

For the press



April 2, 2019  
VAIO Corporation

**VAIO Corporation to Expand Global Sales Areas to 18 Areas**  
**— Sales to consecutively launch in European Areas as of April 2019 —**

VAIO Corporation (Head office: Azumino City, Nagano Prefecture; President: Hidetoshi Yoshida) will consecutively launch sales of VAIO PCs in 6 European countries (Germany, Austria, Switzerland, UK, Denmark, and Sweden) with the aim of growing overseas business. This will bring the total number of global sales areas to 18 including Japan.

While domestic PC sales remain the principle axis of VAIO, we will continue to consider business developments that are tailored to each area in partnership with optimal business partners for our overseas market.

■ Reasons and Details Pertaining to Sales Expansion in European Areas

In addition to existing overseas sales areas, we are adding Europe as our new sales region due to the high expectation placed on the VAIO brand. We will begin the sales of VAIO PCs in the European region in cooperation with TREKSTOR GmbH whose own brand has an existing presence in the EU region.

■ Six Countries where Sales are to Begin

Sales consecutively launched in the following 6 countries.

Germany, Austria, Switzerland, UK, Denmark, and Sweden

\* Scheduled to expand sales countries sequentially

■ Business Partnership Enterprises

TREKSTOR GmbH

(Head Office Location: Berliner Ring 7, 64625 Bensheim, Germany)

■ Business Model

TREKSTOR GmbH will be licensed by VAIO Corporation to perform business including manufacturing, sales, and servicing of PCs under the VAIO trademark within the European areas.

■ Commencement of Sales for Specific Models

VAIO® SX14

VAIO® A12

\* Sales will start consecutively as of April 2, 2019.

## ■ Changes in the Expansion of Overseas Sales Areas for VAIO

Since 2015, VAIO has expanded business in overseas areas as seen below:

- 2015 Brazil, United States of America
- 2016 Argentina, Chile, Uruguay
- 2017 People's Republic of China
- 2018 Hong Kong, Macao, Malaysia, Singapore, Taiwan
- 2019 Germany, Austria, Switzerland, UK, Denmark, and Sweden

## ■ Related Websites

VAIO Overseas Business Website: <https://vaio.com/overseas/>

VAIO Website for Europe: <https://eu.vaio.com/>

### TREKSTOR GmbH

Since establishment in 2009, TREKSTOR GmbH has developed and manufactured electronics ranging from MP3 players and external hard drives to tablet and notebook PCs with operations based in Germany. Furthermore, based on feedback from various customer demographics, they are bringing innovative products to the market such as wearable smart watches in the IoT B2B area.

TREKSTOR GmbH Official Website: <http://www.trekstor.de/>

### VAIO Corporation

VAIO Corporation was established on July 1, 2014, spinning off from Sony's PC business. With its headquarters and manufacturing base located in Azumino City, Nagano Prefecture, it is engaged in planning, design, development, manufacturing, sales and ancillary series in PC business and EMB Business.

"Solution Business" is third core business of VAIO, currently launching the first endeavor, 'VR Solution Business.'

VAIO Corporation Official Website: <https://vaio.com/top/>

Work x IT: <https://workit.vaio.com/>

VAIO Corporation Official Facebook: <https://www.facebook.com/VAIO.corporation/>

VAIO Corporation Official Twitter: <https://twitter.com/PressVaio/>

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