



ZAFIRO

by Entertainment Solutions

ES Annual Report 2020

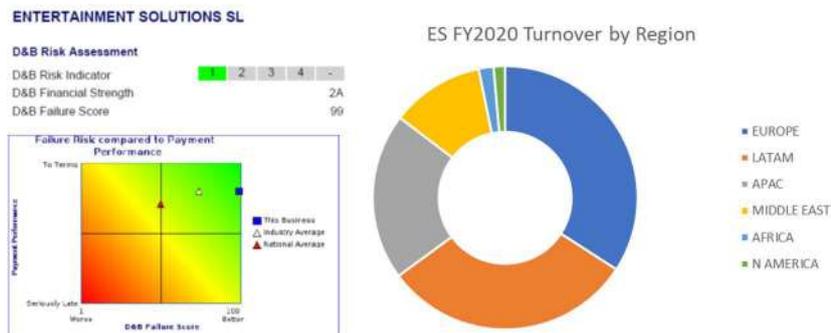
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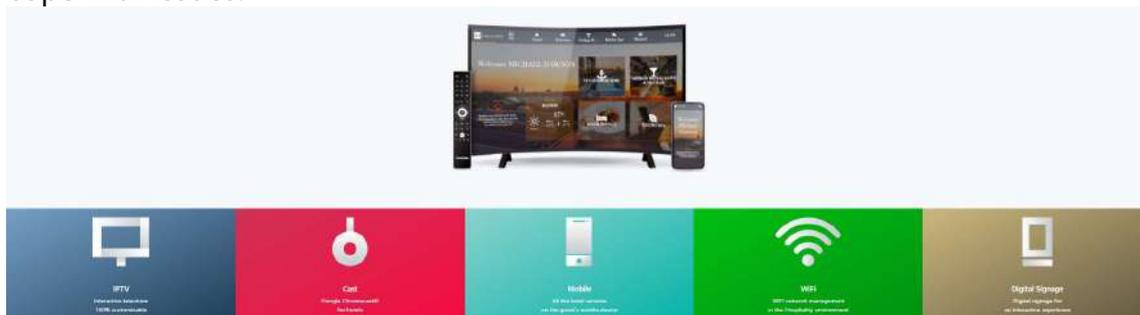
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Financial highlights

In this 2020 Fiscal Year, **Entertainment Solutions (ES)** maintains the vision of sustainability. Thanks to a strong commitment, keeps financial figures consolidated four years ago, also in terms of projects and rooms. **ZAFIRO** branding consolidates its worldwide customers, asking for **ZAFIRO TV**, **ZAFIRO Cast** and **ZAFIRO WiFi**, that were coming mainly from Europe, LATAM, and also progressing in requests from APAC and ME, and new in North America.



In 2020, **ES** reinforces the **ZAFIRO** branding as a **Digitalization Ecosystem**, specially thanks to **ZAFIRO Mobile**, a new generation of APPs for guest and hoteliers mobiles, **ZAFIRO Cast**, **ZAFIRO WiFi**, and a number of new functionalities in **ZAFIRO TV**. In spite of the global pandemic scenario due to COVID-19, **ZAFIRO** maintains its position and further develops the concept of an Over The Top solution, platform & infrastructure, to help Hospitality Sector to cope with issues.



Thanks to **ES Team** strong commitment and internal procedures, **ES** has been prepared to support Hospitality customers in their fight against adversity, Hotels converting into Hospitals in record timings. Stress and hope together towards a global challenge, aligned with **UN Sustainability Development Goals** (<http://www.unglobalcompact.org/what-is-gc/participants/77371>).

