

Customer Playbook

Transitioning from Tech Data to TD SYNnex Europe



Transitioning from Tech Data to TD SYNEX



On 1st September 2021, Tech Data and SYNEX merged to create a leading global distributor and solutions aggregator for the IT ecosystem: TD SYNEX. The brand was launched first in North America, while our businesses in Europe and APJ became known as “Tech Data, A TD SYNEX Company”.

From 17th October 2022, we move to align our European operations to our global brand, meaning Tech Data in Europe will be known as TD SYNEX from that day on.

In addition to changing our logo and brand Identity, we will also be renaming our legal entities and changing email addresses to reflect the TD SYNEX brand.

While we are excited about this new phase for our company, there will be no changes to our team, our solutions, our end-to-end portfolio or our terms and conditions.

We believe impacts on your business with us will be minimal. That said, we know that a brand and legal entity renaming can require some system, process and marketing adjustments for you, our valued partners.

With this playbook, we want to help you to understand the scope of this change, how it might impact you and how we can support you in easily adapting as we transition to become TD SYNEX.

Please see the next page for a global overview of TD SYNEX and the following pages for a description of key adjustments and calls to action.

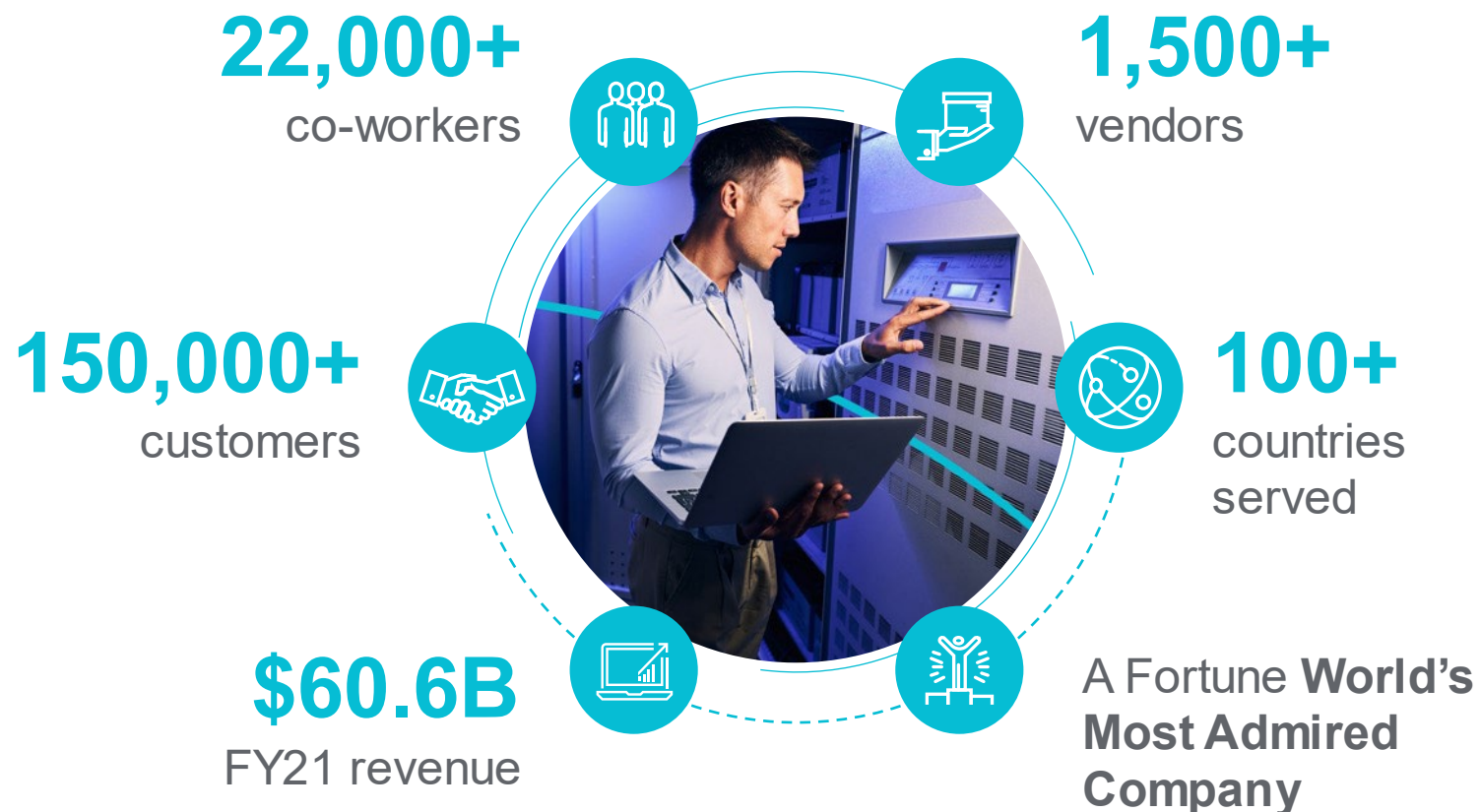
About Us

We're TD SYNnex (NYSE: SNX), a leading distributor and solutions aggregator for the IT ecosystem.

We're 22,000 of the IT industry's best and brightest, who share an unwavering passion for bringing compelling technology products, services and solutions to the world. We're an innovative partner that helps our customers maximize the value of IT investments, demonstrate business outcomes and unlock growth opportunities.

At our core, we're a company that cares. We care about our partners, our co-workers, our investors and the world around us. And we're committed to being a diverse, inclusive employer of choice and a good corporate citizen.

