



SED International Holdings, Inc. (NYSE Amex: SED)

Investor Fact Sheet

Distributor of **Choice.**™

Company Overview

SED International is an established leader with a 30+ year operating history as a preferred wholesale distributor of leading computer technology, consumer electronics, small appliances, housewares and personal care products. The Company also offers custom-tailored supply chain management services designed to meet the needs of the e-commerce, Business-to-Business and Business-to-Consumer markets. Headquartered in the Atlanta, Georgia area with operations in the U.S. and Latin America, SED International offers products and services to 10,000+ customers and 200+ vendors, leveraging logistical excellence and world-class service to earn the tagline "Distributor of Choice." SED caters to SMB resellers and large organizations alike through dedicated support, flexible financing, and programs that foster growth and profitability.

Investment Highlights

- Time-tested relationships with industry-leading vendors
- Diverse customer base spanning multiple product categories, multiple geographies, and thus, low customer concentration risk
- Focus on growing higher margin business, including: accessories, consumer electronics, small appliances, housewares and personal care products
- Ten of 11 consecutive quarters of profitability
- Targeting low-mid double-digit sustainable revenue growth

Competitive Advantages

- Best-in class service provides high customer retention
 - ◆ Flexible financing
 - ◆ Full-featured fulfillment services
 - ◆ Same-day shipping; 99.9% shipping accuracy
 - ◆ Solution selling
 - ◆ Dedicated account representation
 - ◆ Exclusive manufacturer incentives
 - ◆ SED Rewards™ dealer loyalty program

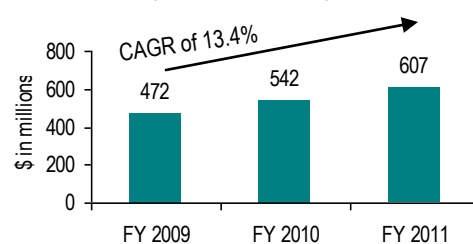
Ongoing Strategic Growth Initiatives

- Expand product offering and customer base
- Diversify geographic footprint
- Enhance operational efficiencies

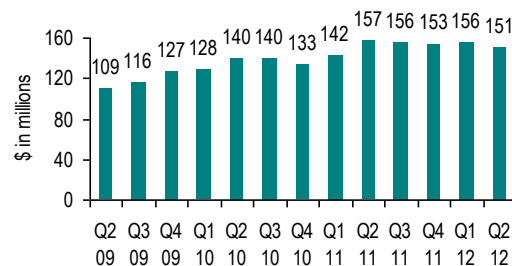
Select Financials and Facts

NYSE-Amex Ticker:	SED
Closing Price at 2/29/12:	\$4.03
52-Week Range:	\$2.32-5.69
Shares Outstanding (diluted):	4.8 million
Est. Public Float:	2.0 million
Market Capitalization (2/29/12):	\$19.3 million
Enterprise Value (2/29/12):	\$47.1 million
FY '11 Revenue:	\$607.0 million
Total Cash (12/31/11):	\$7.5 million
Total Debt (12/31/11):	\$35.3 million
Cash per share (12/31/11):	\$1.50
Insider Ownership:	34.15%
Institutional Ownership:	28%
Fiscal Year-end:	June 30

Annual Revenue
(6/30 Fiscal Year End)



Quarterly Revenues



Select Vendors, Customers and Industry Partners

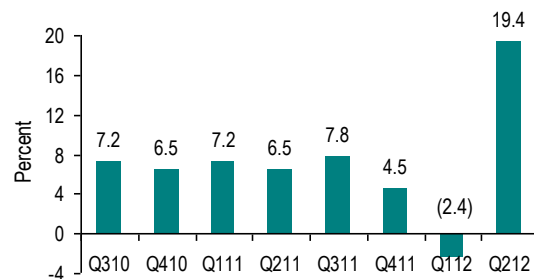
Key Vendors



Key Customers & Industry Partners



Return on Invested Capital (ROIC)