On top of this, **ES Volunteers** developed and promote the platform **SolidaryOS**, to further support COVID-19 fighters to protect population. This is available at <https://solidaryos.com/>

CEO insights to stakeholders

Fiscal Year 2020 closes with several **ZAFIRO TV, ZAFIRO Cast, ZAFIRO Mobile & ZAFIRO WiFi** deployments to support Hospitality in its digitalization process. This includes a very significant figure of new projects and even new countries, that keeps **ES Team** on track as a reference for this new global scenario: **ES** is doubling the figures of projects and number of rooms that were in service four years ago. This was possible thanks to the commitment of **ENTERTAINMENT SOLUTIONS** organization: thanks, THANKS, T H A N K S. We should keep our global vision to support Hospitality challenges in the worst situations that could arise.

ZAFIRO reinforces IPTV technology possibilities, into Marketing and F&A priorities. From the disruptive concept that supported the very first hotel in Europe to deploy IPTV to enhance TVs in 2007, till the **Digitalization Ecosystem** that supports Hospitality to care guests and patients at the very worst global situation we can remember. **ZAFIRO Mobile** new efforts towards APP enhancements to create touch-less scenarios, **ZAFIRO Cast** in environments with cost constraints to serve their final users, **ZAFIRO WiFi** to help in the infrastructure challenge, with WiFi & Optic Fiber mix landscape, together with an evolving **ZAFIRO Manager** that integrates the overall Ecosystem.

ZAFIRO (ZAFIRO TV, ZAFIRO Mobile, ZAFIRO Cast & ZAFIRO WiFi) is now recognised as a key technology, ES as a global player in the Hospitality Sector. **ES** corporate strategy also works on partnerships confidence and customer intimacy during this hard period. This policy traditionally led into external recognition: From the awarded customers, like Royalton Luxury Resorts in Cuba (LUXlife Magazine), BLESS Collection Hotels in Spain (Luxury Lifestyle Awards), Sofitel Athens Airport (Best Venue for Product Launch), The Hotel Five Flowers & Spa Formentera (CaixaBank Hotels & Tourism),...

... To the global population protection during 2020 COVID pandemic issue, with the highest commitment and professionalism we could imagine. We saw them closing their facilities and converting into hospitals at their own risk in record timings. We felt protected because they took care of health and critical workers to have a rest while performing their best fighting against an unknown virus and their own fears. They were there, just working and learning, hoping and waiting for the best procedure, sharing, changing and delivering. Then, they asked all of us for support. To come back. To restore. This is why we think ZAFIRO next wave of functionalities are the right response to the global challenge in terms of digital ecosystems. At least, this is our very best response: ES Team is open to discuss, glad to test, ready to pilot and to further develop.

... In 2020 we are specially proud of our customers' success and international awards, congratulations for your "Best of the Best" Prize, dear VP Plaza España! And Barceló Hotel Group, for your nomination at the World Travel Awards.

... In 2019 Iberostar Group "Wave of Change" (International Travel & Tourism Award), BLESS Collection Hotels Madrid (National Geographic Traveler's Big Sleep Awards), Only YOU Hotels and Meliá Hotels International (Premio Hotels Tourism CaixaBank Baleares).

... In 2018 Gran Meliá Palacio de los Duques (Best Heritage Hotel in Europe) and ME Milano Il Duca (Best City Hotel in Italy, both by International Hotel), The Royal Suites Yucatán (Best Entertainment by Crystal Apple), Gran Hotel Miramar (Best Luxury Hotel by Spain Luxury Hotel).

... In 2017 Sofitel Athens (Guest Review by Booking), Banyan Tree Vabbinfaru (Luxury Eco Friendly Resort by Luxury Travel Guide), Hard Rock Hotel Tenerife (Best Thematic Hotel in Spain by La Razón).

I am pleased to confirm that **ENTERTAINMENT SOLUTIONS** supports the ten principles of the **UN Global Compact** on human rights, labour, environment and anti-corruption. We continue our commitment and further implement those principles. We are committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative project which advance the broader development goals of the **United Nations**, particularly the **Sustainable Development Goals**. **ENTERTAINMENT SOLUTIONS** has zero-tolerance of corporate corruption. **ES** makes a clear statement. I would personally appreciate your continuous effort to keep this outstanding company spirit in the breaking point, supporting our customers, and further explore new sectors to deploy our knowledge and styling, to cope with massive deployments of high tech. I have the strong feeling that open collaboration frames would lead us to contribute to long term goals in our Society.