For more information, visit www.tdsynnex.com



Rebranding / Renaming

WHAT'S CHANGING

- Legal entity names for many Tech Data operating companies in EMEA will change to TD SYNnex – Refer to the following slides for specific details
- Bank Account Names of our legal entities
- Branding identity (logos and visuals)
- Email addresses will change to @tdsynnex.com but emails sent to @techdata.com or any other legacy email domain will remain active, and emails will be delivered.

WHAT'S NOT CHANGING

- Team/personnel/organization structure/services
- Company legal form
- Company registrations (trade register number)
- VAT numbers
- Existing contracts
- Bank account number
- EDI connection
- InTouch, PACE, ASM tool

Legal entity name change

Changing from Tech Data to TD SYNEX

- The legal entity name change will be effective on or around 17th October 2022, which is the date of our brand transition. In some countries we are able to change the legal entity name on a specific date (17th October 2022) but in some other cases we are subject to local authorities and cannot guarantee a specific date for the change.
- We will adjust our systems to show the new company name on **all** our documentation, e.g., invoices, quotes, proof of delivery, and Dnotes, among others, will show the new company name.
- Once the name change has been implemented, payments from our customers must state the new legal entity name in the beneficiary field (= account holder name) in order to avoid that payment rejection by banks.
- Customers should consider the 17th October 2022 as the effective date of the name change and ensure that their systems reflect this change on this date. Any customer systems or tools which consume or use our legal entity name will need to be updated.
- Customers should note that our invoices will be sent with the new company name as of 17th October 2022.
- Please raise all invoices for marketing or similar activities (that you render to TD SYNEX) to the new entity name as of the 17th of October 2022.

Branding

Changing to TD SYNEX Brand Identity (logo, colour scheme)

- Tech Data logo and branding will change on 17th October 2022 to TD SYNEX. To reflect this change customers should accordingly update their:
 - Websites
 - Marketing collateral
 - Invoices or any other documentation
- Updated brand collateral and guidelines for TD SYNEX will be provided on request from your local TD marketing contact.

Email address change

Changing to **XXX.XXX@tdsynnex.com**

- From 10th of October 2022, emails sent from our systems and accounts will be sent with / from the new email address @tdsynnex.com.
- Emails addressed to any legacy Tech Data email addresses will be received as normal.
- Customers should whitelist/approve in their systems the new email domain @tdsynnex.com so that emails can be received by their organization.
- Customers' contact databases will need updating where required.
- Any customer systems or tools which consume or use our email addresses will need to be updated (over time to avoid log in issues).

FAQ

When exactly will company name changes take place?

The name change requests will be made to the national authorities in each of the countries where our companies are registered. We will request that the name changes are executed on the 17th October 2022, where effectiveness of the name change is subject to the according registration. In some jurisdictions we cannot control exactly when the competent authority will process the change and we expect there to possibly be some variation in such country to the actual date of execution. In others we fully control the effective date - i.e. it will occur on 17th October 2022. However, we ask customers to take the 17th October 2022 as the effective date of the change in all countries.

Will current contracts with our partner be affected by the company name changes?

No, the company name changes will not have any effect on existing contracts.

Does the customer need to create a new account for TD SYNEX in their systems?

We do not require the respective partner to set up a new account for an entity whose name is changing. However, certain partners may have a requirement to set up a new account in their systems, due to internal policies or other reasons. Where this is the case, we will work with the partner to ensure a smooth transition to the new account.

When will our systems issue documents (e.g. order confirmations, invoices) under the new names?

We will process the changes in our system as of 17th October 2022, in case of any delay we will inform you in due time.

FAQ

When exactly will the @tdsynnex.com email addresses become active?

The new @tdsynnex.com email addresses will be active from 10th October 2022. We strongly recommend that our customers allow this new email domain in their systems.

Will all Tech Data company email address changes happen on the same day?

Yes, all email addresses for all EMEA employees will change on the same day.

What will happen if emails are sent after the go-live date from the customer to an old @techdata.com address or other legacy email address?

We will continue to receive emails sent to the @techdata.com or legacy mail addresses – these will be forwarded automatically to the corresponding @tdsynnex.com email address. This applies to all email addresses, including for shared mailboxes.

What will happen with old domains that I was using to access to Tech Data (i.e. intouch.techdata.com)?

As part of the rebranding and renaming, we are also changing some of our domains and you will be automatically redirected to the new ones (in this case to intouch.tdsynnex.com).

FAQ

What happens if a customer issues a purchase order to Tech Data prior to the legal entity name change and then receives an invoice from TD SYNnex?

After the name change, we are obligated to issue invoices under the new name of the respective TD SYNnex entity.

What happens if a customer still sends purchase orders with Tech Data entity names after the legal entity changes to TD SYNnex?

We encourage customers to update systems as soon as possible after the name change to reflect the name TD SYNnex. As of the legal entity name change date, invoices will be issued from TD SYNnex.

If an invoice was issued by Tech Data to the customer prior to the legal entity name change, can payment be issued to the Tech Data company name after the go-live date?

Yes, we recommend that payments proceed as normal. We depend on our banking partners to process the change of the entity name in their records in a timely fashion and we will inform them accordingly.

Am I required to provide a new tax certificate and/or VAT registration documents to TD SYNnex?

There is no need to provide a new tax certificate or similar VAT documents or undergo any other onboarding process if you are already a customer with us.

FAQ

Will there be any changes to bank accounts?

The name of the bank account holder will change to reflect the new legal entity name, but there will be no changes to the bank account numbers (IBAN/BIC) used for receipt and processing of payments by us.

Who should the customer contact if they have any questions about this change?

Customers should contact their usual contact with any questions, which we will answer as quickly as possible.

Will our agreements such as tender documents, rebate agreements and volume purchase agreement schemes need to be changed?

Existing agreements will not need to be amended.