

Esprinet Group launches SalesMate and AI Smart Search: more internal efficiency and new tools for customers thanks to Artificial Intelligence

Vimercate (Monza Brianza), 06 ottobre 2025 – Esprinet Group continues its digital transformation journey with two innovation projects that strengthen internal efficiency and offer new opportunities to customers: **SalesMate** and the new **Smart Search AI** on the Esprinet website. Based on Artificial Intelligence and developed entirely in-house, they confirm the Group commitment to spreading technology and its desire to promote innovation and entrepreneurial spirit.

With the launch of these tools, Esprinet Group clarifies its AI roadmap: starting with the improvement of internal sales processes to make the organization more agile and, at the same time, offering customers advanced solutions that simplify the shopping experience.

SalesMate is designed to enhance sales visits, transforming them from simple operational activities into a competitive advantage for the company. At the end of each meeting, salespeople can send a short audio message or text message: the system transcribes it, standardizes it, and integrates it into the CRM, generating a ready-to-share report in just a few minutes. Information thus becomes a shared resource, updated in real time and accessible to all business functions, reducing waste and improving the ability to listen and respond to the market.

With SalesMate, the Group aims not only to increase sales efficiency, but also to build a solid, common information system that allows to anticipate changes and make decisions more quickly.

Alongside SalesMate, Esprinet introduces **AI Smart Search**, a search engine based on artificial intelligence. The new feature combines the advantages of traditional search with a more natural approach, capable of interpreting users' language and providing accurate results even for complex queries. Designed vertically for the IT sector, AI Smart Search recognizes the technical language of professionals and helps customers quickly find products and solutions, simplifying and streamlining the shopping experience.

"With SalesMate and AI Smart Search, Esprinet Group is strengthening its innovation strategy, combining digitalization, customer focus, and the ability to anticipate market developments. These two projects express a clear vision: to turn knowledge into a shared

asset, increase internal agility, and offer partners concrete tools to create new value." – commented Bettina Bonetti, Group Officer - Digital Marketing, CRM & Data Innovation of Esprinet Group.

Esprinet Group, leader in southern Europe in the distribution of high-tech products and in the provision of applications and services for digital transformation and green transition, is a group of companies acting under the direction of the holding Esprinet S.p.A.. With 1,800 employees and with 4.1 billion euros in sales in 2024, the Group companies operate through three main brands: Esprinet, V-Valley, and Zeliotech. Since 2025, it has also been present in Benelux and Ireland, as well as in Italy, Spain, Portugal, and Morocco.

The holding (PRT:IM - ISIN IT0003850929) is listed on the Italian Stock Exchange in the Euronext STAR Milan segment and participates in UN Global Compact, adhering to its approach based on the principles of responsible business.

For further information:

CORPORATE COMMUNICATION

ESPRINET S.p.A.

Tel. +39 02 404961

Paola Bramati

paola.bramati@esprinet.com

CORPORATE COMMUNICATION CONSULTANTS

COMIN & PARTNERS

Federica Gramegna

federica.gramegna@cominandpartners.com

338 222 9807

Giulia Mori

giulia.mori@cominandpartners.com

+39 3474938864