

Be acquires 51% of Synapsy S.r.L., an important Italian company in the sector of Live Communication & Events Management

Be Shaping The Future S.p.A. ("Be" or the Company – BEST.MI), a company listed on the Euronext STAR segment of the Italian Stock Exchange and one of the main players in professional services for the financial sector, has finalized the acquisition of 51% of the share capital of Synapsy S.r.L., one of the leading companies in the Live Communication & Events Management market in Italy.

Synapsy, based in Milan and a team of 20 professionals, is **specialized in the design of original formats and implementation of integrated communication projects**. The current management team will continue to lead the company until at least 2029.

The consideration was equal to 0.82 Ml/€, corresponding to a total value of the company of 1.6 Ml/€. Synapsy's NFP at the time of the acquisition was 0.9 Ml/€. The agreement also provides for a "price adjustment" and "earn-out" mechanism, which will consider the actual performance of the company in 2022 and subsequent years. Put & Call options are in place up to 2029 for the complete buyout. The acquisition took place against cash on April 1st 2022.

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): 431.1
Floating (%): 51.5
Floating (Eur mln): 221.9
Main Shareholder: T.I.P.

GROUP DATA (as of 31.12.2020)

Total Revenues (Eur mln): 178.8
EBITDA (Euro mln): 28.4
EBIT (Euro mln): 14.6
EBT (Euro mln): 13.3
Net Profit (Eur mln): 7.9
Net Financial Position (Eur mln): (3.29)

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*We are delighted to welcome Davide Mazzucchelli and his team – says **Stefano Achermann**, CEO of Be –. Synapsy can contribute to the growth of our Digital Entertainment Cluster, the company enjoys a remarkable reputation with some of our biggest clients. Over the past few months, the team has shown great resilience and is ready to seize, with Be's support, the important opportunities that a completely redesigned market is offering to major operators.”*

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*We are delighted to become part of the Be Group – says **Davide Mazzucchelli**, founding partner and CEO of Synapsy –. This is an important opportunity, in line with our objectives of offer growth and expansion, in an increasingly connected market. Exploring and being present on new spaces with a fresh global vision, is the future of our sector. We believe that Synapsy within Be will have access to a platform of extended services complementary to its specialized communication management.”*

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, listed on the Euronext STAR segment of Borsa Italiana, is one of the leading Italian players in the Consulting sector. The Company provides Business Consulting, Information Technology and Digital Engagement services. A combination of specialist skills, advanced proprietary technologies and a wealth of experience enable the Group to work with leading financial, insurance and industrial clients to create value and boost business growth. With over 1,400 employees and operations in Italy, United Kingdom, Germany, Austria, Switzerland, Spain, Romania, Poland and Ukraine, in 2020 the Group revenues stood at Euro 253.3 million.

Be S.p.A.

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