



## ESPRINET: RENTAL OF THE CELLY S.p.A. COMPLETED

### ESPRINET ACCELERATES THE INTEGRATION PROCESS OF CELLY S.p.A., COMPLETING THE RENTAL OF THE COMPANY

Vimercate (Monza Brianza), 14 December 2020 - ESPRINET (PRT:IM), leader in southern Europe in the distribution of IT, Consumer Electronics and Advanced Solutions, announces that it has completed the rental of the company Celly S.p.A..

In line with the strategy of greater coverage of high-margin niches in the Consumer Electronics segment, ESPRINET, after having signed a binding agreement aimed at purchasing the residual 15% of the share capital of Celly SpA, today completed the rental of the company, accelerating the process of integrating employees, customers, suppliers and processes. The transaction is preparatory to the subsequent merger by incorporation of Celly S.p.A. in the Parent Company, which will make it possible to benefit from commercial and operational synergies.

Celly ([www.celly.com](http://www.celly.com)) has specialized, for more 20 years, in the production and distribution of accessories for the mobile phone market, designed to improve and simplify the smartphone and tablet user experience. It is present in over 40 countries and boasts a portfolio of more than 1,000 references, divided into the following product categories: protection, charging, audio, utility, sport, photo and free time.

**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, 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](http://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