



ADMISSION TO GRANTS

CHANGE OF ICB GROUPING

APPOINTMENT OF BENEFIT COMPANY IMPACT MANAGER

Milan, 04 February 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 the confirmation that SG S.r.l., part of the SG Company Società Benefit S.p.A. group, has received two grants under the "Ristori" Decree.

The first grant is meant to provide relief to the trade fair and congress sector (pursuant to Ministerial Decree of 3 August 2020, grant referred to in art. 183, paragraph 2, of Law Decree no. 34 of 19 May 2020) for losses incurred due to the cancellation, postponement and downsizing of their activities caused by the Covid-19 emergency. The beneficiaries of the resources include providers of logistics, transport and installation services with over 50% of turnover generated by activities related to trade fairs and congresses, provided they have recorded a drop in turnover due to the cancellation, postponement or downsizing caused by the Covid-19 emergency, of at least one trade fair or congress event in Italy or abroad scheduled in the period between 23 February 2020 and 30 September 2020. The resources have been allocated, for each category of beneficiaries, in proportion to the lower revenues recorded in the period from 23 February 2020 to 31 July 2020 versus the same period of 2019, in accordance with the provisions of art. 2, paragraph 5, letters a), b) and c), of the Ministerial Decree of 3 August 2020.

The grant disbursed to SG S.r.l., based on the above criteria, amounts to Euro 222,051.01.

The second grant is meant to support the subjects from the sectors affected by the restrictions adopted by the DPCM of 24 October 2020 to contain the spread of the Covid-19 pandemic (pursuant to Law Decree no. 137, art. 1, of 28 October 2020). The beneficiaries of these resources are the subjects that had an open VAT number as of 25 October 2020 and, pursuant to art. 35 of Presidential Decree no. 633 of 26 October 1972, declare that their main business activity is one of those referring to the ATECO codes included in the annex to Law Decree no. 137 of 28 October 2020.

The grant disbursed to SG S.r.l. amounts to Euro 150,000.00.

Additionally, it should be noted that, under the ICB (Industry Classification Benchmark), SG Company Società Benefit S.p.A. has officially requested a change of sector, switching from the "Industrials" sector, "Industrial Goods and Services" sub-sector, to the "Technology" sector, "Consumer Digital Services" sub-sector. The change appears to be consistent with the activities currently carried out by the Company and the developments of the Group's activities envisaged in the 2021-2023 Business Plan.

Lastly, the Board of Directors unanimously appointed Marisa Garavaglia as Impact Manager, in order to verify the correct operation of SG Company S.p.A. as a Benefit Company.



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, Obesity, Sneakerness, Digital Design Days, and Business Tech Forum.

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