



## **CONSOB NOTIFIED OF KID OF "SG COMPANY SOCIETÀ BENEFIT S.P.A. OPTION RIGHTS" AND "WARRANT SG COMPANY SOCIETÀ BENEFIT S.P.A. 2018-2025"**

*Milan, 30 January 2021* - SG Company Società Benefit S.p.A., one of Italy's top players in the Entertainment&Communication industry, listed on the AIM Italia market of Borsa Italiana (ticker: SGC), announces notification today to the competent offices of CONSOB of the KID (*Key Information Document*) of the "SG Company Società Benefit S.p.A. Option Rights" and of the "Warrant SG Company Società Benefit S.p.A. 2018-2025" (ISIN Code IT0005432890) as provided for by art. 4 - decies of the TUF with regard to PRIIPs (*Packaged Retail and Insurance-based Investment Products*), under EU Regulation no. 1286/2014.

The KID is a summary, standardized information document prepared in accordance with the European Regulation on PRIIPs that explains the characteristics of the investment product in an easy and understandable way to the investor, with the aim of ensuring product comparability and increasing the degree of information transparency regarding these products.

The KIDs are available and can be consulted on the Company website ([Warrants | SG Company S.p.A.](#)).

**SG Company Società Benefit S.p.A.**, ISO 9001 certified and listed on the AIM market of Borsa Italiana (ticker: SGC), is an Innovative SME and, in keeping with its mission of "Sharing Growth", has also embarked on the ESG (Environmental, Social and Governance) path to ensure an increasingly future-oriented sustainable management of the Company, firmly believing in the value of business for the collective benefit. One of Italy's top players for over 20 years now in the Entertainment&Communication industry, it specializes in the areas of Digital & Live Communications, Hybrid Events, Video Production, Consumer Format, and Meetings & Events Industry. In its 2021-2023 Business Plan, it has embarked on a path of digital transformation, integrating a data valorization strategy on each business area thanks to the implementation of Marketing Technology solutions on every activity. Its distinctive positioning hinges on the synergy between data and content, as well as on the ability to offer a single direction over creativity, production and technology natively for each project, guaranteeing clients constant integration between physical and digital. The Company boasts a portfolio of high-standing clients at global level. It has planned, promoted and produced many successful national and international formats such as Milano Food Week, Milano Wine Week, Obecity, Sneakerness, Digital Design Days, and Business Tech Forum.

### **For information**

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