Best of luck for all of us to achieve new 2030 challenges,



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ES

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I MANAGEMENT REPORT

ES position at business and economic environment

IT means change management. High Tech means vision, long term objectives and challenges. IPTV was a disruptive technology, and now, we discover its capability of providing a Digital Ecosystem for Hospitality during this hard period of global COVID pandemic issue.

ES Team has evolved IPTV codes continuously: after launching the first Hotel in Europe supporting a brand new IPTV code in 2007, the branding **ZAFIRO** as the fourth generation of software in 2017 (Marketing and Communication in Hospitality Sector), **ZAFIRO Cast** in 2018 as a straightforward solution for Hospitality rooms that integrates Google Chromecast, **ZAFIRO WiFi** in 2019 to merge infrastructure learnings of wired-wireless mix landscape of networks, where WiFi and Optic Fibers become the best alliance to generate premium guest experiences.



ZAFIRO Mobile in 2020 to integrate the best hospitality procedures in guest & hoteliers mobiles thanks to APPs development, and a robust **ZAFIRO Manager** able to support the overall **Digital Ecosystem** that is now **ZAFIRO**, with several new functionalities in every module, and ready to support new Hospitality scenarios and challenges.

Worldwide close collaboration with Hoteliers, Partners and Players, across boundaries and sectors. The Hotel becomes the centre of the guest world, they support your business, family or leisure activities, providing both local and international access to any services that travellers may demand, in spite of hard situations like COVID-19.

ES position in the business and economic IT environment was to keep a small corporate size with the highest value. Together with a close collaboration with trend departments of global IT players

ZAFIRO was ready to the FY2020 challenges: Elder generation and Millennials' travellers had to stay at home. Business Travellers were available in remote. The hotels were closing or switching into hospitals and residential areas. Innovation

and open-minded design were more necessary than ever. This landscape means adaptation of the local products and services to the global scenarios and best practices. But how is COVID2020 evolution and new procedures going to affect to Hospitality Sector? Are we as Society able to cope with this challenge, with this pandemic effect, both in short and long term? Shall we move towards the very first concept of Hospitality, that means Hotel & Hospital, customer care and guest experience at the same time? Does it mean moving from Tourism to Healthcare residences? Shall we be prepared for adding value and the best experience to enhance home and residential areas?



ES Team commitment is **ZAFIRO**, ready to be deployed as a **Digital Ecosystem**, able to provide a home – work environment, a reliable and robust tool. Again, this is about people, social disruption, digitalization challenges: our **ZAFIRO** guests are now at home, some of

them are HealthCare & Security Personnel. We will support them, as Hospitality Sector did.

How to combine the hotel beautiful spa with the new healthy treatment for your guest that may need your support at home, and then to the hotel-hospital treatment. Together with access to Learning Platforms, Applications, Healthcare recommendations, or the nicest restaurant food at your premises, while your population seeks for an in-room entertainment or educational content?

ZAFIRO Digital Ecosystem is the answer: **ZAFIRO TV, ZAFIRO Mobile, ZAFIRO Cast & ZAFIRO WiFi** to generate this environment, check with your guests' experience, and re-adapt as many times as the hotel expert management team decides. Combine Hotel – Hospital branding and corporate colours with team ideas, propose an interface so different for patients, guests or professionals... and monitor your results. With a statistic careful study, the Hotel Chain or new Hospitals - Residences may even decide the new corporate procedures, reward best practises, define healthcare best practices, local adaptations... Imagination and collaboration seem to be the real **ZAFIRO Manager** limit for Hospitality Teams.

