



SOCIETÀ BENEFIT S.P.A.

SG COMPANY CHOOSES BANCA PROFILO AS NEW NOMAD

Milan 29 April 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) communicates, according to art. 17 of the AIM Italia Issuers' Regulations, that it has appointed Banca Profilo S.p.A. as Nominated Adviser ("Nomad") effective as of 1 May 2021. Banca Profilo takes the place of Integrae SIM S.p.A., which will remain in office until 30 April 2021 inclusive.

Davide Verdesca, Chairman & CEO of the company states: "The decision to appoint Banca Profilo as Nominated Advisor represents for SG Company confirmation of what is indicated in the 2021-2023 strategies. The SG Group has set itself very important qualitative and quantitative growth targets and to achieve them it needs to establish partnerships with the top players in each business area. Banca Profilo represents a further step forward. With Banca Profilo it will not only be a Nomad consultancy relationship, but a structural partnership in the financial field for the entire period of the Industrial Plan".

Marco Baga, Head of Investment Banking & Strategic Equity at Banca Profilo states: "We are thrilled to be able to support the Company in such an important moment of the development of the Business Plan, and of the collaborative work that lies ahead".

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

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

Nomad: Integrae Sim S.p.A.
info@integraesim.it
+39 02 8720872

Financial Media: IR Top Consulting
Domenico Gentile – 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 - www.sg-company.it
P.IVA 09005800967 - Cap.Soc. € 1.209.274,40 i.v.