

KID "SG COMPANY SB SPA OPTION RIGHTS" NOTIFIED TO CONSOB

Milan 29 November 2021 - SG Company Società Benefit S.p.A., one of the main players in Italy in the Entertainment&Communication sector, listed on the Euronext Growth Milan market of Borsa Italiana (ticker: SGC), informs that today it has notified the competent offices of Consob the KID (Key Information Document) of the "SG Company SB S.p.A. Option Rights" (ISIN code IT0005467664), as provided for by Article 4 - decies of the TUF regarding PRIIPs (Packaged Retail and Insurance-based Investment Products), as per EU Regulation no. 1286/2014.

The KID is a summary and standardized information document prepared following the European Regulation on PRIIPs to depict to the investor the characteristics of the investment product in an easy and comprehensible way, to make the different products comparable, and to increase the degree of transparency of the information concerning such products.

The KIDs are available and can be consulted on the Company's website in the Investor Relations section, page [Aumento di capitale - SG Company Società Benefit S.p.A. \(sg-company.it\)](#)

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.](#)

SG Company Società Benefit S.p.A. is a Digital Company, ISO 9001 certified and listed on the Euronext Growth Milan 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

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