

V-VALLEY ITALY: A NEW ORGANISATIONAL MODEL TO CATCH FUTURE OPPORTUNITIES

Vimercate (Monza Brianza), 3 June 2024 – From a sales agent company to fully operational society able to maintain contractual relationships with its partners: this is the important change to the organizational model of V-Valley, the Esprinet Group entity focused on the distribution of Advanced Solutions.

Established in 2011 as a division of Esprinet with the aim of accelerating the digitization process of companies and Public Administration, over the years it has been able to position as a key player in the distribution of high value-added solutions in Southern Europe, thanks to an ever-growing portfolio of customers and vendors, acquisitions of strategic companies, entry into new geographies, and the ability to create innovative, cutting-edge projects.

This transition is perfectly in line with the Group's strategy, which envisages a business model based on several complementary companies - Esprinet, V-Valley and Zeliotech - aimed at meeting the specific needs of different markets.

With the new organizational model, V-Valley helps partners to face the challenges of the market, offering greater focus and specialization, more flexibility and the fundamental tools to fully exploit the business opportunities offered by new technological trends.

V-Valley relies on a team of professionals located in the Vimercate and Ravenna offices - a real cybersecurity hub - the Competence Centre, a capillary presence throughout the territory through a dedicated sales network, the V-Truck - the travelling demo center, a new customized B2B e-commerce site, and the Cloud Marketplace, the proprietary platform that has more than 100K subscriptions and allows the creation of tailored cloud architectures. It will also continue to leverage the Group's strategic assets, such as the Public Sector Market Unit and the Esprifinance financial offering.

"We started the V-Valley project by intercepting one of the most disruptive trends of the ICT revolution, the digitization of businesses and Public Administration. Over the years we have supported our partners with the best solutions for the Data Centre, Cybersecurity, Cloud and Unified Communication and with the know-how of our specialists. Today we are inaugurating a new chapter in our history, an exciting phase of acceleration and growth, driven by the opportunities generated by the latest technologies such as Artificial Intelligence, always available to partners to enhance their business", commented Luca Casini, Country Manager of V-Valley in Italy.

About V-Valley

V-Valley aims to be a distributor of choice in the Advanced Solutions market, thanks to a wide range of technologies offered in on-prem and as-a-service modes, a highly specialized organization, and an extensive set of services available to industry players.

Enhancing your business is the payoff that summarizes the company's mission to support clients in further enhancing their digital transformation projects aimed at end-user companies and Public Administration. V-Valley combines the experience of a multinational corporation, with the agility and knowledge of the local market, to efficiently and individually serve its partners. V-Valley 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 billion euros in 2024, 29,000 active customers, 800 brands in its portfolio and more than 1,800 employees.



V-Valley

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