External collaborations and recognitions

ES is a cross sectorial reference at national level, not just a beyond the limit of a high-tech company that works to improve worldwide Hospitality Sector. An important lesson learned from this last period 2017-2020. It's really more important for **ES Team** to understand customer stress, and support their teams' ideas to enable their success, than attend an Awards Gala to get the prize: during 2020 Fiscal Year, the famous 2020 Targets and commitments were over passed by the real scenario: ES is proud to congratulate its Hospitality Customers in Social Media, not just for their international awards, but for their commitment towards population protection. This is why **ES Volunteers Team** also developed **SolidaryOS**, ready for international organizations to support people that have to #Stay Home, like Red Cross International, Food & Pharma Chains, ...



This is the reason why we congratulate on Social Networks ES committed and awarded customers on daily basis. As stated before, congratulations to VP Plaza España for the "Best of the Best" Prize and Barceló Hotel Group's nomination at the World Travel Awards. But, how to say the biggest thank you to all those teams that have been fighting together with their guests and partners on daily basis, with their closest proposal to help?



Duns & Bradstreet report qualified ES as a top SME, we will try to keep this rating.

In terms of Sustainability, **United Nations Communication On Progress** – Advanced Level is public available at **UN COP** website, together with the highest recognized companies at worldwide level, 10.000 organizations where Hospitality is also represented by top hotel chains.

AENOR R&D FY2019 Audit process during this last year led into the Research & Development Personnel Certification, and the Research & Development Project Certification, too.

Best Practises and 2050 targets: ES shares knowledge and know how, works proactively with customers and players in Hospitality Sector and High-Tech forums, in order to develop long term vision and the highest quality products and services. **ES** also participates in Hospitality Corporate events, especially during this year with virtual environments on, and also leads Customer Groups in different regions to enable healthy ideas sharing and Sector development.

ES commitment leads us to collaborate with the Spanish initiative towards digitalization in the country, thanks to the different **ZAFIRO** modules: <https://www.acelerapyme.gob.es/soluciones-tecnologicas>.



II ES TEAMS CONTRIBUTION TO ZAFIRO STRATEGY

Let's highlight main roles of the **ES Organization**, and major 2020 milestones achieved thanks to their member's effort, fully aligned with the highest sustainability and responsibility standards pointed by United Nations that have been inspiring this hard global scenario:

Marketing

Marketing is in charge of the market development and provides awareness to the Hospitality sector. MKT delivers the necessary information relating to the company's capabilities in terms of its products, its services and its potential. It also works proactively to achieve that the customer orders are able to pilot the new scenarios in the real marketplace. According to the Ten Principles, MKT looks for customers and partnerships who are also supporting UN strategies. This leads ES to a wide scope of deployments that could help us to further understand the trends and needs of a society, and to avoid any risk of discrimination, fraud or miss-use.



They generated **ZAFIRO** new branding and positioning at global forums, and in the most important hotel chains in the world. Their creative process led into current company positioning, from the cutting edge of the IPTV disruptive technology ten years ago, till the outstanding Marketing and Analytics tools that ES offers, to the Hospitality

