



Esprinet strengthens strategic Microsoft partnership across Southern Europe

In addition to Italy, Microsoft has chosen Esprinet as the exclusive distributor of Xbox Software & Accessories in Spain and Portugal

Vimercate (Monza Brianza), 29 January 2026 - Esprinet S.p.A. (Borsa Italiana: PRT), a leading Group 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 proud to announce that it has been selected by Microsoft as the new exclusive distribution partner for Xbox Software & Accessories across Spain and Portugal.

This achievement builds on Esprinet long-standing and successful partnership with Microsoft in Italy, creating a unified Southern European distribution hub that enhances scale, efficiency, and market impact across the region.

The combination of the Italian and Iberian operations strengthens Esprinet ability to deliver a seamless, integrated, and high-performance route-to-market for Microsoft Xbox.

"Esprinet has been an exceptional partner in Italy, and we're proud to grow our collaboration into Spain and Portugal. This expanded agreement reinforces our shared commitment to bring Xbox to more players, including upcoming titles this year such as Forza Horizon 6 and Fable" commented James Tunney, Director of Partner Sales, Microsoft.

"We are extremely proud to extend our collaboration with Microsoft, adding Iberia to our well-established partnership in Italy", said Paolo Chisari, Head Sales and Marketing BU Games Italy and Iberia, Esprinet. *"This evolution creates a true Southern European distribution hub, enabling us to deliver even greater value to retailers, strengthen the Xbox ecosystem, and support Microsoft's long-term growth ambitions across the region."*

Microsoft and Esprinet will work closely in the coming weeks to ensure a effective transition and establish a scalable, sustainable foundation for the future of Xbox distribution in Southern Europe.

Esprinet is the leading distributor in the consumer electronics and ICT products market, promoting tech adoption and bringing IT to families, businesses, and public administration. With 219,000 square meters of technology-dedicated warehouses managed in the countries where it operates, it offers its reseller customers its logistical strength, financial capabilities, and marketing expertise to support the sales and demand generation process, combined with a well-established presence throughout Southern Europe.

It is one of the companies of the Esprinet Group, listed on the Italian Stock Exchange with a turnover of €4.1 billion in 2024, 30,000 active customers, 850 partner manufacturers, and over 1,800 employees.

Press Release available on www.esprinet.com

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