

CHANGE IN SHAREHOLDER BASE

SINERGIE SRL EXTRAORDINARY SHAREHOLDERS' MEETING TO REQUEST ISSUE OF INVITALIA FINANCIAL INSTRUMENTS

Milan 23 June 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 new composition of the shareholding structure following the capital increase to service the allocation of the extraordinary bonus to employees and collaborators of the SG Group in work for equity, resolved by the Board of Directors on 29 April 2021, in the execution of the resolution of the Board of Directors of 30 March 2021 and by proxy of the Extraordinary Shareholders' Meeting of 16 December 2020, through the issue of 504,688 new ordinary shares.

The company also informs that on 22.06.2021 it received notice of a substantial change in the ownership structure by the significant shareholder Lombard International Assurance S.A., which took place on 18.06.2021, as the 5% threshold in the ownership of ordinary shares in SG Company S.B. S.p.A. was exceeded. This significant shareholder also holds 675,000 warrants.

Therefore, taking into account that the subscribed and paid-up share capital of SG Company Società Benefit S.p.A. amounts to €1,234,508.80 and consists of 24,690,176 ordinary shares, the new composition of the shareholding structure is shown below:

- **DL S.r.l.**, number of shares 10,000,000, equal to 40.50% of the share capital;
- **Zeus Capital Alternative Sif** number of shares 2,200,000 equal to 8.91% of the share capital;
- **Lombard International Assurance S.A.**, number of shares 1,340,250, equal to 5.43% of the share capital;
- **Mercato**, number of shares 11,149,926, equal to 45.16% of the share capital;

In relation to the wholly-owned subsidiary Sinergie S.r.l, it is announced that Davide Verdesca, Ceo & Chairman of SG Company S.B. S.p.A. has taken over the role of Managing Director of the company in order to support the company's staff in the process of refocusing the core business.

We also inform that today the Board of Directors of SG Company S.B. S.p.A. met in order to confer to the Managing Director Davide Verdesca the proxy to attend the extraordinary meeting of Sinergie S.r.l., also called on today's date, in order to authorize the issue of financial instruments to be subscribed by Invitalia S.p.A., for a value of € 2.5 million and with a duration of six years, in replacement of the request presented and then withdrawn, by SG Company S.B. S.p.A., as communicated on 29 April 2021.

This press release is publicly available in the Investor Relations section of the Company website [Financial market press releases | SG Company Società Benefit S.p.A.](#)



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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