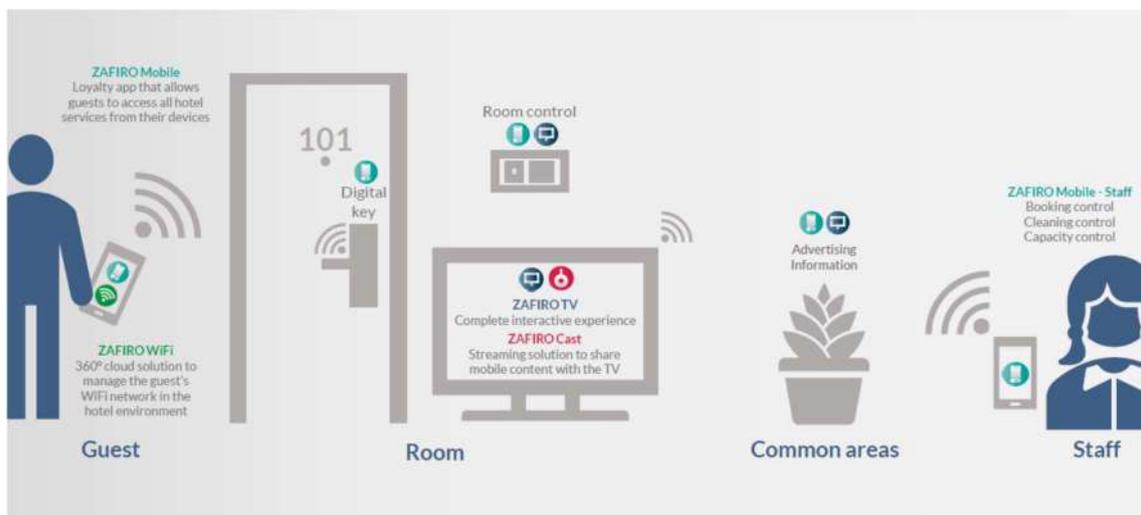
Sector and the effort to switch its procedures into digital mobility processes, with different levels of services. This young and dynamic team grew up this year in order to better position **ES ZAFIRO** at local chains.

They have been the key success factor to reinforce strategic relationships with global key accounts. Thanks to MKT proactive work in coordination with Sales and Customer Service, ES presence has been maintained in different countries worldwide.

One of the MKT challenges during 2018-2020 period was to massively deploy the new **ZAFIRO** capabilities in new and existing hotels, with a clear understanding of current competitive landscape. They would keep their current role at local and global Hotel Chains, as well as web and **ZAFIRO** image reinforcement: specially taking care of organic website traffic, and new proposals like **ZAFIRO Mobile** and contactless customer journey thanks to a renewed digitalization ecosystem with an enhanced connectivity to provide safe guest and staff experiences. They worked closely with ES R&D Teams (UX, Scrum).

They prepared the strategy in Social Networks, digital marketing and forums (virtual or not) like Hosteltur Magazine, Stakeholder Conference Dubai, ACOTUR Networking, Industrial Design institutional local report, Acelera PYME national initiative for SME digitalization, and several Hotel Technology Virtual Summits in different regions, to support also Sales participation and strategy, together with institutional efforts to foster entrepreneurship activities during global COVID-19 expansion.

They would also explore new possibilities of engagement in the marketplace, like White Books collaboration to enhance Hospitality Sector, and even go beyond to re-apply **ZAFIRO** concepts in new Sectors, that shown special weaknesses during this year.



As a result of the continuous technical surveillance, research & development, and business presence specially during this hard period, ES is proactively offering new releases of **ZAFIRO TV**, **ZAFIRO Mobile**, **ZAFIRO Cast** & **ZAFIRO WiFi** in the marketplace.

Sales

FY2020 started with a Commercial Plan and Sales organization committed to keep the growing figure of global sales that doubles the financial figures since the last four years. But the very first alarms started soon, affecting APAC customers: they reported very clearly in mass media that this pandemic seemed different from 2002 SARS. Our highest respect to those fighters that were scarifying their best to protect population. **ES Team** position was to protect the heart of the organization, the core and spirit of our deliverable: a digitalization ecosystem, able to migrate and adapt in order to better support those customers that needed to close or covert into hospitals, and that soon or later will reopen with a different approach in their offers and procedures. This is the reason why our Sales figures went back to the previous consolidated period, in spite of nearly 90% decreasing figure of tourist travellers and 65% of overall travellers reported in certain geographies during this global issue.



During this period, ES Sales team takes care of customer relationships, specially while they are closing or considering when it is the right moment for a safe re-opening. Including also strategic key accounts that decided to deliver extra capacity as hospitals or residential areas for critical workers to cope with Health emergency issues sometimes even at their own risks. ES Sales team has reinforced efforts to maintain geographies awareness, ES diversifies products and services to cope with the new contactless demand, to enable ES customers to drive the change and modify their procedures as soon as possible: we were there to help them to launch projects in the very worst conditions we ever saw. Brave teams, committed people, thanks so much again for the Hope you bring to all of us.

