

## **Esprinet to purchase 51% of 4Side's share capital exclusive italian distributor of Activision Blizzard products**

**The deal is fully consistent with the strategy to strengthen presence  
into high-margin business segments**

**Vimercate (MB), March 11<sup>th</sup> 2019** - Esprinet S.p.A. (Borsa Italiana, PRT) announced that it has signed a binding agreement concerning the acquisition from the managers of a 51% stake in the share capital of 4Side S.r.l. which is the new brand name of Activision Blizzard Italia, formerly the Italian sales branch of Activision Blizzard, Inc..

The deal has been originated by the US publisher decision to dismantle its "one-tier" go-to-market system in Italy and converting it into a "two-tier" model based on independent distributors.

Activision Blizzard, Inc. is the second largest publisher of videogames in the world through franchises including Call of Duty<sup>®</sup> Crash Bandicoot<sup>®</sup>, Sekiro<sup>®</sup> and Spyro<sup>®</sup>.

4Side is the outcome of a management-buy-out on 100% of Activision Italy promoted by former managers namely Paolo Chisari (General Manager), Maurizio Pedroni (Sales Director), Piero Terragni (Operation Director) and Stefano Mattioli (Finance Director).

This acquisition enables Activision to continue to operate in the Italian market by leaving substantially unchanged its commercial relationships with large retailers thanks to a 4-year exclusive distribution agreement of Activision Blizzard console games, PC games and consoles hosted by 4Side.

4Side posted net sales of 14.7 million euro in 2018, with an adjusted EBIT of 0.681 million euro.

Esprinet has been active for years in the distribution of gaming entertainment (videogames and consoles).

During 2018 fiscal year it generated sales of over 28 million euro.

The acquisition allows Esprinet to enhance its positioning as a leading distributor in a strategic business segment while 4Side shall strongly benefit from Esprinet financial strength and logistic capabilities.

The mission statement of 4Side is to become the main independent Italian distributor in "gaming entertainment" industry by developing a complete portfolio of videogames publishers and vendors of gaming accessories (headsets, pedals, steering wheels, seats, supports, toys, cards, figures, books, glasses, etc.).

The deal has been valued at net equity plus a fixed goodwill of 0.4 million euro for the 51% stake of the company.

The deal is not subject to any Antitrust approval.

As a part of the deal Esprinet and the managers will sign a shareholders' agreement aimed at establishing corporate governance rules covering the period along which the parties will jointly run the company.

Esprinet moreover has obtained from the managers a call option on the remaining 49% stake of the company exercisable between 4 and 6 years from the date of closing together with a set of warranties as they are customary for a deal of this kind.

The deal is expected to close by March 15<sup>th</sup>, 2019.

Following completion of the deal Paolo Chisari shall be appointed as Chairman and Chief Executive Officer of the company and Stefano Mattioli as Executive Officer.

Alessandro Cattani, Chief Executive Officer of Esprinet Group, commented: "We're so glad to say welcome within our Group to the management team of 4Side. This deal represents a further move along our strategy of penetration into high-margin high-specialized niche market segments. Esprinet is enabled to strengthen its positioning in gaming distribution business through acquiring specific know-how to capitalise on providing highly professional quality services to our customers".

Paolo Chisari, Chief Executive Officer of 4Side, added: "The presence of Esprinet among our shareholders is a badge of honor and a guarantee as well. Its incredible qualities in distribution as well as its financial standing together represent an assurance for us that our challenging development plans are going to receive a full support. Today we witness the birth of a group which combines knowledge and experience in gaming entertainment business with strong financial, managerial and organizational skills being a unique combination of strong interest for all potential vendors."

For further information:

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**Esprinet (based in Vimercate Italy; Borsa Italiana: PRT)**, is the holding of a Group engaged in the "B2B" distribution of technology products at the top of the market in Italy and Spain. The 2018 turnover of more than € 3.5 billion places Esprinet among the top 50 Italian industrial groups and the top 10 distributors worldwide. Thanks to a business model based on the coexistence of different sales channels tailored to the specific characteristics of 36.000 reseller clients, Esprinet markets about 700 brands and over 57,000 products available in 130,000 square meters of managed warehouses. Through the V-Valley division, Esprinet is able to distribute value-added products, services and IT solutions. The Group's activities also cover Portugal, and the production and sales of the named brands "Celly" (smartphones accessories) and "Nilox" (outdoor technology).