

ESPRINET PRESENTS THE NEW PROPRIETARY CLOUD MARKETPLACE

The hybrid platform, fully integrated in the Group's B2B site, combines best-in-class hardware, software and cloud services.

Vimercate (Monza Brianza), 17 November 2020 – ESPRINET (PRT:IM), a leader in the distribution of IT, Consumer Electronics and Advanced Solutions in southern Europe, presents the new proprietary Cloud Marketplace, fully integrated in the Group's B2B site, used by more than 26,000 resellers, for a total of 62 million pages viewed each year. All customers can access the entire portfolio of solutions directly from their user profile, easily combining best of breed *software, hardware and cloud services* in a single order.

The the platform enables users to choose and combine the products and services of the *Top global Vendors*, in order to build personalised *cloud* architectures based on the different needs of end customers.

The new Cloud Marketplace provides customers with a vast range of *Public, Private and Hybrid Cloud* solutions able to guarantee rapid implementation times, simplicity of system configuration, frequent and automatic updates included in the service, all guaranteeing maximum security and regulatory compliance. It offers an extensive area dedicated to technological solutions and areas, where information material can be found, as well as webinars, business ideas and new ideas for ensuring the loyalty of your customers. It also includes advanced monitoring, reporting and analysis tools, as well as licence and invoice management and control tools.

Lastly, in order to further personalise the user experience, ESPRINET has set up a highly specialised local development and support team, dedicated to integrating the platform on the basis of specific requirements and rapidly and continuously responding to the customers' needs and to the new opportunities offered by producers.

Alessandro Cattani, Chief Executive Officer of ESPRINET: *"The Cloud is a pillar of our strategy, which views As A Service models as attractive business growth opportunities. Following the acquisition of GTI, a leading distributor of cloud software and solutions in Spain, today marks another important step in cementing our position as a reference player in the Software as a Service ("SaaS") and Infrastructure as a Service ("IaaS") segments. We believe that the Cloud is a common factor in the optimal use of more advanced technologies and we are channelling our efforts into best handling the shift to the consumption model that the market is undergoing".*

Luca Casini, Country Manager Business Italy of ESPRINET: *"The new Cloud Marketplace represents another milestone in the process of development of the Cloud strategy; a strategy that involves constant integration of brands, solutions, content, functionalities and services, in support of the generation of new business opportunities for our customers."*

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 simply 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 "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, paves 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:

INVESTOR RELATIONS

ESPRINET S.p.A.

Tel. +39 02 404961

Giulia Perfetti

giulia.perfetti@esprinet.com

IR TOP CONSULTING

Tel. +39 02 45473884

Maria Antonietta Pireddu

m.pireddu@irtop.com

Federico Nasta

f.nasta@irtop.com

CORPORATE COMMUNICATION

Paola Bramati

Tel. +39 02 404961; Mobile +39 346 6290054

paola.bramati@esprinet.com