



## PRESS RELEASE

WIIT:

### **New six-year contract signed for Multi-Cloud services worth over Euro 6 million with PAM Panorama S.p.A., leading Large-Scale Distribution Italian company**

**Milan, 5th September 2023** – **WIIT S.p.A.** ("WIIT" or the "Company"; ISIN IT0005440893; WIIT.MI), one of the main European players in the Cloud Computing services market for enterprises, focused on the provision of continuous Hybrid and Private Cloud services for critical applications, signed a **six-year contract**, for a **total value of approximately Euro 6 million**, with **PAM Panorama S.p.A.** (the "Client"), part of Gruppo PAM, a north-eastern Italian company, one of the leading companies in the Large-Scale Distribution sector, specialised in the sale of consumer goods.

PAM has chosen WIIT as its cloud partner for the next six years, entrusting the company with the complete management of its information systems and confirming WIIT's ability to support customers of heterogeneous and highly complex sectors, by offering them sophisticated new generation solutions, functional to the needs of systems integration and application platforms.

Through WIIT's structured service model, which is based on resilient and secure infrastructures as well as specialised expertise, the Client will be able to benefit from highly resilient and innovative digital services by implementing a dedicated Multi-Cloud model.

Thanks to WIIT's support, PAM will be able to implement its digital transformation process, which will enable the company to optimise data, process, and security management, ensuring operability and maximum availability. The Client's critical services will be fully managed and hosted in high reliability with a H24 service model in the Premium Zones that are part of the Italian Regions (among the 6 Regions provided by the WIIT Group) from which WIIT's Cloud Services are provided.

*"This new agreement signed with a major operator in the North East of our country further strengthens WIIT's presence and commitment in this region, which has a long-standing entrepreneurial tradition, and in a strategic sector such as the large-scale distribution market."* **Alessandro Cozzi, CEO of WIIT** commented - *"The integration of different digital solutions is at the heart of the retail model in this sector: by relying on partners like WIIT, retail companies are able to guarantee resilience and business continuity."*

**Andrea Zoratti, General Manager of PAM Panorama commented:** *"By choosing WIIT, we enable the strategic path of PAM Panorama towards change and evolution of our business. The Private Cloud and WIIT's management of our information systems will provide the foundation for the continuity of our business-critical processes, the security of our data, the scalability and usability of our business model."*

\* \* \*



#### **WIIT S.p.A.**

WIIT S.p.A., a company listed on the Euronext Star Milan ("STAR") segment, is a leader in the Cloud Computing market. The company has a pan-European footprint and is present in key markets, such as Italy and Germany, positioning itself among the leading players in the provision of innovative Hosted Private and Hybrid Cloud technology solutions. WIIT operates through its own datacenters spread across 6 Regions: 4 in Germany and 2 in Italy, 2 of which are Premium Zone enabled, i.e. with Tier IV certified datacenters by the Uptime Institute and the highest levels of security by design. WIIT has 6 SAP certifications at the highest level of specialisation. Its end-to-end approach enables the company to provide its partner companies with customised, high value-added services with the highest security and quality standards for the management of critical applications and business continuity, while guaranteeing maximum reliability in the management of the main international application platforms (SAP, Oracle and Microsoft). Since 2022, the WIIT Group has joined the UN Global Compact. ([www.wiit.cloud](http://www.wiit.cloud))

#### **PAM Panorama S.p.A.**

Pam Panorama S.P.A., a company operating under the Pam, Panorama, Pam Local and Pam City brands is part of the Pam Group, a reference group in the world of large-scale distribution in Italy for over 60 years. The over 600 sales points that form the Pam Panorama network, including direct, franchising and master franchising are present in Piedmont, Lombardy, Liguria, Veneto, Trentino-Alto Adige, Friuli-Venezia Giulia, Emilia-Romagna, Tuscany, Umbria, Lazio, Abruzzo, Puglia and Campania.

#### **For further information:**

##### **Investor Relations WIIT S.p.A.:**

Stefano Pasotto – CFO & Investor Relations Director  
Francesca Cocco – Lerxi Consulting – Investor Relations  
T +39.02.3660.7500  
Fax +39.02.3660.7505  
[ir@wiit.cloud](mailto:ir@wiit.cloud)  
[www.wiit.cloud](http://www.wiit.cloud)

##### **Media Relations:**

Image Building  
Rafaella Casula  
Tel: +39 348 3067877  
Simona Porcino  
T +39 02 89011300  
[wiit@imagebuilding.it](mailto:wiit@imagebuilding.it)

##### **Media Relations PAM Panorama S.p.A.:**

3rd Floor Public Relations  
T +39 02 87168894  
Alessio Melillo M. +39 347 0101202 [alessio@the3floor.it](mailto:alessio@the3floor.it)  
Filippo Solaroli M. +39 348 4229399 [filippo@the3floor.it](mailto:filippo@the3floor.it)  
Gaia Capua M. +39 338 7623121 [gaia@the3floor.it](mailto:gaia@the3floor.it)