



ESPRINET CONSOLIDATES THE OUTSOURCING SERVICES, UNVEILING THE NEW eWebCLUB, THE “READY TO USE” E-BUSINESS SOLUTION FOR RESELLERS

Vimercate (Monza Brianza), 1 April 2021 – As part of the strengthening of Outsourcing services forming the basis of its strategic development, ESPRINET, leader in the distribution of IT, Consumer Electronics and Advanced Solutions in southern Europe, presents the new version of **eWeb CLUB**, the “*ready to use*” e-commerce solution, that enables customers to create their own on-line store in a simple, customised and advanced fashion.

Created in 1998 as an innovative service that allowed resellers to be able to develop e-commerce activity, it was completely revamped in 2020, adding functionalities capable of making eWebCLUB one of the **best e-business solutions available on the market**.

The eWebCLUB sites are complete, customisable e-commerce sites developed entirely by Esprinet, which include unique services like integrated logistics and *drop shipment*, offering the possibility of selling without having your own warehouse to manage.

Customers can avail themselves of a constantly updated catalogue which draws on the Esprinet database and that can boast, at present, more than 70,000 pre-loaded products (*IT, Consumer Electronics, Office Products and Stationery, Sports products and Toys*), to which any article purchased from suppliers can be added.

In addition, in order to be able to accurately meet the various needs of resellers, eWebCLUB comes in **three different versions**: electronic catalogue only; to have an on-line shop window that supports traditional off-line sales; a B2C e-commerce site, for those targeting private users; and a B2B solution, with the most advanced functionalities to maximise on-line sales to professionals and businesses.

Giovanni Testa, Chief Operating Officer of **ESPRINET**: “*We are continuing to support our customers by designing and offering the most innovative solutions based on our know-how. eWebClub falls under the fundamental assets of our business strategy which sees the outsourcing of logistics and marketing as a tool for improving profitability. The eWebCLUB service has countless advantages. The creation of an e-commerce site, in fact, makes it possible to reach new customers and strengthen relations with long-established ones, expand the portfolio of products offered and sell at any time and on any day during the year. Our service allows those who so wish to greatly optimise their sales processes, allowing, at the same time, a decrease in the investments needed and greater availability of human resources, being able to rely on a service that encapsulates a decade of the Esprinet Group's expertise*”.

Esprinet (PRT:IM – ISIN IT0003850929), with around 1,600 employees and 4.5 billion euro in turnover in 2020, 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 and system 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 "pay-per-use" 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, pave the way for further improvements in the scenarios of the technological distribution industry.

The press release is available on www.esprinet.com

For more information:

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