

Be makes IQUII centrepiece for its path to leadership in Digital Engagement

Be Shaping the Future S.p.A. (**Be** or the **Company - BEST.MI**), a company listed on the STAR segment of Borsa Italiana one of the main Italian players in professional services for the financial industry - completes the acquisition of the minority shares of **IQUII** and **Juniper Extensible Solutions** to create a hub of **Digital Engagement** aiming to become a sector leader in Italy.

In the coming weeks it will be created, under the IQUII brand, one of the most advanced players in planning and design of mobile & web digital interaction and in the implementation of digital initiatives of brand engagement and loyalty, across different industries such as **Finance**, **Sport** and **Retail**.

Since joining Be Group in 2016, IQUII in particular, has seen a continuous and significant growth which will be brought to a new level by this transaction.

Be and the shareholders of the two companies are in full agreement in initiating a new phase of growth and have seized the opportunity to:

- provide the company with a robust capital structure to face the challenges of organic growth opened by the strong demand for digital services;

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): 188.6
Floating (%): 40.6
Floating (Eur mln): 76.5
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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- to develop an increasing integration of platforms among all Group companies operating in Digital Engagement.
- open up to further M&A opportunities in the Digital, Augmented/Virtual Reality, gaming and E-sports artificial intelligence, being able to fully leverage on the investment capacity of Be Group.

At 30.9.2020, the two companies reported Revenues of € 3.417K and EBITDA of € 819K. The cost of the operation for Be was €1.560M for the aggregate of the two transactions. This deal is part of the broader agreement amongst Be and the management of the two companies aiming at the enhancement of the Founding Partners role and at further sharing of future value creation. *Mirko Lalli* will continue in his role as CEO and *Fabio Lalli* is further confirmed in his position as Chief Business & Innovation Director. *Marco Gilardi* and *Stefano Nicolussi* will assume key roles in development and technical management. *Silvio Sperzani* will take on the role of Co-Ceo to ensure maximum integration with the Group and accelerate the M&A process.

The transaction was financed through the use of the acquiring Company's own funds.

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*"Since the acquisition of 51% of the capital in 2016 until today, IQUII and Juniper have grown significantly and have all the credentials to compete on a larger scale - says **Stefano Achermann**, CEO of Be. The example is that of the World Ski Championships under way in Cortina where the two companies move in full synergy supporting the organizers in the design, planning and management of the entire digital ecosystem of the event".*

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Mirko Lalli, CEO of IQUII: *"We are excited about this operation, it is a sign of the positive work done in recent years, of the significant results achieved and of the value of the brand we built. We will work to integrate more and more our proposition in synergy with all the other companies of the Group. This operation comes exactly 10 years after the birth of IQUII and this seems to us greatly auspicious for the future.*

We thank Be Group for their renewed trust and we are ready to start the second phase of this beautiful journey".

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Marco Gilardi, CEO of Juniper Extensible Solutions says *"This is an important milestone, allowing us to give continuity to our growth, into new and wider markets. Combining the high skills of our team, built in 21 years of activity, and the Juniper Extensible Solutions brand with that of IQUII, is a great opportunity and we are grateful for the trust that BE Group placed in us. Our goal is to make our solutions - Accreditation, Ticketing and Office Booking Management System - part of a wider value proposition".*

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.

Be S.p.A.

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