

PRESS RELEASE

Agos and Unieuro renew the exclusive agreement for consumer credit. The strategic partnership launched in 2015 continues

- *With the four-year renewal, Agos will still be the exclusive partner of Unieuro for consumer credit throughout the network in direct physical stores and on the unieuro.it platform.*
- *Agos and Unieuro aim at an ever better customer experience, offering concrete support to Italian families in their technological purchase choices in the outlets and on the web.*

Milan, 28 April 2026 – **Agos**, leader in consumer credit - 61% owned by Crédit Agricole through Crédit Agricole Personal Finance & Mobility and 39% by Banco BPM - and **Unieuro**, Italian leader in the distribution of consumer electronics and domestic appliances and part of the Fnac Darty Group, proudly announce the **renewal of their historic partnership**, started in 2015. The new agreement, which will last four years, confirms **Agos as Unieuro's exclusive partner for consumer credit** in the physical outlets of the direct network, as well as on the digital platform unieuro.it.

This renewal represents much more than just contractual continuity: it is the confirmation of a strong and consolidated commercial relationship over time, built on mutual trust, concrete results and a shared vision. A bond that over the years has been able to evolve, accompanying the changes in the market and strengthening support for consumers and the entire Unieuro sales network throughout the national territory.

The partnership is in fact distinguished by its ability to generate value, supporting a common path orientated towards **innovation** and **quality of service**, and consolidating itself as a strategic reference point for the Italian market.

A new chapter combining complementary expertise and **shared values** is now opening, with the aim of driving innovation in the consumer electronics sector. The agreement aims to guarantee ever greater excellence in the customer experience, offering concrete support to Italian families in their technological purchasing choices, both in physical stores and online.

Also on the sustainability front, both companies are united by a common commitment to the new generations through **initiatives of social value**: Agos with the project of financial education in schools "one-to-one" and Unieuro with #cuoriconnessi, the project promoted by the company in collaboration with the State Police, to raise awareness on the issues of cyberbullying and promote a conscious use of the network and technology.

"Renewing this partnership is a natural yet strategic step for us. In over ten years of collaboration we have built a winning model with Unieuro, able to combine simple and accessible financial solutions with an increasingly fluid and omnichannel shopping experience. We look to the future with the ambition of continuing to innovate, focusing on the concrete needs of Italian families and supporting, with even greater effectiveness, the development of our partner's business." - **Valerio Papale, Director of the Business to Business Agos Network**

*"We are proud to renew a collaboration that has yielded concrete results over the years - added **Luigi Rodolfo La Vista, Chief Services & Operations Officer**. For us, the shopping experience is measured not only on the quality of the products and services offered, but also on the ability to accompany people when they decide to invest in technology. Having an historic and strategic partner*



like Agos at our side, throughout the network and across all channels, means being able to fully respond to the needs of our customers. We want technology to amplify people's passions: making access simpler and more flexible, by focusing on innovation even in payment methods, is part of this commitment."

Unieuro profile

Unieuro is the leader in the distribution of consumer electronics and domestic appliances in Italy, thanks to an omnichannel approach that integrates direct stores (over 270), affiliated stores (over 250) and digital platform unieuro.it, as well as the offer of services through the Covercare Group. The company is based in Forlì, has a central logistics platform in Piacenza and Colleferro and has a staff of about 5,400 employees. At the beginning of 2025, Unieuro joins the Fnac Darty Group, a European leader in the consumer electronics, domestic appliances, publishing products and services sector.

Contacts – Media Relations Unieuro:

MY PR

MY PR: unieuro@mypr.it

Roberto Grattagliano – roberto.grattagliano@mypr.it - 338 9291739

Fabio Micali – fabio.micali@mypr.it - 340 8758736

PR First Class

Elena Garavaglia 335 7590018

Silvia Cappi 331 349370

unieuro@firstclasspr.it

Agos Profile

Agos is a leading company in the field of personal credit and specialised financial services, in Italy for over 35 years, is now 61% owned by Crédit Agricole through Crédit Agricole Personal Finance & Mobility and 39% by Banco BPM. Agos has a universal and omnichannel business model that has the relationship at the centre of its recognised value towards customers, collaborators and territories. The proximity has more than 230 branches and agencies, about 2,000 employees. Agos supports the realisation of its clients' projects and offers solutions to its partners in different markets through personal loans, finalised loans, credit cards, sale of the fifth, renting, leasing and a wide range of insurance services. Operational efficiency and attention to customer care together with the continuous research of innovation in the service are distinctive features of Agos. Inclusion and quality are reflected in environmental, economic and social sustainability policies, with the aim of promoting sustainable economic development, to improve every area in which respect is synonymous with growth.

Learn more about

www.agoscorporate.it

www.agos.it

Press Office Contacts

bb-relazioni.esterne@agos.it

relazioniesterne@credit-agricole.it