



## 4Side is confirmed as Activision Blizzard's exclusive distributor for the Italian market

Legnano (Milano), 01 September 2022 – 4Side, the Esprinet Group's independent gaming entertainment distributor, announces that it has renewed its exclusive distribution agreement with Activision Blizzard for the Italian market until March 2024.

With 4Side as its sole distributor, Activision Blizzard has the market leader and a partner with in-depth knowledge of the gaming market, both physical and digital, in Italy as well as an international mindset. With an exclusive service to the publisher, 4Side can ensure effective Go-to-Market strategies and actions, not only in the launch phases of new releases planned for the coming months but also in the proposition and enhancement of catalog titles.

"We are very proud of this confirmation of trust from Activision Blizzard, a publisher with whom we have collaborated for nearly two decades. We look forward to delivering important and satisfying results for both of us and are excited by their slate of games this year, including Call of Duty: Modern Warfare II," commented Paolo Chisari, CEO of 4Side.

For further details:

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**4Side** is the independent distributor of the Esprinet Group's "gaming entertainment" sector. Born from the historical management of the Italian subsidiary of Activision Blizzard, with which it maintains an exclusive distribution agreement for the entire range, it aims to become the reference player in the sector through the development of a complete portfolio of video game manufacturers and merchandising. 4Side is a company of the Esprinet Group, a leading distributor in Southern Europe and in the top ten worldwide, listed on the Italian Stock Exchange with a turnover of 4.7 billion euros in 2021, 31,000 active customers, 650 brands in its portfolio and more than 1,700 employees.