



APPOINTMENT OF NEW SPECIALIST

Milan, 8 March 2021 - 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), announces, pursuant to Articles 17 and 35 of the AIM Italia Regulation, that it has appointed **MIT Sim S.p.A.** as the **Specialist**, effective from 15 March 2021.

MIT Sim S.p.A. takes over the role of Specialist from Integrae Sim S.p.A., which will therefore hold this role until the end of the trading day on 14 March 2021.

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, Obecity, Sneakerness, Digital Design Days, Business Tech Forum and others.

For information

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