

PROACT

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Proact named EMEA Partner of the Year

Proact, Europe's leading independent data centre and cloud services provider, has yet again been recognised as partner of the year by NetApp for its dedication to providing outstanding value to their mutual customers.

With a partnership spanning over 25 years, Proact has continuously helped customers across the European market. The fruitful partnership between Proact and NetApp has resulted in the strengthening of Proact's hybrid cloud offering and a continuous acknowledgment by NetApp for exceptional customer focus. It is this focus which has resulted in Proact being a repeat recipient of this award.

"We are honoured to once again be acknowledged by NetApp for our dedication and hard work towards helping our customers drive business value out of their IT," says Jonas Hasselberg, CEO and President of Proact IT Group AB. "We recognise the numerous opportunities in our collaboration with NetApp, and the EMEA Partner of the Year recognition serves as an extra motivation for us to continue deepening our partnership, but even more importantly always provide exceptional value to our customers."

"For the last three years, customers in EMEA and LATAM had to rapidly adapt to changing market conditions, a challenging macroeconomic environment and supply chain volatility. This has created even stronger and deeper bonds with our partners who have shown true resiliency to better serve our customers," summarises Kristian Kerr. "It is crucial that we harness the full power of partnerships. One of our most committed and innovative partners is Proact, who earned the EMEA Partner of the Year. It was a pleasure to be back, meeting face-to-face, and celebrating together with them!"

For further information, please contact:

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About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,200 people in 13 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu

About the 2023 EMEA & LATAM Partner Summit and Partner Awards

NetApp's 2023 EMEA & LATAM Partner Summit and Partner Awards happened on March 14 and 15 in Prague, Czech Republic. The event centred on the cloud data company's partner strategy for fiscal year 2024. In addition, it focused on portfolio evolution, flash technology and the evolution of NetApp's partner program "Partner Sphere."