

PRESS RELEASE

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Genexis signs-up Ethos Technology with a distribution agreement for the Irish broadband market.

Ireland-based value-added distributor Ethos Technology and Genexis, the European leader in enabling fiber network operators to efficiently connect their broadband customers today announce the signing of a distribution agreement.

This agreement sees Ethos distributing Genexis' portfolio of Connected Home Residential Gateways and Fiber-to-the-Home Optical Network Terminals (ONTs) in the Irish broadband market. By establishing this distribution agreement, Genexis will start supplying the Irish market supporting their targets to become available in most European markets.

Gerry McAuley, Sales Director at Genexis Broadband Ltd. says:

“Strengthening our sales in the region is one of the prime objectives for Genexis as we grow our business across Europe. We have been seeking an excellent, and outstanding value-added distributor for the Irish market since last year. With Ethos we found a distributor with a strong reputation of being active for more than 25 years, serving both local operators and system integrators, able to win together with us already in the first opportunities”.

Gavin Tobin, MD of Ethos says: “We are delighted to have the exciting opportunity to work with Genexis firstly to offer smaller broadband resellers in Ireland high quality and easy to deploy home Gateways & EasyMesh extenders. Secondly, we strongly believe that the simplicity of the Genexis FiberTwist solution is uniquely positioned to help larger ISPs drive quicker, more resource-efficient and more future-proof network termination in turn leading to faster and more profitable fiber rollouts.

Ethos proudly offers our resellers the most cutting-edge technologies and our partnership with Genexis is expected to help us provide more complete and industry-leading solutions for the fiber connected home.

Together with Genexis we look forward to developing these opportunities in the Irish Market”.

Genexis’ vendor agnostic portfolio is free from vendor lock-ins, based on open standards and provides lasting protection for the future by its ease of upgrade. Genexis’ XGS-PON ONT’s are the second most sold and installed in Europe, a position earned by its OLT-agnostic capabilities via their TrueTalk technology.

About Genexis

At Genexis we believe that people deserve fiber. We want to enable people to fully participate in the rising digital era where online services and applications have become essential.

We make this possible by creating innovative and sustainable products for fiber broadband in the home. Genexis is the 2nd largest European supplier of XGS-PON ONTs (source: OMDIA). We enable fast fiber connectivity with the lowest cost of ownership and has industry full interoperability through our TrueTalk technology.

Genexis designs develops and delivers end-to-end fiber-to-the-home solutions for service providers, operators, and installers. Our portfolio consists of network termination units, residential Wi-Fi gateways and extenders, and communication management software.

About Ethos Technology

Ethos Technology Ltd. was established in response to the increasing need for a quality trade only computer distribution company in Ireland.

Very few Irish distributors are giving a quality service to their customers, this varies from the frustration of dealing with understaffed sales departments, right through in some cases to a total lack of after sales service.

Irish resellers deserve better, they deserve a distribution company that consistently meets or exceeds their day-to-day needs. They need properly trained and staffed sales teams, quality pre-sales advice, reliable products, consistent product delivery and knowledgeable after sales service. In short, they need and deserve a “way of doing business” that guarantees them peace of mind.

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