

ESPRINET: EQUITY INVESTMENT IN CELLY S.P.A. RISES TO 100%

Stefano Bonfanti appointed Head of Sales and Marketing of Esprinet SpA's new Celly division

Vimercate (Monza Brianza), 28 October 2020 - ESPRINET (PRT:IM), leading company in Southern Europe in the distribution of IT, Consumer Electronics and Advanced Solutions, announces the signing, on today's date, of a binding agreement aimed at acquiring the residual 15% of Celly S.p.A.'s share capital.

The transaction is in preparation for the subsequent merger by incorporation of Celly in the Parent Company, which will make it possible to benefit from commercial and operating synergies: with the goal of accelerating the process of integration of employees, customers, suppliers and processes, ESPRINET will shortly launch the necessary operations to go ahead with the rental of the company within the first quarter of 2021.

From 1 November, Stefano Bonfanti, current President and Chief Executive Officer of Celly S.p.A., assumes the position of Head of Sales and Marketing of Esprinet's Celly division, with the goal of implementing the commercial strategies and the integration of the two businesses, to acquire greater penetration and competitiveness in the IT market.

The value of the transaction is 1.25 million euro, of which 0.8 million euro paid in cash on today's date and the residual amount in annual instalments on expiry of the first, second and third year from today's date.

Celly (www.celly.com) has specialised, for more than 20 years, in the production and distribution of accessories for the mobile phone market, designed to improve and simplify the smartphone and tablet user experience. It is present in over 40 countries and boasts a portfolio of more than 1,000 references, divided into the following product categories: protection, charging, audio, utility, sport, photo, and free time.

Esprinet (PRT:IM – ISIN IT0003850929), with around 1,300 employees and 4 billion euro in turnover in 2019, is the leading company in Southern Europe (Italy, Spain and Portugal) in the distribution of Information Technology and Consumer Electronics to IT resellers, VAR, System Integrators, specialised stores, retailers and e-commerce portals, as well as the fourth largest distributor in Europe and in the top 10 at global level. The Group's vision is to simplify life for people and organisations, by expanding and facilitating the distribution and use of technology. *Enabling your tech experience* is the payoff that synthesises the evolution of the company into a genuine technology services hub that enables the use of technology.

The Group supplies roughly 130,000 products (PCs, printers, accessories, software, cloud, datacentres & cybersecurity, smartphones, audio-video, TV, gaming, household appliances, electric mobility) of more than 650 manufacturers to 31,000 business and consumer resellers through multiple sales models, both self-service (best-in-class e-commerce platform and Cash & Carry stores) and assisted (tele-sales, e systems, engineers in the field).

In addition to providing traditional wholesaling services (bulk breaking and credit), Esprinet fulfils the role of simplifier of the use of technology. The Group offers, for example, a turnkey e-commerce platform to hundreds of resellers, in-shop management for thousands of retail sales points, specialised payment and financing solutions for the resellers community, by also offering the generation of demand by end users and big data

analysis to the main technology manufacturers and resellers which outsource marketing activities increasingly more frequently.

Cloud services, collaboration software, video-conference systems, advanced IT infrastructures and specialised consumer electronics solutions such as connected household appliances or gaming platforms are the new areas of growth with added value which fuel further future growth in revenues for the sector, while logistics and financial services, as well as the "consumption-based" sales model, offer increased opportunities for margin growth.

The widespread use of technology and the need for quicker and simpler methods to make increasingly more complex and diversified technologies available for people and companies, paves the way for further improvements in the scenarios of the technological distribution industry.

Press release available on www.esprinet.com on www.emarketstorage.com

For more information:

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