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## ENEL X AND V-VALLEY SIGN STRATEGIC PARTNERSHIP AGREEMENT FOR THE DISTRIBUTION OF CHARGING INFRASTRUCTURE

- *Enel X chooses the distribution arm of the Esprinet Group as its primary partner for implementation of its indirect sales strategy*

**Rome, March 22<sup>nd</sup>, 2021** – Enel X and Esprinet join forces for the rollout of charging infrastructure in Italy. In a move aimed at the SME market, Enel X and V-Valley, the distribution arm of the Esprinet Group, have signed an agreement for the distribution throughout Italy of Enel X's JuiceBox, JuicePole and JuicePump electric vehicle charging solutions for domestic, commercial and public use. The agreement makes V-Valley the leading partner of Enel X for the distribution of electric vehicle charging infrastructure in Italy.

*"This partnership allows us to accelerate the rollout of our charging stations all over Italy thanks to the reach of the Esprinet Group's distribution network. We are committed to the development of smart charging solutions for the public, commercial and residential markets that make e-mobility accessible to everyone, with safe and easy charging. Drivers of electric vehicles already have over 12,000 charging stations at their disposal, from one end of the country to the other. This is the first stage in the national plan we are implementing with the installation of our ultra-fast chargers, which guarantee very short charging times,"* said **Federico Caleno**, head of e-mobility for Enel X Italia.

*"We are very proud of our partnership with Enel X, which will allow us to make solutions such as JuiceBox and JuicePole more accessible and to promote the uptake of e-mobility, with its positive consequences for the environment. Furthermore, V-Valley integrates and expands its offer with a top-tier brand and extends its expertise in an innovative and strategic area such as that of energy efficiency,"* said **Luca Casini**, Country and Business Development manager with Esprinet Italia.

V-Valley will be in charge of distributing Enel X's Juice range of e-mobility solutions, which set new standards in terms of technological sophistication, sustainability, convenience and ease of use, safety, and design. With JuiceBox (recent winner at the Compasso d'Oro design awards), JuicePole and JuicePump, V-Valley further opens up range of business opportunities to its customers. Enel X is aiming to increase its presence on the Italian market and extend its portfolio of clients, and thanks to this agreement it can now draw on the commercial and technical know-how of V-Valley, which will help it locate, profile and train new sales personnel all over Italy in the sale and installation of products. In addition, V-Valley will provide Enel X with a dedicated team of marketing and sales professionals, resources for sales channel training, and a dedicated marketplace with an exceptionally rich mix of complementary technologies.



**Enel X** is the global business line of the Enel Group that provides services to accelerate innovation and drive the energy transition. A world leader in advanced energy solutions, Enel X operates demand response services, with approximately 6 GW of total capacity and 124 MW of installed storage capacity worldwide, as well as approximately 175,000 public and private charging points for electric vehicles globally<sup>1</sup>. Offering advanced solutions, including energy management, financial services and e-mobility, Enel X provides each partner with a customized ecosystem of technology platforms and consulting services, based on the principles of sustainability and the circular economy. The aim is to provide people, communities, institutions and companies with an alternative model, which respects the environment and integrates technological innovation into everyday life. Each solution is designed to turn the goals of decarbonization, electrification and digitalization into sustainable actions for everyone, in order to build a more sustainable and efficient world together.

Find out more at [www.enelx.com](http://www.enelx.com) and follow **Enel X** on social media:

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#### **About V-Valley**

V-Valley ([www.v-valley.com](http://www.v-valley.com)) is a value-added distributor of complex IT products, services and solutions. Dealers, VAR, xSP, software houses, systems integrators and installers find in V-Valley the skills, tools and dedicated resources they need, as well as exceptional brand availability (server & storage, networking, software, IT security, cloud computing, structured cabling and energy efficiency, telephony and unified communication & collaboration, video surveillance, automatic identification and professional services). V-Valley supports its clients through every step of the sales process with an integrated team of specialists that guarantee an efficient, reliable and personalized service. V-Valley is a wholly-owned subsidiary of the Esprinet Group ([www.esprinet.com](http://www.esprinet.com)), the leading wholesale distributor of technology products on the Italian and Spanish markets.

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<sup>1</sup> Estimated data for 2020.