ZAFIRO TV, ZAFIRO Mobile, ZAFIRO CAST & ZAFIRO WiFi brandings available in FY2020, products with higher added value were very well positioned in the market, leading to a new **ZAFIRO Digitalization Ecosystem**, a portfolio based

on innovative contactless services, high range and ES value proposition for Hospitality, both Hotels and Hospitals.

In 2020, Distribution Channel keeps the critical size of partnerships to cover global customer requests, and to keep excellent relationships among the Sector. Sales & Regional Managers close collaboration with ES Distributors and key players in the market further improve the figure of reliable ES partners in the Hospitality Sector. They also supported **ZAFIRO** image thanks to global virtual forum participation, on line demos, and drastically down-sizing personal approach to local premises.



This effort led into an increasing offer accuracy and acceptance, as Distributors may face their customers' challenges with a better understanding of ZAFIRO capabilities to enhance their Hotels, Hospitals, Corporations... and final user needs in the different scenario we have to live right now.

Customer Service

Customer Service ensures long term relationships with market players, existing and potential customers, to ensure ES vision of the sector's evolution, people's needs, and successful products in the market. As a key function for the social contribution of the company in the long term, CS ensures that the ES product & service portfolio itself could help our customers to deliver their best offers to the right guest at the right time.

In terms of UN Global Compact, CS fully subscribes the Ten Principles. Asking proactively in the sector forums for a more in-depth commitment to UN, and short-term realisation of Principles. This is not just about information technologies, but also health, energy, water and food management; thanks to the availability of new emerging technologies.



CS proactively contributes to maintain the turnover figure that was achieved four years ago, in spite of the global downsizing of Hospitality markets. Thanks to the outstanding cross functional work of this team, their daily commitment with customer needs and this unexpected global challenge. They manage ES and Hotel organizations to keep their spirit of collaboration in the worst situations.

At the same time they keep on maintenance of the existing **ZAFIRO** products and services, they lead project remote updates, even expansions and installations that were requested to face this new scenario. They identify key improvement factors that may suit Hoteliers needs to better serve their guests, patients, critical workers, or their own staff.

In 2020, Customer Service maintains their internal organization, with ES SPOC (Single Point of Contact) for key accounts. CS also promotes the policy of direct contact to final customers to improve awareness, service and loyalty figures.



As well as maintains the “Post Set Up Meeting”, that was designed in 2018 in order to further improve ES understanding of customer needs: this Meeting takes place immediately after a **ZAFIRO TV**, **ZAFIRO Mobile**, **ZAFIRO Cast** & **ZAFIRO WiFi** deployment is completed at customer premises.

EServices are also provided in FY2020, due to a proactively awareness of Pro-support, and the renewal of customer maintenance contracts. Equipment renewals were also an open possibility in order to maintain customer relationships and upselling. A satisfied customer becomes a prescriptor, or upgrades its ZAFIRO value proposition for guests in the new arena.

Supply Chain: Procurement, Logistics & Warehouse

Supply Chain, in order to ensure the UN GC, develops the right supply chain to ensure the successful country deployments in the long term, together with the right customer support for a long-term relationship. ES understands that a long-term collaboration means having a respect for a global rule, both for people and environment. The highest standards have been supported by UN GP, this is why this Department proactively uses the Ten Principles to search for the right players in the marketplace to further develop the Hospitality sector, and also to integrate this other feedback in the product roadmap.

- ZERO issues at customs, thanks to the close collaboration with the main logistic partners, DHL (international) and Tourline Express (local).
- ES keeps its ZERO Storage policy, so that new working places are designed for equipment pre-installation.
- ES maintains 60 countries references, keeping current logistics in four continents in its traditional outstanding level of reliability (2018 DHL International Awards ESP Candidate).

