

CHG-MERIDIAN establishes subsidiary for global IT rental

- **devicenow: global IT equipment rental paired with comprehensive service**
- **Non-captive offering available in 190 countries worldwide**
- **Device-as-a-service concept as a key component of CHG-MERIDIAN's growth strategy**

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The international technology manager and financing expert CHG-MERIDIAN has launched a new flagship project for 2022 with the foundation of devicenow GmbH. The newly established subsidiary focuses on global rental models for IT hardware and sets new standards in more than one way. devicenow operates on a non-captive basis and is available in 190 countries.

The name devicenow GmbH encapsulates what the company stands for: CHG-MERIDIAN's new subsidiary is all about speed and immediate access to PCs, laptops, cell phones, and tablets – anywhere in the world. "This is exactly what is needed to tackle the digitalization challenges that businesses all over the world are facing," says Oliver Schorer, member of the Board of Management and Chief Information Officer of CHG-MERIDIAN. "Our new subsidiary can work at an incredible speed, thanks to simple processes and pooled services."

The newly founded company sets new standards in the field of device-as-a-service models, which combine IT assets and comprehensive services under one rental agreement at a planning-friendly, fixed monthly rental price. As an international service provider, devicenow makes its rental models for IT equipment available in 190 countries at a consistently high level of quality. In addition, devicenow also stands out from its competitors in terms of agility, transparency, and customer focus. Among the highlights of its offering is a next-business-day device swap service.

The creation of this new subsidiary, which is based in Weingarten, Germany, means that the CHG-MERIDIAN Group now operates in all IT and technology management segments with the standing of a global market leader.

Totally global: devicenow sets new standards in the rental market

Amid the digital transformation of the economy and a work environment in which remote and hybrid working models have become more established during the pandemic, demand for IT equipment continues to grow. Pent-up demand from companies is driving the growth of CHG-MERIDIAN and of devicenow.

The new device-as-a-service model guarantees access to state-of-the-art equipment and offers preconfigured, non-captive packages that cover various categories of devices, such as PCs, laptops, tablets, and smartphones. All it takes is one contract per customer that can be entered into anywhere in the world. The transparent price structure offers options to adapt rental packages at any time if the customer's equipment needs change. And the sustainable business model of 'access over ownership' is at the heart of every aspect of the service of devicenow. The company offers a full-service rental solution that

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covers all stages of the IT asset lifecycle, from procurement and financing to the replacement and reuse of the rented devices.

“Simple rental models that are easy to implement absolutely reflect the current zeitgeist in IT procurement,” says Frank Kottmann, member of the Board of Management and Chief Sales Officer of CHG-MERIDIAN. “In addition, the underlying sustainable concept is becoming ever more relevant. Customers are able to rent the equipment for their digital workplace from us with the minimum of fuss anywhere in the world. This, in turn, is enabling us to establish our device-as-a-service offering as a new, strong brand in the market.”

CHG-MERIDIAN drives forward the digitalization of the international economy

The launch of devicenow underlines CHG-MERIDIAN's strategic objective of expanding its market while maintaining a stable level of profitability. The new subsidiary supports customers on their transformation journey toward greater digitalization and sustainability, and constitutes a key component of the Group's growth strategy.

CHG-MERIDIAN is also bringing Hemmersbach GmbH & Co. KG from Nuremberg on board as an experienced service partner. The company has around 4,400 employees worldwide and a strong international logistics and service infrastructure that will help to transform conventional hardware rental into a device-as-a-service model.

www.devicenow.com

The CHG-MERIDIAN Group

The CHG-MERIDIAN Group is the leading international technology manager and financing expert in the IT, industrial, and healthcare technology sectors. Nearly 1,200 employees across 28 countries manage a technology portfolio worth €7.8 billion (2021). CHG-MERIDIAN finances and manages international technology projects in a holistic, digital, and sustainable manner. Acting independently of banks and manufacturers, it supplies the necessary assets to its customers, which include large corporations, small and medium-sized enterprises, hospitals, and the public sector. The Company has been managing its customers' technology investments for more than 40 years, covering the entire lifecycle from procurement and use to data erasure, refurbishing, and remarketing. The business model has been based on the principles of the circular economy since 1979. CHG-MERIDIAN has been carbon-neutral since 2021. To achieve this, it avoids, reduces, or offsets all CO₂ emissions generated by its business activities. The Company's headquarters are in Weingarten, Germany.

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