



Think, Solve, Execute

June 22nd, 2018 // Milan

## *"Be" acquires 51% of Juniper, strengthening the presence in the Sport & Entertainment market*

Be Group acquires 51% of Juniper Extensible Solutions, an Italian digital company active in the development of web and multimedia software solutions for the Sport, Music and Events segments. The acquisition allows Be Group to achieve synergies in the Sport & Entertainment segment - where Be is already present with the IQUII company - and to integrate, on the Juniper's customer base, the full value proposition of professional services in the areas of Digital Strategy, Mobile & Web Development and Customer Experience & Design.

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*The ability to enhance the experience linked to important events - says Stefano Achermann, CEO of Be - is key to the success of the Fan/Client Engagement techniques and increases the spending propensity. Thanks to IQUII first and Juniper now we are pursuing our strategy to offer solutions and service hubs through which Financial Institutions, Sports and Entertainment Industry and Large Corporate companies can create new added-value ecosystems".*

#### STOCK DATA

Reuters Code: BET.MI  
Bloomberg Code: BET IM

#### SHAREHOLDERS DATA

No of Ord. Shares (ml): 134.9  
Total No of Shares (ml): 134.9  
Mkt Cap. (Eur ml): 128.2  
Mkt Float. (%): 45.7  
Mkt Float. (Eur ml): 58.6  
Main Shareholder: T.I.P.

#### GROUP DATA (as of 31.12.2017)

Total revenues (Eur ml): 12.7  
EBITDA (Eur ml): 17.2  
EBIT (Eur ml): 9.0  
EBT (Eur ml): 7.7  
Net profit (Eur ml): 5.2  
Net Financial Position (Eur ml): (5.5)

#### HEADQUARTER

Rome

#### MAIN OFFICES

Milan  
London  
Munich  
Frankfurt  
Madrid  
Vienna  
Warsaw  
Bucharest  
Kyiv



Be S.p.a

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Juniper Extensible Solutions (the **Company** or **Juniper**), was established in 2000 by Stefano Nicolussi and Marco Gilardi. Among the others, the founding members created the web portals Charms.it and TravelExtra.com, aimed to disseminate the Italian natural and artistic beauties and to organize Travel & Leisure services through the web channel.

The Company also boasts a historic presence in managing sport and exhibition events: through the proprietary event management platform "EventBuilder", the Company has managed the accreditation services for two editions of the Nordic World Ski Championships, held in Val di Fiemme and for the Winter Universiade run in Trentino. Over the last 10 years Juniper has been the provider of accreditation and ticketing services for the Alpine Ski World Cup in Italy. The Company also already contracted - in the same area - the management of the upcoming Junior Alpine Ski Championships "Trentino-Val di Fassa 2019" and the Alpine Ski World Championships in Sweden "Are 2019".

The main customers are sports federations, football teams, services and ticketing platforms in areas such as Music, Entertainment and Sport, and a leading European Banking Organization. In 2017 Juniper recorded revenues in the amount of Eur 840,000 and EBIT of 224,000.

The purchase prices of 51% of the share capital has been set at Eur 457,693. The Parties agreed a "Put & call" structure for the purchase of the remaining share capital in consecutive tranches within the next seven years.

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*This press release is available on the Company's website [www.be-tse.it](http://www.be-tse.it) and on the centralized storage mechanism "eMarket STORAGE" at [www.emarketstorage.com](http://www.emarketstorage.com).*

### **About Be.**

**Be Group** is listed in the STAR segment of Borsa Italiana and is one of the leading Italian players in the Consulting sector. The company provides Business Consulting, Information Technology and Process & Document Management services. A combination of specialist skills, advanced proprietary technologies and a wealth of experience enable the Group to work with leading financial and insurance institutions and Italian industry to create value and boost business growth. With more than 1,100 employees and branches in Italy, United Kingdom, Germany, Austria, Switzerland, Spain, Romania, Poland and Ukraine, in 2017 the Group recorded a value of production of Euro 129.7 million.

**Be S.p.a**

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