

Investor Day 2025

# Customer and Go-to-Market Strategy

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# Safe Harbor Statement

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In addition, the slide presentations contain information concerning the IT market and distribution industry which is forward-looking in nature and is based on a variety of assumptions regarding the ways in which the IT market and distribution industry may develop. TD SYNEX has based these assumptions on information currently available to us. If any one or more of these assumptions turn out to be incorrect, actual results may differ from those predicted. While we do not know what impact any such differences may have on our business, if there are such differences, our future results of operations and financial condition could be materially adversely affected.

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# TD SYNnex Makes a Complex Ecosystem Simple

## Technologies - Vendor OEMs

PCs /  
Mobile

Peripherals /  
Print

Hybrid  
Cloud

Security /  
Networking

Software /  
Data / AI



**TD SYNnex**

## IT Partners

Enterprise

Mid Market /  
SMB

Public  
Sector

MSPs / ISVs /  
CSPs

Segment  
Specialists

# TD SYNEX Drives Profitable Growth and Deep Customer Engagement

## Customer Acquisition and Retention Pillars

Thoughtfully Segment Our Go-To-Market



Harness Deep Technology Specialization



Expand Value-Added Services



Deliver Differentiated Engagement and Customer Experience



# TD SYNnex Unlocks Value through a Highly Structured Go-to-Market Strategy and Customer Segmentation



Enterprise



Mid-Market /  
SMB



Public  
Sector



MSPs /  
ISVs / CSPs



Segment  
Specialists

Dedicated teams to strategic customer segments unlocks value for TD SYNnex and its customer base by...

Improving ROI of go-to-market strategy through targeted campaigns

Ensuring we are experts at speaking our customers' language and can understand their buying preferences

Helping customers develop capabilities to capitalize on market shifts and new technologies

Anticipating emerging technological needs

# TD SYNnex is Further Segmented by Technology Specialization Enabling Deep Expertise for Customers



PCs /  
Mobile



Peripherals  
/ Print



Hybrid  
Cloud



Security /  
Networking



Software  
/ Data / AI

**23,000+ skilled coworkers globally unlock value for TD SYNnex and its customer base by...**

Providing deep expertise, commercial and technical skillsets to solve complex problems

Developing a greater understanding of market trends across the technology ecosystem

Engaging with leading edge customers to identify trends among early adopters

Piecing together multi-platform solutions to solve even the most complex customer problems

# Our Growing Services Business Allows TD SYNEX to Become More Strategic to Our Customers

- Integration
- Supply Chain
- Support
- Field & Professional Services


Current Services **5%\***

Diversify Offerings

Increase Vendor Coverage

Grow Customer Utilization

Expand Into New Markets



Future Services

Note: Figures not to scale  
\*Represents percentage of fiscal year 2024 revenue

# TD SYNnex Offers Tailored Capabilities and Delivers Differentiated Customer Experience

Sales structure aligned to **specialized customer segments**

Specialized technical and delivery teams aligned to **key technology capabilities**

Value added services for **best-in-class customer experience**

Differentiated and seamless experience for customers through **network of integrated platforms**

Multilayered approach and global specialized skills, practices and services are designed to:



Build **custom solutions**

Serve **differing demands**

Anticipate **customer needs**

Provide deep **ecosystem connectivity**

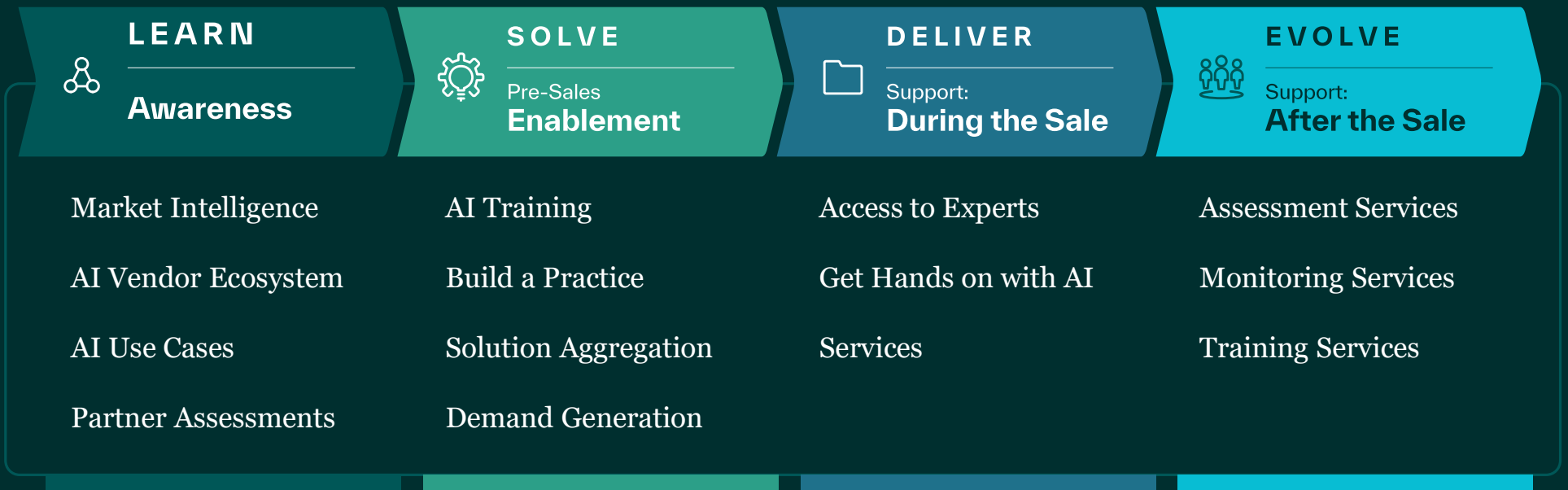
Enable **customer outcomes**

***Make IT personal***



# We Empower Customers to Grow and Maximize their AI Practice with Destination AI

Destination AI™



# TD SYNnex Remains Highly Focused on Meeting Customer Needs



**Thoughtfully  
Segment Our  
Go-To-Market**

Drive greater value and sales through segmentation aligned with expertise



**Harness Deep  
Technology  
Specialization**

Amplify value proposition for customers through specialized expertise



**Expand  
Value-Added  
Services**

Build upon current services to enhance strategic partnership



**Deliver Differentiated  
Engagement and  
Customer Experience**

Drive an end-to-end, seamless omni-channel experience for customers