



ESPRINET EXPANDS ITS “ADVANCED SOLUTIONS” VENDOR PORTFOLIO

Agreement with Hitachi Vantara for the distribution of new solutions dedicated to Data Center Transformation, Infrastructure and IoT

Vimercate (Monza Brianza), 8 April 2020 - ESPRINET (PRT:IM) continues its strategic path of strengthening in the higher-margin business segments by expanding the vendor portfolio in the Advanced Solutions segment: the Group has signed a distribution agreement for Italy with Hitachi Vantara, a leading company in the Data Management sector, to offer its reseller clients the most innovative infrastructure and data analysis solutions. In particular, Hitachi Vantara will contribute to enriching the Group's portfolio with solutions dedicated to Data Center Transformation, Infrastructure (with object storage, cloud storage, data intelligence and hyperconverged solutions) and IoT (Big Data and Video Analytics).

The Group, through its subsidiary V-Valley, possesses the strong technical and specialist consultancy skills required to support partners in the optimal implementation of the solutions covered by the agreement. As part of the comprehensive service, V-Valley's specialist staff also support the client in training and certification in partnership with Hitachi Vantara.

Hitachi Vantara is a wholly-owned affiliate of the Hitachi Group, a world leader in Social Innovation, engaged in the development of data management solutions that help companies develop their business and optimize costs, increasing their innovative capabilities. The agreement provides for the distribution in Italy of the entire Hitachi Vantara catalogue.

International Data Corporation (IDC) estimates the Storage Enterprise solutions market at \$ 32.4 billion in 2024, with a 2019-2024 CAGR of +1.3%, while the Server Solutions market is estimated at \$ 16.6 billion, with a 2019-2024 CAGR of +4.9%.

Alessandro Cattani, CEO of ESPRINET: *"The highly specialized and high-margin Advanced Solutions segment is one of our main strategic targets. The partnership with Hitachi Vantara further expands our offering with Infrastructural, Data Management and Analytics solutions, that will enable us to meet technological challenges moving forward: components such as IoT sensors, Artificial Intelligence and Data Analytics tools, on which Industry 4.0 is based, represent the everyday life of the future. The Esprinet Group is able to offer its vendors, on the one hand, the distribution strength and financial capacity of the market leader, necessary to obtain far-reaching distribution that represents a fundamental competitive advantage and, on the other hand, a focus and in-depth knowledge of the sector that comes with a dedicated legal entity, V-Valley, with a management team that boasts consolidated experience in the sector".*

Marco Tesini, Vice President South Europe and CEO of Hitachi Vantara Italia: *"We can provide Esprinet with our most innovative infrastructure solutions to enable all companies to set-off the virtuous circle between digital transformation and business transformation. For us, working together in the Advanced Solutions segment means providing clients with the opportunity to make choices no longer based on data volume, but on data value. Data is the most value-added asset of any organization and with Esprinet we can provide solutions to companies eager to grow and monetize the value of their data, this potential we identify as "Your DataOps Advantage". Today more than ever, digital transformation is vital for clients because it deals with continuity and resilience of business".*

Esprinet Group (PRT:IM – ISIN IT0003850929) is the South Europe leader in the distribution of Information Technology and Consumer Electronics targeting IT resellers, VAR, System Integrator, specialized shops, retailers and e-commerce portals. With a 2019 turnover of roughly € 4 billion, Esprinet is among the top 50 Italian industrial groups and the top 10 distributors worldwide. With approximately



1,300 employees and a business model based on the coexistence of different sales channels tailored to the specific characteristics of 30,000 reseller clients, Esprinet markets about 130,000 different products of more than 650 worldwide vendors through 140,000 square meters of managed warehouses in Italy, Spain and Portugal.

Press release available on www.esprinet.com

For more information:

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