



SG COMPANY SOCIETÀ BENEFIT SPA FINALIZES CAPITALIZATION OF SUBSIDIARIES

Milan, 22 February 2021 - The Board of Directors of SG Company Società Benefit S.p.A., one of Italy's top players in the Entertainment&Communication industry, listed on the AIM market of Borsa Italiana (ticker: SGC), has resolved on the capitalization of its wholly-owned subsidiaries as follows:

- **SG Srl** in the amount of Euro 2.4 million;
- **Special Srl** in the amount of Euro 250 thousand;
- **Brainwaves Srl** in the amount of Euro 250 thousand.

Francesco Merone, CFO and executive member of the Board stated that: "*The capitalization of the SG Group companies follows the path charted in the 2021-2023 Business Plan. The company has readily undertaken a major reorganization to reduce the break-even point and enable it to return to positive results even with lower volumes. The reorganization has paved the way to the capital strengthening that has just been successfully implemented. Our next step now is to capitalize all of the Group companies and bring in key resources who will allow us to achieve the three-year targets set out. Additionally, art. 26 of the Relaunch Decree, as amended by the 2021 Budget Law, envisages major incentives for capital increases regarding certain types of companies. Specifically, the Decree grants a tax credit equal to 50% of the losses exceeding 10% of equity, gross of the losses, covering up to 50% of the capital increase. For the SG Group, this potentially means a result of approximately Euro 1.35 million (untaxed contingencies and less cash to use for paying ordinary contribution liabilities) in the 2021 consolidated financial statements, to be used by 30 November 2021. This figure is net of approximately Euro 450,000 already collected in the previous weeks under the temporary framework that establishes the maximum amount of the non-refundable incentive per corporate group of Euro 1.8 million*".

This press release is publicly available in the Investor Relations section of the Company website [Comunicati Stampa Price Sensitive | SG Company Società Benefit 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.

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