



SOCIETÀ BENEFIT S.P.A.

## SG COMPANY WINS TENDER IN REGULATED MARKET FOR OVER 4 MILLION EUROS

Milan, 27 April 2021 - SG S.r.l. (SINERGIE), a wholly-owned subsidiary of SG Company Società Benefit S.p.A., was awarded an important tender in a regulated market for a value of approximately € 4.4 million, of which approximately € 3.9 million about 2021 and € 500,000.00 about 2022. The agreement envisages on the part of SG the presentation and marketing of the customer's product through the management of sales spaces in the areas of Italian shopping centers, until the end of January 2022. The commercial development activities on the part of SG will enable the client to intercept its targets, in compliance with current regulations in terms of sector regulation and health safety.

*"Reaching this extraordinary milestone was possible thanks to the quality work that SG has done in recent years. It has been rewarded for its professionalism and ability to grasp the customer's desires and realize them, always in an innovative and personalized way. This success further demonstrates how the Group is focused on quality delivery and pursues long-term relationship objectives with its customers. I am very confident that the trend is starting to change and that the hard work of the last few months will start to bear fruit as early as 2021, in line with the objectives set out in the 2021-2023 business plan",* says the Group CEO, Davide Verdesca.

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. is a Digital Company, ISO 9001 certified and listed on the AIM market of Borsa Italiana (ticker: SGC), Technology segment, 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

Francesco Merone (I.R.)  
[ir@sg-company.it](mailto:ir@sg-company.it)

Roberta Sferrazza Papa (I.R. Junior)  
[r.sferrazza@sg-company.it](mailto:r.sferrazza@sg-company.it)  
+ 39 3297194756

Nomad: Integrae Sim S.p.A.  
[info@integraesim.it](mailto:info@integraesim.it)  
+39 02 8720872

Financial Media: IR Top Consulting  
Domenico Gentile – [d.gentile@irtop.com](mailto:d.gentile@irtop.com)  
+39 02 45473883/4

SG Company Società Benefit S.p.A.  
Piazza Guglielmo Oberdan 2/a, 20129 Milano (Italy)  
+39 02 83450000 - [info@sg-company.it](mailto:info@sg-company.it) - [www.sg-company.it](http://www.sg-company.it)  
P.IVA 09005800967 - Cap.Soc. € 1.209.274,40 i.v.