

ESPRINET CELEBRATES THE 20TH ANNIVERSARY OF ITS ESTABLISHMENT WITH A NEW CORPORATE IDENTITY

“Enabling your tech experience”: “simplifying the life of people and organisations” is the Vision that will guide every project of the Group

Vimercate (Monza Brianza), 21 September 2020 – A new Corporate Identity for the twentieth anniversary of Esprinet, the leading distributor of technology in South Europe. Renewed Vision, Mission and Values that will drive the future development of the Group.

The new **Vision** of the Group is to simplify the life of people and organisations: Esprinet is in fact committed to expand and facilitate the distribution and the use of technology because it believes that it enhances everybody's daily life.

Hence the choice of the new **Mission**, the “road map” that defines the path to implementing the Vision within the current and future market framework. In other words: to be the main point of contact for technology producers, resellers and final users. The goal of the Group is to create value for them, for the shareholders and the employees through the constant application of a strategy of growth that is shared and based on an innovative distribution model.

The objective of the Group is to expand the use of each type of technology with an effective distribution through all the consumers and organisations channels, to develop operating and financial tools that are effective and innovative in addressing the development of the markets and to be a reference point within the technology market thanks to its high level of professional expertise. An objective also summarised in a new payoff “**Enabling your tech experience**” which summarises the development of the company into a real hub providing technological services that enable and simplify the use of technologies.

Reliability, quest for excellence, customer centricity, teamwork, bravery, creativity, responsibility and listening are the values and the behaviours adopted by the Company to maximise the efficiency of its daily commitment toward the achievement of the objectives outlined in the Vision and Mission.

Established in 2000 from the merger of the companies Celo, Micromax and Comprel, Esprinet had barely over 300 employees, a turnover of about Euro 700 million and the ambition to become a leader in Italy within the distribution sector. Today, with the market going through a period of major changes, the Group celebrates its 20 years as a leader in South Europe with more the 1,300 employees, 4 billion euro in turnover, and is moving toward a new expansion cycle, ready to seize the enormous opportunities offered by a tech sector that is continually innovating and expanding.

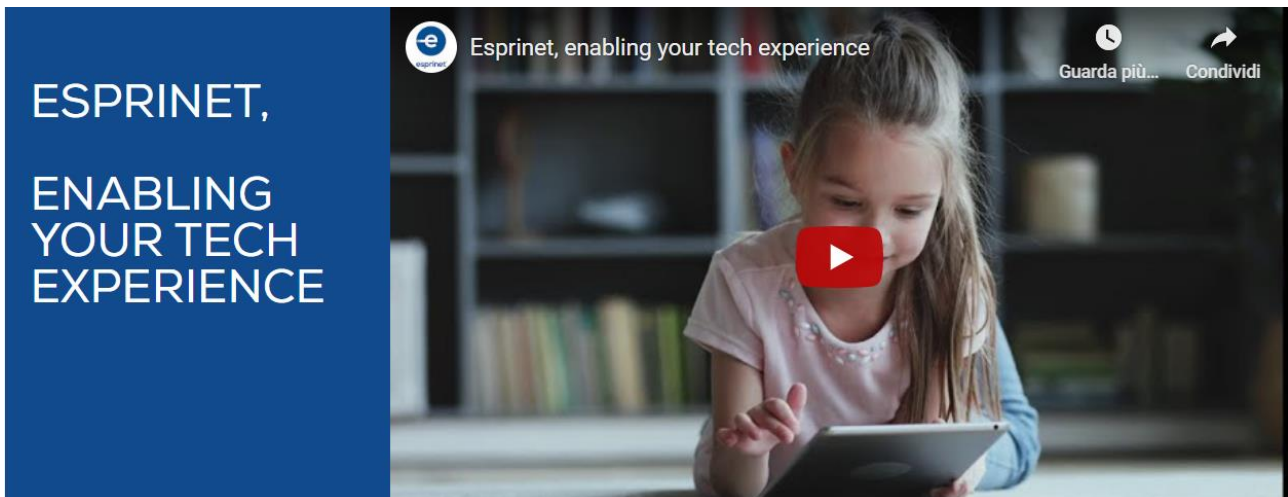
Alessandro Cattani, CEO of ESPRINET: *“The definition of a new Corporate Identity which reflects who Esprinet is today, is an important project on which we have been working for*

months. Our new Mission expresses our commitment to creating value for our customers, our people and our investors. An objective that we have continued to pursue during the Covid emergency and in the following months, by promoting the company's strategic initiatives and activities that have ensured the well-being of our employees as well as the successful achievement of a record growth in revenue in the second quarter of the year. The new Corporate Identity will contribute to strengthening the image of Esprinet as a leading company in the market, striving to become the top technology distributor in Europe in terms of organisational and innovation capacity.

The Group, which posted significantly growing results in the first half of 2020 and an excellent revenue performance in the two-month period July-August, expects to close 2020, an year in which the company has once again demonstrated its ability to transform market crises into opportunities, with revenues of 4.3 billion euros and with Adjusted EBITDA between 56 and 61 million euros. The ROCE at 30 June 2020 was 11.4%, the best result in the last 18 quarters. In June, it has also announced the purchase of 100% of the GTI capital, a software and cloud solution distributor, leader in Spain, which contributed to significantly consolidating the presence of Esprinet in South Europe.

The Corporate Identity rebrands the old one, adopted in 2001 at the time of its listing on the stock exchange, bringing it up to date and strengthening its basic principles. The Vision, Mission and Values approved by the Board of Directors will serve as a reference point for the company and for its 1300 employees based in Italy, Spain and Portugal.

In support of the launch of the project, a [video](#) has been produced, available on the company [website](#), which summarises its vision and at the same time defines an original identity that differentiates Esprinet from the other players in the market.



Esprinet (PRT:IM – ISIN IT0003850929), with around 1,300 employees and Euro 4 billion 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, VARs, System Integrators, specialized stores, retailers and ecommerce portals, as well as the fourth largest distributor in Europe and in the top 10 at global level. The Group Vision is to make life easier for people and organizations by widening and simplifying technology's distribution and fruition. *Enabling your tech experience* is the payoff that summarizes the company's evolution into a genuine technology services hub, becoming a real enabler of the use of technology.

The Group supplies roughly 130,000 products (PCs, printers, accessories, software, cloud, datacenters & cybersecurity, smartphones, audio-video, TV, gaming, white goods, 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 wholesale sales services (bulk breaking and credit), Esprinet plays the role of a real simplifier of the use of technology. The Group provides, for example, a turnkey e-commerce platform to hundreds of resellers, in-shop management for thousands of retail sales points, specialized 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 specialized consumer electronics solutions such as connected household appliances or gaming platforms are the new areas of value added growth which fuel further increase in sales for the sector, while logistics and financial services, as well as the "consumption-based" sales model, offer future opportunities for margin growth.

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

The Press release is available on www.esprinet.com

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