

Esprinet Group accelerates in services and launches Innovexya, a new dedicated business unit focused on Artificial Intelligence.

- *Innovexya is launched, an ecosystem that integrates and develops Esprinet Group service offering*
- *Presentation on March 25 in Milan, during an event dedicated to the future of IT services*
- *AI, cloud, digital solutions and cybersecurity at the core of the Group evolution strategy*
- *Support for partners and SMEs through advanced logistics, technical expertise, training, and consulting to ease technology adoption*

Vimercate (Monza Brianza), March 25, 2026 – Esprinet Group expands its service offerings and **announces the launch of Innovexya, a new business unit dedicated to the development and integration of value-added services.** The new market area was announced on March 25 in Milan, at Talent Garden Calabiana, during the event "*Innovexya: Smart Services for the Future of Business,*" organized in collaboration with The Innovation Group.

With Innovexya, Esprinet Group continues its evolution, expanding its scope beyond traditional distribution to meet the growing demand for integrated services, which are playing an increasingly central role in digital transformation processes.

Innovexya operates as a cross-country market area across the regions in which the Group is active – Italy, Spain, and Portugal – with the aim of integrating and enhancing an ecosystem that includes digital solutions, retail, cloud and software, cybersecurity, technical services, logistics, and transportation.

*"With Innovexya, we are strengthening our commitment to service development by integrating expertise and solutions into a model designed to concretely support partners in their digital transformation – declared **Giovanni Testa, CEO-designate of the Esprinet Group** – Market evolution requires an increasingly service-oriented approach and the ability to make technologies like artificial intelligence accessible even to smaller organizations".*

In this context, the new business unit aims to simplify access to expertise and solutions, particularly for small and medium-sized partners, who often face challenges when dealing with projects in areas such as AI, cloud and security. Through an integrated service model and a structured offering, Esprinet Group aims to support its customers' business development and guide their evolution toward increasingly service-oriented models.

*“With Innovexya, we are introducing a structured operating model that integrates and enhances the Group entire service offering, with the aim of making it more consistent, accessible, and scalable for partners – stated **Simona Ceriani, Esprinet Group Services Officer** – The business unit is designed to support the development of projects in the fields of AI, cloud and cybersecurity through an integrated approach that combines technical expertise, comprehensive support throughout all stages of the sales process, from proposal to delivery, as well as a portfolio of innovative services capable of adapting to the diverse needs of the market”.*

The name **Innovexya** symbolically reflects this approach: the letters “X” and “Y,” used to represent variables and relationships, evoke the connection between the customer’s needs and the result delivered by our services. This reference captures the new business unit’s goal of transforming complex needs into accessible solutions within an open and constantly evolving environment, where expertise and technology contribute to business growth.

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 more than 1,800 employees and with Euro 4.3 billion in sales in 2025, 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.

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