



ESPRINET AWARDED IN ITALY, SPAIN AND PORTUGAL IN CONTEXT CHANNELWATCH 2020 AWARDS

ITALY AND SPAIN: Best Retail Distributor
SPAIN: Best Value Added Distributor, Best Cloud Distributor
and Best Logistics Distributor
SPAIN AND PORTUGAL: Best Customer Service Distributor

Vimercate (Monza Brianza), 26 November 2020 - ESPRINET, the leading company in Southern Europe in the distribution of IT, Consumer Electronics and Advanced Solutions, was named **Best Retail Distributor** in Italy and Spain and Best Logistics Distributor in Spain, according to the CONTEXT *Channel Watch 2020* survey.

Through its newly acquired company GTI, the Group also won the **Best Value Added Distributor and Best Cloud Distributor** categories in Spain, and **Best Customer Service Distributor** in both Spain and Portugal.

CONTEXT ChannelWatch is one of the world's largest online IT reseller surveys, giving key insight into the behaviour, opinions and predictions of over 7,000 IT resellers every year. As part of the survey, the participants in each country nominate the distributors that they work with for the CONTEXT "Distributor of the Year" awards.

Alessandro Cattani, CEO of ESPRINET said: *"The receipt of these awards give us further proof of the market's appreciation of our Customer Satisfaction strategy, and the strong push we gave to our Everything-As-a-Service Model with the acquisition of GTI. In a year as unique as this one, we have stayed close to our customers, constantly supporting them and guaranteeing the availability of the best IT products and solutions. We also offer the best solutions possible in the Cloud environment, offering the high levels of both technical and commercial knowledge needed to implement and optimally integrate the latest solutions available on the market. We have managed to take concrete action to transmit the commitment and determination that our entire team works with, establishing new relationships and further consolidating old ones. From this standpoint, the awards received represent both a finishing line and a starting point. We intend to continue to act as a reference point for all our partners and our customers, always placing their needs at the centre of our business model."*

Howard Davies, CEO and co-founder of CONTEXT: *"We are delighted that Esprinet received the CONTEXT ChannelWatch 2020 awards. This victory shows the amazing capacity of Esprinet to continue to support its partners during one of the most difficult periods ever experienced by retail sellers"*.

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 and 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, 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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