

Investor Day 2025

Digital Journey

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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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Our Digital Journey is Capitalizing on the Latest Technology Trends



B2B
E-Commerce
& Digital Sales



AI, Automation,
Advanced
Analytics



Cloud &
Rise of B2B
Marketplaces

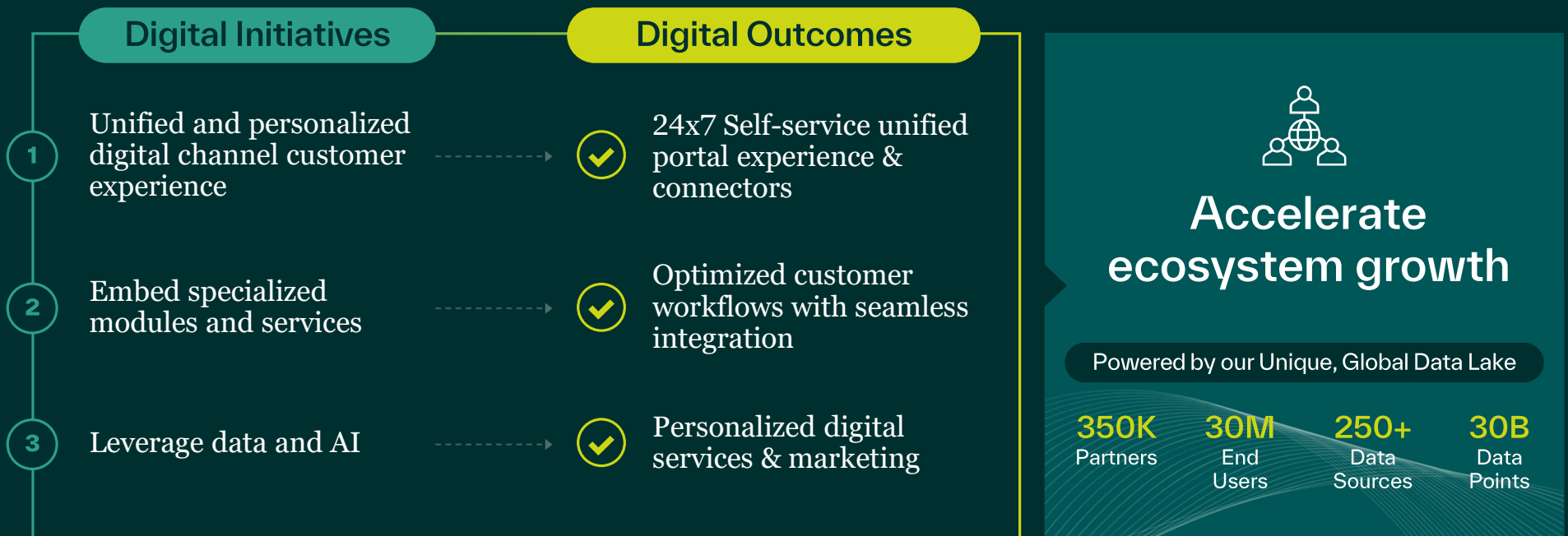


Cybersecurity



Smart
Supply Chain
& Logistics

Our Digital Initiatives are Designed to Accelerate Growth and Drive Critical Business Outcomes



24x7 Self-service Unified Portal Experience & Connectors

The **Simplistic** Model

One-size-fits-all approach

Disaggregated applications

Asynchronous data updates

Fragmented ecosystem delivery

The **Innovative** Model

- ✓ Unified, digital channel experience

- ✓ Real-time data synchronization

- ✓ Personalization

- ✓ API & Integration

- ✓ Cross-channel Integration

Optimized Customer Workflows with Seamless Integration

Generate Unique Data & Insights

The vast network of customers generate significant volumes of data and insights

Personalize Platform Experience

Rich data and insights are used to tailor experiences to specifically meet and serve customer needs

Acquire New Customers

The effectiveness and impact of the platform drives customer growth and increased utilization

Unlock Value & Productivity

Through personalization, customers can achieve new levels of productivity and value creation



**Customer
Centricity
Feedback
Loop**

Driving Insights through Tailored Platform in a Unified Experience

SSO | Developer Tools | Universal Search | Personalized Content | Cross-Channel Data | AI Agents

| Customer Needs | Training & Enablement | Find Solutions | Marketing Services | Buy & Manage | Digitally Integrate | Insights & Analytics | Post Sales |
|------------------|-----------------------|-------------------|--------------------|--------------|---------------------|------------------------|------------|
| Digital Services | Academy | Cloud Labs | PACE | E-Commerce | Digital Bridge | Customer Data Platform | Renewals |
| | Practice Builder | Solutions Catalog | Agency | As a Service | API Connections | | Services |

Aggregated data and insights to drive engagement, sales, predictive analytics, and customer enablement

Powered by our Unique Data Lake

Digital Journey: Empower the ecosystem driving profitable growth with operational excellence

Training & Enablement

30K+
channel
partners

15K+
badges
issued

Customer Data Platform

Demand gen toward
30M end users

PACE

50K
partners

25%
YoY growth

Digital-led, market and
vendor specific

Marketing

3M
emails
sent

40%
open ratio
in targeted
campaigns

Transactional Commerce

150K
channel
partners

75%+
of SMB resellers
transacting
'on-platform'

As a Service

30K+
channel
partners

550K+
end users

Digitally Integrate

85%
partners'
transactions
are digital

Renewals

1.3M
personalized
quotes

15K+
partners
transacting
per month

Our Platforms Unlock Value and Accelerates Customer and Vendor Growth



Utilize omni-channel capabilities to deliver seamless digital experiences



Our built-for-purpose platform address distinct customer needs to drive efficiencies



Use insights from our unique data lake and AI capabilities to increase demand and adoption



Accelerate sales opportunities, improve conversion rates and deliver an interconnected ecosystem