

Econocom Italia announces a capital injection of 40 million euros

The Econocom Italia Group organized a digital meeting to share the Company's 2019 results, the new positioning and strategy for 2020: among the new features, the announcement of the 40-million-euro capital injection for the Italian headquarters

Milan, 21 May 2020 - Econocom Italia Group, the European player which enables digital and technological transformation of companies through the design and delivery of solutions as a service, announced a capital injection of €40 million during the "Key figures & strategic positioning" event held online today, which was attended by Jean-Louis Bouchard, President and CEO of the Econocom Group, Angel Benguigui, Managing Director of the Group, and Emiliano Veronesi, General Manager of Econocom Italia Group.

During the event, the Econocom Italia Group presented its new strategy based on an innovative positioning that is closer to the needs of its customers and focused on sustainability, also reaffirming the key role of Italy for the future development of the business.

Firmly pursuing the business transformation plan undertaken at the end of 2018 to further accelerate the Company's competitiveness and operating margin, Econocom Italia is working toward a sustainable growth supported by innovative solutions driven by circular economy choices, able of meeting the needs of its clients, especially at a time when digitization is increasingly requested and necessary.

In this context, the role of Italy is crucial: Econocom Italia has always been the Group's second largest country in terms of revenues and boasts a cutting-edge positioning, contributing to the strength and solidity of an international player committed to achieving ambitious goals towards technological transformation. A mission that can be pursued thanks to the implementation of its services, investing more and more in the delivery of innovative As a Service and Pay Per Use solutions: these approaches are in fact adapted both to the digitization needs of companies and to their budget, in order to achieve long-term competitive advantages and important economic benefits.

In particular, there are four pillars on which the new Econocom Italia Group strategy is based:

- **gain market share** by addressing the needs of new potential markets, establishing a commercial awareness and methodology and consolidating the brand equity;
- **strengthen the value proposition** through customized offers for selected sectors and the creation of a sustainable ecosystem of partnerships and synergies with satellites;
- **optimize profitability** thanks to a simplified cost structure and increasingly digital processes, strengthening the "re-life cycle" model with a circular economy approach
- **grow through people**, strengthening the shared internal culture guided by common principles and creating shared value with stakeholders.

"We are proud that Italy continues to be at the heart of the global strategy. In this time of emergency, Econocom Italia is proving to be a key player capable of actively responding to support the ecosystem in which it operates, supporting and accelerating the digital transformation for the benefit of all. The €40 million capital increase

ECONOCOM

Econocom supports and accelerates the digital transformation of companies and public organizations. The group works with its clients to design useful digital solutions that create sustainable value over time. As a specialist in 360-degree digital transformation, Econocom is the only player in the market that combines a unique mix of expertise by offering products, services and solutions as a service for the digitization of business. With 10,300 employees in 18 countries and over 40 years of experience, Econocom has a turnover of €3 billion. The Econocom Group has been listed on the Euronext Brussels stock exchange since 1986 and participates in the BEL Mid and Family Business indices.

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represents a further boost for our daily activities and will allow us to achieve ambitious common goals" - says Emiliano Veronesi, General Manager of the Econocom Italia Group - "Our mission is to constantly challenge the status quo to design innovative solutions that allow our customers to make cutting-edge investments. Our daily work is guided by our values of boldness, good faith and responsiveness to anticipate tomorrow's trends, in order to push the horizons of a future in which technology is increasingly a tool capable of projecting our customers towards an innovative and digital approach".

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