



Launch of Telenco store, the first B2B distribution marketplace in the European telecommunications market



Telenco distribution is offering a new shopping experience to its customers with Telenco store, a B2B marketplace for the distribution of tools and equipment to all technicians. Telenco distribution's decision to adopt the marketplace model is in line with its global approach to digital innovation, internationalisation and expansion of the offer.

With more than 6,000 products listed at launch, Telenco distribution wants to strengthen its position in the e-commerce market. Telenco-store.com customers will be able to order from a wide range of recognised sellers on a single platform, while benefiting from a complete buyer's space with numerous functionalities (order tracking, quote requests, user profiles, after-sales service, etc.).

This new offer, complementary to that of Telenco distribution, aims to significantly increase the number of references offered, but also to address new types of technicians (data centre, sewage workers, electricity, plumbing, etc.). Many vendors have expressed their desire to offer their products on the marketplace.

Since its launch, Telenco store offers its customers the possibility to order and receive delivery in several European countries: Metropolitan France, Belgium, Luxembourg, Switzerland, the United Kingdom and Austria. The marketplace thus offers Telenco distribution visibility on a European scale, representing a real springboard in its international development strategy.

"With a 100% growth between 2019 and 2021, the e-commerce activity has experienced a real boom! The marketplace project is riding this digital trend. This new platform will replace all of our current e-commerce sites and will enable us to meet our objectives of diversifying our offer, internationalising our commercial activity and differentiating ourselves through the customer experience."

Sandra SIMONEAU – e-business manager at Telenco

Telenco distribution's e-commerce history

- **10 years of experience** in B2B e-commerce
- **100% growth** between 2019 and 2021
- **Leader in France** on the telecom market
- **15 M€** of turnover in 2021
- More than **55,000 visits** to our e-commerce sites per month
- More than **150 accounts opened** per month

For further information on the subject, please contact:

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