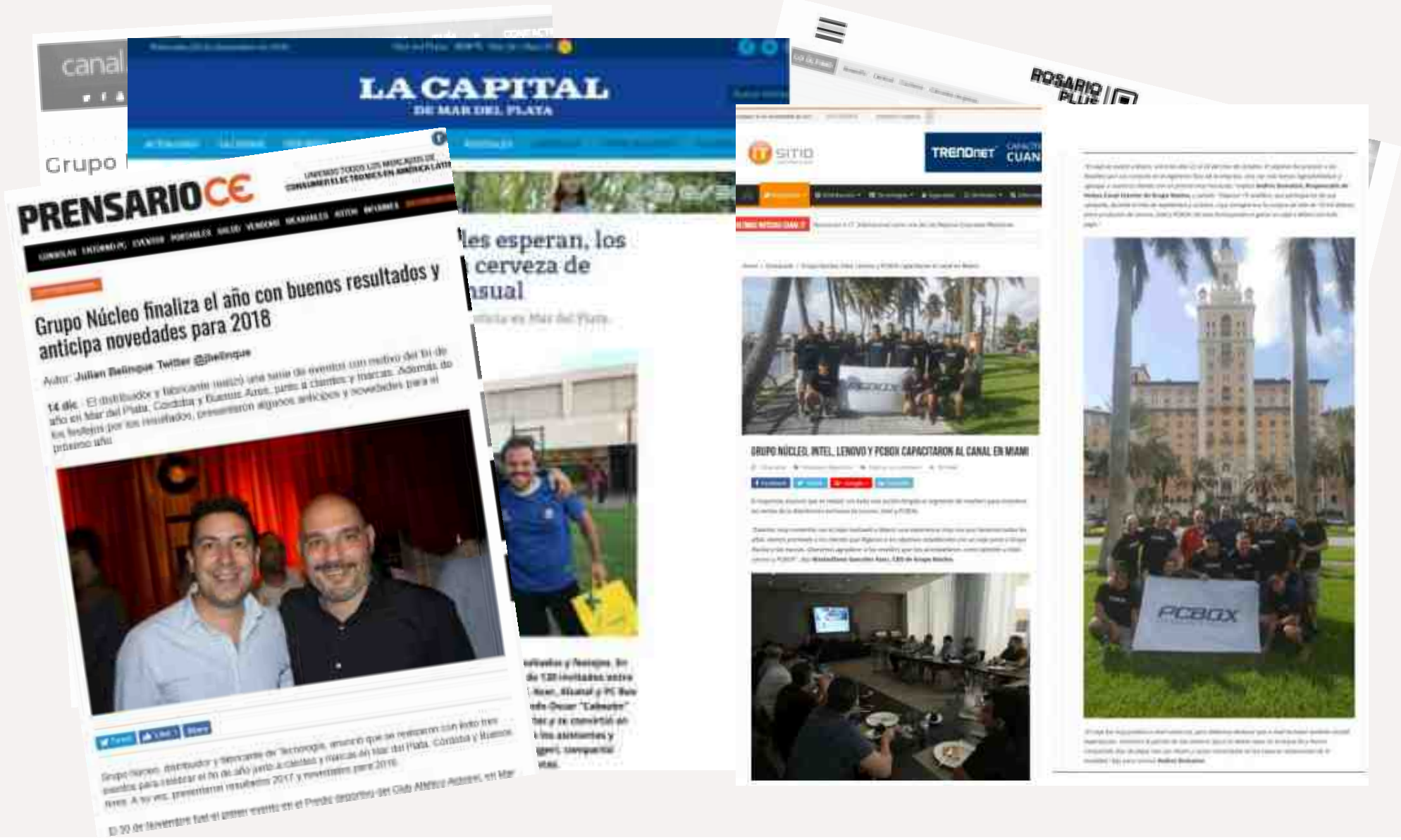
Grupo Núcleo, distribuidor y fabricante de Tecnología, anunció un nuevo acuerdo estratégico con AeroCool, para la distribución de sus soluciones gamer en Argentina.

El portafolio incluye Gabinetes de computadora, Coolers, Water Cooling, Sillas Gamers y Fuentes de alimentación. El foco de AeroCool está en las sillas.

El evento se realizó en Córdoba, en el Estadio Domingo Matoso Club, donde se vieron los 70 participantes. Finalmente se coronó con un capital en Buenos Aires con un presentador las nuevas líneas de PCBOX y King, la empresa dedicada a los productos más costosos y orgullosos de anunciar sus resultados dentro de los tres eventos.

El día 7 de febrero de 2018 se firmó el acuerdo de distribución de AeroCool en el país en el Hotel Sheraton de Buenos Aires.

# PRESS AND SOCIAL NETWORKS



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# PRESS AND SOCIAL NETWORKS





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