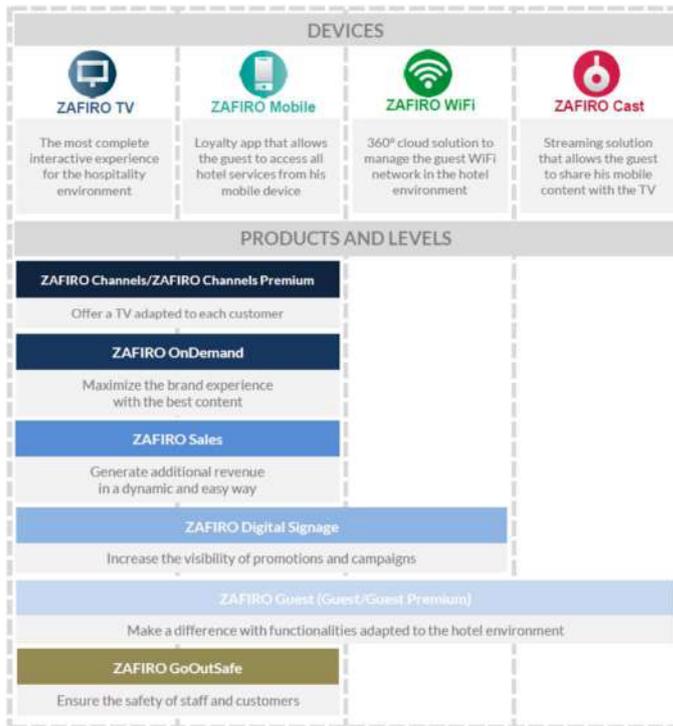


Technology:

ES Technical teams kept their activities in order to enhance Research & Development, both to keep on going plans and to take care of new global requirements, in order to cope with the contactless arena and cloud trends. ES R&D is the key engine of the company: ES is committed to the growth of products and services, according to the highest standards of techs, reliability and responsibility, too.

They provide necessary support on daily basis, either by on-site deployments or by remote assistance. The first IPTV solution in a European hotel was developed and deployed by **ENTERTAINMENT SOLUTIONS** more than a decade years ago.

Now, our TECH Teams evolve towards a better modular IPTV platform with enhanced connectivity and contactless experiences, that can enable our customers to deliver excellent support to the guests at a hotel; the patient in a hospital; the employee of a company; or the student at a university.



A very robust platform and a simple management enables TECH to customise services, to monitor, and to react to issues on-line. TECH is the core which support the Ten Principles and provide a flexible tool to protect people and the environment wherever the IPTV platform is installed. TECH consists of a couple of diverse groups of highly qualified professionals that support the UN strategy wherever they work, either at ES HQ or Customer Premises.

Technology: Research & Development

R&D Team is evolving to face a growing internal organization based on Solutions, Network, UX/UI, Integrations & Support with a new Scrum philosophy of collaboration and its Sprints. Thanks to an active recruiting policy and an innovative planning process, new members are quickly on board, understanding product design and development (Trello for planning, Work Orders to facilitate Cost Analysis, periodic internal meetings, and a special effort towards new ZAFIRO Ecosystem concept migration).

In this Scrum process, R&D Team is now focussed on TV, Mobile and Network, to further understand Business Requirements and implement them according to the sprint methodology, in a couple of overall architectures, Software and Systems.

In terms of product, **ZAFIRO Mobile** was ready in the Hospitality Sector during this FY2020. There were several key messages to announce products and services availability, like *"Digitalization in hotels in the post COVID era: an easier world thanks to ZAFIRO"*, *"ZAFIRO Mobile transforms the customer journey into a contactless journey"*, or *"ZAFIRO Mobile, contactless experience until check-out"*.



