



**SG COMPANY ANNOUNCES THE JOINING OF
ROBERTO DE PIANO AS MANAGING DIRECTOR OF BRAINWAVES AND
FRANCESCO LEVIZZANI AS MANAGING DIRECTOR OF DOUBLE**

Milan 3 May 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 the addition of two senior figures within the SG Group as of May 3, 2021.

Roberto De Piano will be the new head of the entire ICT area of the group and will lead as Managing Director the company Brainwaves S.r.l., a company of the group specialized in Data Valorization. Consistently with the implementation of the 2021-2023 Business Plan of SG Company, the group will proceed with the internal digital transformation and the start-up by Brainwaves of the activity of data management obtained through the core activities of the group, such as MarTech solutions. With Brainwaves' new role, SG Company will position itself, in compliance with regulations, as a FAIR (Findable, Accessible, Interoperable, Reusable) data company.

Roberto has a long experience in multinational groups such as Mapei group, Maxus and Wavemaker, media centers of the Wpp group, and comes from CHILLI, where he held from 2018 to December 2019 the role of Director of Operations, with responsibility for the development of the platform's product, user experience, and the whole area big data, business intelligence, algorithms, and analytics. In January 2020, he founded and assumed the role of Director of the advertising concessionaire CHILLI media, and in this position, he also initiated the data valorization and sale of the platform's data to the media market and the world of film distribution.

Francesco Levizzani will assume the role of Managing Director of Double S.r.l., a company of the group specialized in 360° video productions, from productions in television and virtual studios to streaming and digital adv. Levizzani's task will be to lead Double among the leading video production companies in the Italian market, offering its customers and prospects more and more innovative products both in terms of contents and in the use of new technologies.

Francesco boasts work experience in international and Italian advertising agencies including Saatchi & Saatchi and Lowe Pirella. From 2019 to date, he has held the role of Executive Producer and New Business Director of Haibun, a production company that ranks among the leaders of the Italian market.

Davide Verdesca, CEO of the Group, states "*I am very happy with the arrival in SG Company of two unquestionably talented professionals such as Roberto and Francesco, who will respectively lead and manage two labels that are fundamental for the realization of our industrial plan 2021-2023. To win today's and tomorrow's challenges we need great product expertise, an excellent internal organization, and very strong teamwork of the top figures to make the group's strategy unique and shared*".

SG COMPANY

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Elena Melchioni, COO|CMO of SG Company: *"Today we welcome two professionals whose seniority and skills will contribute to expanding our portfolio of services and our ability to promote innovation among our clients, further consolidating our existing professional relationships and our presence in MarTech".*

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.

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