

# Extreme Digital Zrt in Consumer Appliances (Hungary)

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## Abstracts

Having created a countrywide brick and mortar store network to support its online operations, Extreme Digital is to focus on retaining in its position as a leading online retailer in the face of increasing competition, both from established players and new entrants. The company is also extending its presence to neighbouring countries, opening online stores in both Slovenia and Bulgaria in 2014, in addition to its existing online stores in Romania, Slovakia, the Czech Republic and Croatia.

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