And of course, upgrading **ZAFIRO** with different functionalities collected across territories and hotel chains, R&D released a number of versions in FY2020 sprints, that were announced in Social Media at different stages during the 2020 year, like *"ZAFIRO, interactive solutions that contribute to the guest and staff safety"*, *"ZAFIRO WiFi, the connectivity solution for the new guest"* or *"ZAFIRO WiFi and ZAFIRO Cast: winning combination to face the new normality"*.

As a result, an agile demo web with most of the available features of **ZAFIRO** was available to show in the new virtual meeting mode a number of enhanced



functionalities, even the new developments for user devices and the platform to improve connectivity management: **ZAFIRO WiFi** under the same philosophy as **ZAFIRO TV**, to ensure ES infrastructure products and value proposition for the Hospitality Market.

ES Data Center development also grows thanks to SCRUM methodology. DC supports ES Processes, and further develops key functionalities to understand customer needs and even colleagues' insights. From transversal knowledge of the marketplace, till detailed customer status in terms of a certain delivery, **ES DC** grows on daily basis to support ES Team.

These new Scrum Teams integrate IT knowledge and technical trends thanks to their close collaboration with the rest of the ES organization that works closely with customer, partners, and of course, global manufacturers.

In this FY2020, AENOR audits and successfully certifies our R&D project and people. Proud of being able to reshape our own concept of work as a team.

Technology: Service Operations

Service Operations Team evolved from an IT profile, thanks to a successful challenge to their existing engineering capabilities, thanks to the application of KPIs philosophy, and a transparent communication both internally and externally. The 24 x 7 **ZAFIRO** global support commitment, together with their close relation to customers were the engines that led them during this change.



Finance & Accounting

Finance & Accounting, reports the economic and financial results of the company. The responsibility of our F&A is to operate and report with complete transparency, according to the national rules and to international criteria. The daily contribution of **ES Team** to our 21st century society, is to show respect to our customers, to our employees, to our shareholders and to all the agents of the marketplace in the Hospitality sector.

In this 2020, ES closes a really hard fiscal year with an outstanding behaviour of Health & Critical Sectors to protect populations while people are challenged to be at home, our efforts focused on Hospitality Sector with our best contribution: **ZAFIRO Digital Ecosystem**.

ES closes FY2020 back in the previous consolidated figures, that have demonstrated to be a solid basement to support the overall **ZAFIRO** architecture and value proposition for this collaboration frame called Hospitality Sector.

Human Resources

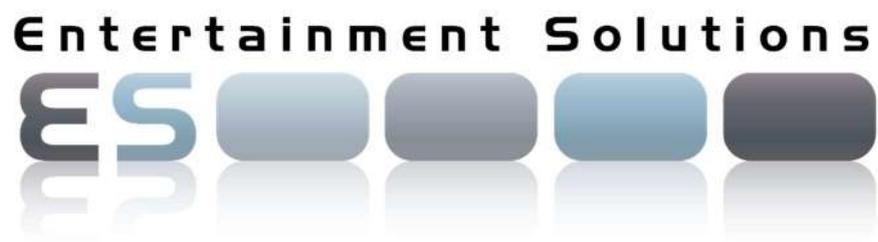
Human Resources has the highest responsibility of taking care of our employees. Recruiting processes are open and transparent, with a long-term integration of the candidates in the labour framework. Human Resources allocate the right facility to the right team, respecting individual interests and the specific needs of a department. This is achieved through proactive internal and external training, flexible policies and open promotion. ES endeavours to go further than **UN GC** objectives: our employees' commitment and results will lead to a new society model, where professional and family balance is a reality. This, together with social respect, and with the contribution of the individual, helps to build a sustainable model in an environmentally friendly company.

ES closes 2020 asking the Team to stay at home, challenging remote working to achieve best in class results, and even organizing ES volunteers to deliver their best with **SolidaryOS** initiative in their spare time.

In order to better support local partners and develop a global internal strategy, **ES Team** was reinforced with local support for customers' business cases, specially in LATAM.



THANK YOU FOR YOUR SUPPORT & GO BEYOND 2030 TARGETS!



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