

ESPRIRENT: THANKS TO THE PROPRIETARY PLATFORM AND THE FIRST CONTRACT WITHOUT INTERMEDIARIES, THE PRODUCTS AND SOLUTIONS OF 650 IT SUPPLIERS IN “AS A SERVICE” MODE

Vimercate (Monza Brianza), 14 June 2021 – **ESPRINET** (PRT:IM), leader in Southern Europe in the distribution of IT, Consumer Electronics and Advanced Solutions, announces that it has made **EspriRent** available to its almost 18,500 business customers in Italy. It is a proprietary platform that makes it possible to create personalised offers and solutions in “As a Service” mode with the range of 650 suppliers distributed, using a unique and simple interface.

EspriRent, whose software platform was developed exclusively by [Digonos](#) for ESPRINET, is a modern, flexible service able to simplify the supply of solutions, support, device management and life cycle services offered by its professional dealers, boosting at the same time productivity, efficiency in the use of IT resources and the ability to forecast costs for end-users companies that are their clients.

In line with its strategy that sees “Device as a Service” model as one of its key evolutive pillars fundamental to the creation of value for their investors, ESPRINET has created with EspriRent a service delivery platform that converts part of its sales into recurring revenues, thereby gaining an additional share of added value.

Through this user-friendly platform, seamlessly integrated into ESPRINET's marketplace, resellers can now easily buy and sell in 'As a Service' mode, in their turn earning recurring revenues and increasing their profitability by providing additional services, improving their cash flows as well.

Moreover, ESPRINET has designed the first rental contract stipulated directly with the customer without the support of intermediaries, making the service more flexible with the objective of **facilitating and speeding up** the “As a Service” sale by its professional resellers to their end-users.

This formula actually makes it possible for resellers to acquire, with additional credit lines, any solution from all distributed brands, to add their own added-value services and autonomously manage their mark-up on sale, using a fast and streamlined process, since the entire contract flow will be managed and archived on-line in full cloud mode on the proprietary platform managed by ESPRINET.

Alessandro Cattani, Chief Executive Officer of **ESPRINET**: *“Through the service and the contract provided through the EspriRent platform, we want to create added value along the whole distribution chain, pursuing a further pillar of our ROCE Driven Strategy. The **Everything-as-a-service model** represents a turning point in the IT paradigm, according to*

which every tool, both hardware and software, can be used as a service, allowing companies to innovate and increase efficiency and productivity. In a context in which physical possession of IT resources leaves room for more flexible consumption-based models, ESPRINET continues to be an enabler of the use of technology by offering to its clients an agile and innovative solution that thus allows to potentially support all Italian companies in their journey towards a greater digitalisation as well as a sustainability-oriented approach, giving a second life to products with resulting positive impacts on the environment".

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, specialized 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 organizations, by expanding and facilitating the distribution and use of technology. Enabling your tech experience is the payoff that synthesizes 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, data centres & cybersecurity, smartphones, audio-video, TV, gaming, household appliances and 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, and specialized payment and financing solutions for the reseller's 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 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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