

**Be: Creation of a “Digital” hub to accelerate
the Group’s growth in the main value added areas and capitalise on the large scale
market potential.**

Rome, 21st July 2014

Be Think Solve Execute (Be for short), a company which operates in the ICT Consulting sector, is launching a new “Digital” focused business line through the creation of a hub of specialised companies in the main countries in which it is present. The initiative aims to concentrate and add to the experience and professionalism which already exists within the Group, in order to speed up the process of growth and value creation in support of major European financial institutions. The new hub will feature skills in the sectors of marketing, advanced analytics, big data, mobility, social and cashless experience. The integration of the assets, professional resources and intellectual capital within one single competency centre aims to enhance the individual areas of specialisation and offer a coherent approach to the “digital” sphere, in all our areas of operation. The new business line is added to the consulting and ICT solutions area.

*“We are more and more involved in cutting edge projects supporting changes in the business models – **declared Stefano Achermann**, the company’s CEO – the decision to launch a new business line allows us to aggregate the many distinct skills currently present within “Be” to speed up growth and our position in what is becoming a real market. Our English company is very active in this sector and will aggregate all the Group’s competences to operate on the basis of a new model and distinctive brand, to be implemented in Italy immediately followed by Germany within the next 12 months. The Professional Services in the Digital area join our Management Consulting and ICT Consulting and System Integration services.”*

This press release is available on the Company’s website www.be-tse.it.

The Be Group is one of the leading companies in Italian IT Consulting. The company is listed on the Borsa Italiana MTA [electronic equity market] and offers Business Consulting, Information Technology Services, Process & Document Management. Offering a combination of specialised skills, advanced proprietary technologies and proven experience, the Group works with major Italian financial, insurance and industrial institutions, to create value and promote business growth. With approximately 1,000 employees and branches in Italy, the United Kingdom, Germany, Austria, Switzerland, Poland and the Ukraine, the Group had a production value of Euro 84 million in 2013.

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