

### **Be Group enters into business consulting for Sports, Arts and Entertainment.**

### **Be Sport, Media & Entertainment ltd has been established.**

**Rome, August 27th 2014**

'Be Think Solve Execute' (Be), a Business Consulting company, is pleased to announce its entry into the Sports, Arts and Entertainment Consulting market. The services to be provided by 'Be Sports, Media & Entertainment LTD' (Be SME) include Support to Data Analysis and Monetization, Loyalty Programs, Content Management, Cashless Management of Sport Venues and Museums, Brand Enhancement and Sponsorship Sourcing. Be SME has just signed a memorandum of understanding worth about € 1,6 M per annum with Mobile TV 4U (MTV 4U) - a South African Broadcaster - for a three year period to distribute content of Manchester United Football Club (MUFC), as well as having the rights to supply a number of core assets to Mobile TV 4U (MTV 4U).

Be SME has also secured a mandate with MUFC to source and secure commercial partners for the Premier League Club in Africa. The company has also entered into contract to broadcast the MUFC Club channel in South Africa for three years. The production schedule will include live sports TV programs, video on demand (including player interviews, player foundations, sports educational health and lifestyle programs), as well as tutorial programs on how to play sport better, including golf and football. Be SME has also been retained by MTV 4U to seek and secure sponsorship for channel and individual program formats. MTV 4U will also deploy the Be SME's proprietary content management system and live streaming platforms.

'Be Sports, Media & Entertainment LTD' is based in London and aims to operate across Europe with ambitious growth plans designed to establish itself as the market leader in this field. 'Be Group' owns 75% of the new venture's capital and the remaining 25% is held by Nigel Tatlock, a seasoned Media and Partnership Development expert, former consultant for SNTV and one of the founder in past years of Atlas Premium brands. We plan to involve internationally renowned professionals and executives across Europe in both the strategic and capital management of the firm.

## Press Release

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*"We are entering a market with great potential, where we have strong relationships, both in the UK and internationally", said Stefano Achermann, CEO of the company. "We foresee a lot of synergy with our core business and our mission to deliver value to companies in the financial services industry. We have superior capabilities, that coupled with complementary objectives and relationships may strive substantial value. The industries of entertainment, art management, sports and media are often areas of great interest to major European insurance and banking groups, which have not always achieved the expected return on investment. We want to create value for them. On the other hand, the digital world opens up new opportunities to use content in relation to sports brands and experiences such as visiting museums or large arts venues. A few of the key areas, we'd like to focus upon include: customer knowledge (fan / visitor), interpretation of customer and client needs, management of cashless interactions, performance improvement through additional content, extension of the experience after the visit / event by accessing relevant content."*

This press release is available on the Company's website [www.be-tse.it](http://www.be-tse.it).

Be Group is among the leading Italian players in Management Consulting. The company, listed on the Italian Stock Exchange, provides services of Business Consulting, Information Technology Services, Process & Document Management. Thanks to a combination of specialised skills, advanced proprietary technologies and extensive experience, the Group supports major Italian financial institutions, insurance firms and industrial companies in value creation and business growth. With approximately 1,000 employees and offices in Italy, UK, Germany, Austria, Switzerland, Romania Poland and Ukraine, the Group realised € 84 million income in 2013.