



REVENTON

As a leader in Australia's real estate industry, Chris Christofi's journey with technology has come full circle.

With the help of the ASUS ExpertBook B9 laptop, Chris is confident he has what he needs to take his company, Reventon, into the future.



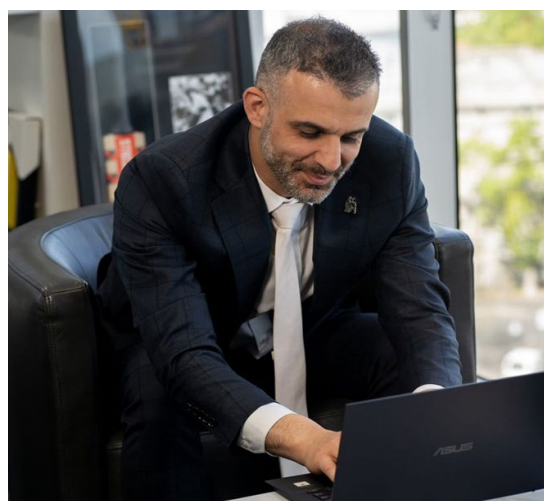
Chris Christofi is an entrepreneur, sporting director and sports sponsor who is the founder and CEO of Reventon and CHC Planning Solutions. Since 2010, he has been the major sponsor of Cue Sports, is the director of the Reventon Snooker Academy and also created the Reventon Triple Crown.

A passion that started as a 19 year old when his father helped him buy his first home, Chris Christofi is now one of Australia's leading entrepreneurs, as well as CEO and Founder of Reventon, a company specialising in assisting customers with property investment, financial planning and more.

Chris has had to learn a number of lessons along his journey to being a successful business leader. When he started Reventon in 2005, for example, he quickly learnt that he needed better technology if he was to soar to the lofty heights he envisioned for himself and his family.

Prior to adopting ASUS' ExpertBook B9400, a flagship business device designed to power business professionals throughout their day, Chris struggled with other devices, his main challenge being portability.

"When I started Reventon in my parents' living room, I just had an old desktop computer with barely enough power to run the basic programs I needed. As my business expanded over the years, it was important to develop both speed and portability as I travelled more for work, and took on more responsibilities for my clients."



To support Chris's business and work, he has been using ASUS's new state of the art ASUS ExpertBook B9400 that has been specifically designed for business professionals on the go.

"It was always cumbersome because my devices were never completely portable. Even as I upgraded to more modern laptops in recent years, I found that I was still lugging a lot of weight."

"Our team is immersed in technology every day. We're power users when it comes to digital document workflow and customer-facing presentations. As a result, reliable technology is now a cornerstone of our business and it must stay this way. In today's world, we couldn't run our business as we know it without the very best devices. Every client engagement, every financial arrangement, is reliant on having the best technology that is both fast and accessible."

When discussing technology solutions that would fit his needs with ASUS, Chris evidenced the importance of using technology that benefits him and his team; technology that helps Reventon keep up with today's highly digitised, fast paced business world.

In working to find the right solution to his technology pain points, ASUS provided Chris with the ExpertBook B9, which has been designed to be the benchmark for business laptops. With a focus on extreme portability, power and durability, the ExpertBook B9 acts as a tool to help business leaders take charge of their corporate environment.

"I've used various brands, device types and technologies. After much trial and error, we chose and remain with ASUS for the speed, outstanding battery life and surprising portability, the latter of which shocks me every time I pick the ExpertBook B9 up. It's amazing just how easy it is to use and to take with me wherever I need to go."

With a transformative experience, the ASUS ExpertBook B9 has afforded Chris a chance to focus more on his team, allowing technological challenges and laptop inefficiencies to no longer be a concern. What this means is that Chris now has more time to invest in the next steps to building Reventon.

Ultimately, the journey from owning 24 properties at 24 years of age and losing everything, to being a highly respected Australian business leader with a successful real estate company comprising nearly 40 employees, has not been easy. As he has learnt with technology, Chris remains perceptive to challenges as a way to drive his business and himself forward.

"I've been using the ASUS ExpertBook B9 for a few months now. I use it whenever I need to run something by our team, or when I need to go over our business with new clients or business partners. A phone can only get you so far; it's so convenient to have a versatile laptop at my fingertips to be able to run all the software I need easily and effectively."



"Previously, we'd been mostly limited to servicing the Melbourne area, whereas now we are moving to an online business model, where we're able to look after clients all over Australia. We'll need strong and reliable technology underpinning this and that's where we'll continue to turn to ASUS. In an online world, technology is central. We need good systems in place that clients can rely on as we handle sensitive financial issues and details."



Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook series.

"Business users require performance, portability and enterprise-grade security in their technology devices as these features are key to helping them confidently face challenges and to successfully grow their businesses. We believe the ASUS ExpertBook range is essential in supporting business users across our region."

Final thoughts from Chris:

"It's good to reflect on how far we've come; from that single desktop PC 18 years ago, to a company servicing clients nationwide with technology that is nearly online. It's exciting to see how much growth is possible as we continue to expand throughout Australia and really, it's all being underpinned by this digital revolution."

For more information about ASUS in BUSINESS, reach out to us:

Leon Brumen
Head of Commercial
National
0414 909 608
Leon1_Brumen@asus.com

Chris Succar
Commercial Channel Account Manager
National
0416 922 500
Chris_Succar@asus.com

Jim Lee
Commercial Business Manager
WA/SA
0418 261 175
Jim_Lee@asus.com

Tony Hospes
Commercial Business Manager
Government & Enterprise
National
0417 655 544
Tony_Hospes@asus.com

Mervin Uy
Field Application Engineer Lead
National
0427 719 884
Mervin_Uy@asus.com

Peter Kao
Field Application Engineer
National
0404 527 316
Peter1_Kao@asus.com