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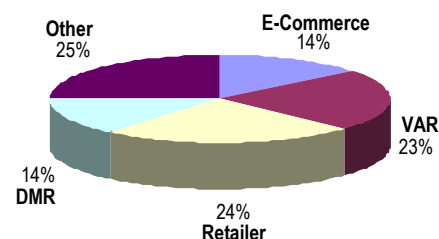
SED International's Diverse Product Mix

- Top Categories include:
 - ◆ Notebooks/Tablets/PC's
 - ◆ PC Components
 - ◆ Televisions
 - ◆ Digital Cameras
 - ◆ Small Appliances
 - ◆ Housewares
 - ◆ Accessories



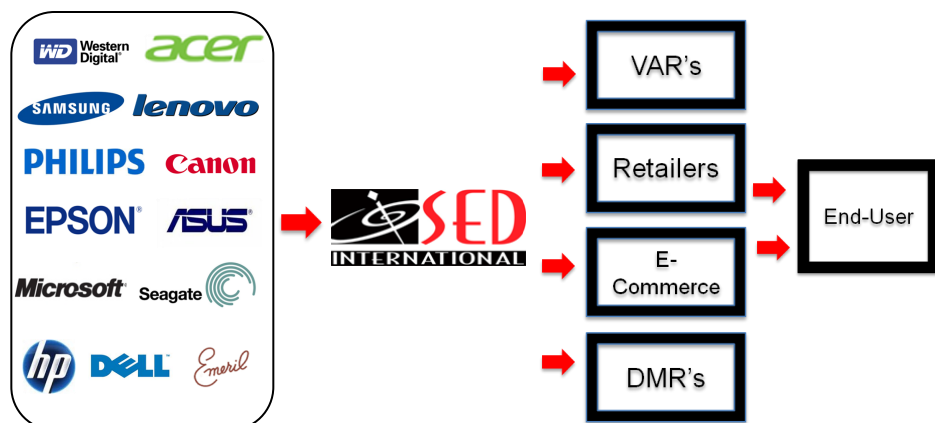
FY 2011 Customer Mix

U.S. Domestic

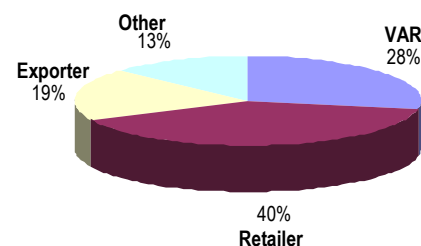


Path to Market: Where SED Fits

Ensure a seamless and efficient route from manufacturer to end user



Latin America



Strategic Growth Initiatives

Expand Product Offering & Customer Base

- ◆ Accelerate small appliances, housewares, and personal care sales growth
- ◆ Continue to grow line-card to address large growth markets and trends

Diversify Geographic Footprint

- ◆ Expand product offerings from newly acquired New Jersey facility and evaluate additional U.S. and Latin American locations
- ◆ Grow SED brand awareness through increased field sales and customer events

Enhance Operational Efficiencies

- ◆ Deployment of advanced warehousing technologies throughout all distribution center locations
- ◆ Build technology platform for sustained growth

Senior Management

Jonathan Elster, President & CEO

17+ year SED veteran

Lyle Dickler, CFO & VP of Finance

6+ year SED veteran, 20 years financial expertise

Ronell Rivera, SVP of Latin America

16 year SED veteran; 20+ years senior level expertise in Latin American IT distribution

Eddie Lageyre, SVP of U.S. Purchasing

18 years consumer electronics and IT purchasing experience

Jim Overwyk, VP of Operations

30+ years senior level operations and customer service experience

Rob Kalman, VP of U.S. & Corporate Marketing

9 year SED veteran; 29+ years IT distribution sales and marketing experience

Dave Burroughs, VP of U.S. Sales

20+ year SED veteran; 30 years distribution and IT industry experience

Derek Johnson, Chief Information Officer

20+ years information systems management experience across a breadth of industries

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