



ESPRINET: THE NEW B2B WEB SITE IS LIVE

Personalized content and search functionality based on user behaviour, promoting a unique relationship with customers and suppliers.

Vimercate (Monza Brianza) , 7 April 2022 - ESPRINET (PRT:IM), a leading group in consulting, the sale or rental of technology products and IT security in Southern Europe presents the new B2B e-commerce site (B2B.esprinet.com). The site has been completely rebuilt in terms of contents, graphics and interfaces, ever gaining ground as a sales tool at the customers' side.

The site has had approximately 94 million page views, hosts an average of 900 connected users and has seen at least 31,000 customers place at least one order. It was created entirely in-house thanks to the collaboration of different departments within the company. Several phases of work have taken place over the course of 8 months: a careful phase of study and analysis, the design, and finally the implementation and tests.

An initial period of careful analysis now allows Esprinet to hold a unique position in the marketplace. The site is organized from a customer-centric perspective. Customers are guided in a highly personalized browsing experience tailored to their specific business interests.

This project is part of a broader business strategy in line with the Industrial Plan that looks ahead to 2024, and is the vehicle to carry the company from the current business model of strictly distribution to that of a Full Service Provider serving the Vendor and Reseller ecosystem.

The B2B site is based on a fully data driven approach which, in compliance with the GDPR regulations, will allow advertising messages to be addressed dynamically, guided by sophisticated algorithms, customizing them according to the user's business interests. Customers will therefore be able to find the broad range that has always characterized the Esprinet portfolio, combined with the verticality and specialisation dictated by Customer Satisfaction, with a resulting increase in profitability. Vendors will now be able to benefit from an additional level of service, because their product supply will be offered to customers in a targeted manner, selected on the basis of specific purchasing behaviour.

*"The new site was created completely in-house, after listening carefully to the needs of our customers, with the collaboration of many staff who in the last year have used all their skills to give life to this new challenge. The site is the perfect expression of the company objectives: to be a point of reference among the communities of producers, resellers and users of technology" - said **Alessandro Cattani** CEO of the Esprinet Group. "It marks an important change of perspective that places the customers and their needs at the centre of our business approach. The site is geared to customer satisfaction, and guarantees vendors more direct and targeted commercial strategies".*

Esprinet is an enabler of the technological ecosystem that, with a strong vocation for environmental and social sustainability, promotes tech democracy. With a comprehensive offering of advisory services, IT security, services and products for sale or rental through an extensive network of professional resellers, Esprinet is the leading Group in Southern Europe (Italy, Spain and Portugal), the fourth in Europe and in the top ten at the global level.

With over 1,600 employees and €4.5 billion in sales in 2020, Esprinet (PRT:IM – ISIN IT0003850929) is listed on the Italian Stock Exchange.



Press release available on www.esprinet.com

For more information:

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