



Acer was established in 1976 with US\$25,000 in capital, 11 employees and the mission to break down the barriers between people and technology. Since then, Acer has successfully grown to become the second largest PC and Notebook brand in the world, with the fastest growth among the top-five players. Today Acer Group employs over 7,000 people worldwide working in 70 countries. In 2008 it achieved revenues of US\$16.65 billion.



Market

Over the last decade, Acer has grown from a small scale manufacture with a little known brand into one of the largest PC companies in the world.

Boasting a diverse product portfolio, Acer's success is largely attributed to its Channel Business Model (CBM) and it consistently invests in strategies aimed at the success of its partners.

Acer's commitment to its channel partners extends beyond product placement. By constantly monitoring business trends, Acer can tailor its entire product development and go-to-market strategies to suit the needs of specific target customers, helping the channel, as a result, to grow.

The global PC market grew by 4.2 per cent year-on-year in the third quarter of 2009. In this period Acer achieved a market share of 14 per cent based on total PC shipments, a 26 per cent increase compared with the same quarter in 2008.



Product

The company's product portfolio covers diverse areas of IT equipment for both consumers and businesses. Its PC-centric product offering includes mobile and desktop PCs, servers and storage, LCD monitors and high-definition TVs, projectors, and Smartphones.

Sub-brands include the consumer-focused Aspire series, and commercial sector TravelMate and Veriton as well as a Ferrari model from its design partnership with the luxury motor manufacturer.

Most recently it has launched the Timeline series notebooks which balance lightweight credentials with more than 12 hours of battery life for all-day mobile computing.



Achievements

Acer has grown exponentially in recent years and has evolved into a group with companies which have widespread success. Strategically structured and globally focused, but responsive to the needs of the markets, Acer delivered US\$16.65 billion in revenue in 2008. In most recent results, Acer's consolidated revenue

was US\$5.2 billion in the third quarter of 2009, the best yet recorded by the company, representing a 5.3 per cent year-on-year growth, which is significant considering other major players were recording negative growth in revenue in the same period. This was also a significant period for Acer as it moved from being the third, to the second largest PC brand in the world with 14 per cent global market share.

Acer has achieved this unrivalled success not only by adopting a successful CBM strategy but by investing heavily in R&D to continue to gain recognition for its products that lead the market in terms of innovation, technology and design. The Acer Aspire 5738DG 3D notebook and Acer Aspire Z5610 AIO PC have been named as Honourees for the CEA's (Consumer Electronics Association) Innovations 2010 Design and Engineering awards in the Computer Hardware category. The Innovations programme has become an international hallmark for the best designed products in consumer technology.

The Acer S243HL LCD monitor won the 2010 iF product design award from the International Forum Design out of a potential 2,486 products.



Acer is dedicated to developing integrated sustainability and CSR strategies and is committed to being a global PC and IT player which embeds CSR as a key priority.

The five focal points of its environmental objectives are to fortify its Environmental Management System (EMS), strengthen green product development, expand product recycling and processing services and strengthen green supply chain management and environmental communication platforms.

Recent Developments

In terms of results and product innovation, 2009 was a significant year for Acer. In respect to key results, Acer successfully pushed forward to become the second largest PC brand in the world. In terms of product



innovation Acer introduced the world's first; 3D notebook (Aspire 5738DZG), 24 inch 3D Monitor (GD245HQbid), ION based PC (Aspire Revo R3600) and the Liquid Smartphone with Qualcomm Snapdragon™ processor based with Android™ 1.6. Other recent innovations include the new Aspire and TravelMate Timeline range which deliver eight plus hours of battery life from a single full charge, giving the benefit of all day computing.

Promotion

Acer has always believed that sports and technology share the same ideals: strength, passion, competitiveness, coherence, skill and the determination to overcome new challenges. Acer's ability to identify strategically-favourable alliances has helped make its brands recognised outside the IT industry.



Acer has implemented high profile sponsorships which represent the spirit of the Acer brand and coherent ideals. Recently Acer announced that it was the official worldwide partner of the Olympic Movement in the computing equipment product category for the 2010 Olympic Winter Games in Vancouver and for the 2012 Olympic Games in London. This sponsorship is part of the TOP programme which was created in 1985 and is managed by the IOC. It is the only sponsorship with the exclusive worldwide marketing rights to both the Winter and Summer Games.

The Olympic Games will offer Acer a wide reaching stage to showcase its prowess in technology and innovation. As a worldwide TOP partner of the Vancouver 2010 Olympic Winter Games, Acer is providing more than 6,500 computing devices and more than 100 engineers and technicians to support the flawless management of one of the most complex sporting events in the world.

Other key sponsors include, Scuderia Ferrari, FC Internazionale Milano and London Wasps.

Brand Values

In 2006, Acer celebrated 30 years of long term growth in the fast-paced IT industry. The Acer Group remains firm in its commitment to develop easy-to-use and reliable products.

Its mission is 'Breaking the barriers between people and technology' through the creation of empowering hardware, software and services. It is committed to designing IT products that improve usability and add value to its customers' needs – be it at work or leisure.

It also believes that innovation is not the mere creation of new technologies and solutions, but the guarantee that users receive the benefits of these developments, and feel truly empowered.

acer.co.uk

Things you didn't know about Acer

Acer developed one of the first IBM compatible computers.

When it began in 1976 there were just 11 employees and US\$25,000 of capital.

Acer sells an average of 40 million PCs in a year.

Acer was founded in 1976 under the name Multitech, focusing on trade and product design.

Acer introduced the world's first 3D notebook in 2009.

1976	1981	1987	1995	1996	1997
Acer is founded under the name Multitech, focusing on trade and product design.	The Micro-Professor computing tool is launched. About the size of a large dictionary and costing under US\$100, the Micro-Professor is an instant hit.	Multitech formally becomes known as Acer, marking the start of Acer's efforts toward creating a strong brand name.	The Acer Aspire transforms the company from an anonymous PC manufacturer into a trendsetter. With its breakthrough design, the Aspire instantly becomes successful.	Acer introduces the Nuovo Notebook PC, featuring the innovative power management system, Heuristic Power Management, that is able to learn the user's specific behaviour, and then distributes power accordingly.	The company acquires Texas Instruments' notebook division.

2001	2003	2007	2008
Acer adopts a new corporate identity to symbolise its commitment to enhancing people's lives through technology.	The next-generation Empowering Technology platform is launched, integrating hardware, software and service to provide easy-to-use, dependable end-to-end technologies.	Acer completes the acquisition of Gateway, eMachines and Packard Bell.	Acer implements a multi-brand strategy which exploits the brand awareness of the companies in the group (Acer, Packard Bell, Gateway and eMachines).