

Be: important agreement between DOOM Entertainment and Nicolò Zaniolo. Fedez and the DOOM Team will follow the development of the brand of one of the greatest talents of Italian sport

Doom Entertainment, 51% owned by Be Shaping The Future and the artist and "Talent Manager" Fedez, signs an important agreement with Nicolò Zaniolo and Vigo, a sports management company looking after the athlete.

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It is now undeniable - says Claudio Vigorelli, sports attorney - the importance of social media as vehicle of transmission of values and positivity of a person like Nicolò. As his manager, for a long time I've been trying to find the right path for this part of his journey. When we met DOOM and their team, we understood that we had found what we were looking for: professionalism in the work approach and, above all, respect for his personality".

STOCK DATA

Reuters code: BEST.MI
Bloomberg code: BEST.MI

SHAREHOLDERS DATA

No. of ordinary shares (mln): 134.9
Total no. of shares (mln): 134.9
Market cap. (Eur mln): 144.2
Floating (%): 42.2
Floating (Eur mln): 60.8
Main Shareholder: T.I.P.

GROUP DATA (as of 31.12.2019)

Total Revenues (Eur mln): 152.3
EBITDA (Eur mln): 25.9
EBIT (Eur mln): 12.2
EBT (Eur mln): 11.1
Net Profit (Eur mln): 6.1
Net Financial Position (Eur mln): (11.4)

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Federico, Fedez, and his Team - says Stefano Achermann, President of DOOM - have shown on several occasions an undisputed ability to enhance talent and there is no doubt that they can do a great job enhancing the many talents of Nicolò Zaniolo. We are very happy to be alongside one of the greatest talents in Italian sport. It is clear that our priority must be the maximum protection of the athlete whose attention must be primarily focused on the competitive activity of which he is the undisputed protagonist. From this collaboration we aim to create a case study that can be a reference for the market, the one related to the image and sporting talents, which has a great unexpressed potential. We are also very pleased to start an ongoing relationship with Claudio Vigorelli and his team, whose human and managerial skills we appreciate”.

Personal Brand Building, Digital Communication, Digital PR, Licensing development, Relationship Management are just some of the areas in which DOOM will bring its expertise to support the brand development of one of the greatest talents of Italian sport.

The agreement, which will last two years, aims to enhance the "brand potential" of the young athlete by setting the conditions for his full affirmation, in addition to his sporting activity, in the management of relations with the complex eco-system of a high visibility sport such as Italian football and making it a reference for national and international brands.

Vigo, a sports management company that follows the athlete, and DOOM will also collaborate in developing the image of other selected athletes among those looked after by Claudio Vigorelli's agency.

This press release is available on the Company's website www.be-tse.it and on the centralized storage mechanism "eMarket STORAGE" at 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 and Information Technology services. A combination of specialist skills, advanced proprietary technologies and a wealth of experience enable the Group to work with leading international financial and insurance institutions to create value and boost business growth. With more than 1,300 employees and branches in Italy, United Kingdom, Germany, Austria, Switzerland, Spain, Romania, Poland and Ukraine, in 2019 the Group recorded revenues in the amount of Euro 152.3 million.

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