



## PRESS RELEASE

### SESA GROUP PRESENTS SESA4INNOVATION, THE PROGRAM OF BUSINESS ACCELERATION FOR START UP

#### SERVICES, SKILLS AND DIGITAL PLATFORMS TO FACILITATE NEW ENTREPRENEURIAL INITIATIVES

**Empoli (FI), May 24, 2021**

Supporting the creation of start-ups, making available the necessary knowledges to do business and the digital platforms to develop it, is the proposal that **Sesa Group**, reference operator in Italy in the sector of technological innovation and IT and digital services for the business segment, puts in place with **Sesa4Innovation**, the new industrial acceleration program created thanks to the experience of the Group and the skills in technological innovation of **Var Group S.p.A.**, wholly owned subsidiary of Sesa active in the Software and System Integrator sector ("SSI").

**Var Group** is one of the leading players in the Italian market, with an extensive offer of technological innovation and digital transformation solutions, supporting the main sectors of Made in Italy. Over the years it has developed a methodology and an offer that support the competitiveness of companies, identifying, from time to time, the most advanced technologies and developing ad hoc digital projects to support Italian entrepreneurship, also assisting it in the international market challenges.

Today **Sesa Group** has reached a significant dimension by leveraging its ability to aggregate entrepreneurial competences and resources and to enable technological innovation, with a perimeter of 3,500 employees and approximately 2 billion euros of revenues mainly generated in Italy and in other 5 foreign countries.

Drawing on these experiences and skills, Sesa Group gives birth to the **Sesa4Innovation** program, which provides start-ups with the same methodology and the most advanced digital technologies used to accelerate the business of the most important industrial districts. The project aims to share with new realities innovative digital technologies and integration services developed by Sesa Group, fundamental elements for business development and the ability to successfully compete on the market. Start-ups will be able to make use of integrated services in the HR, Legal, Marketing and Communication areas that are available within the technological hub of Sesa Group. Thanks to this program, the start-ups that join the program make use of business acceleration services and consulting and integration services on the digital platforms to be used, in order to transform a business idea into a successful company.

*"We confirm our commitment to developing innovative and sustainable value creation models: thanks to the Sesa4Innovation acceleration program, the experience, digital competences and investments developed over many years of work by Sesa Group are made available for the development of new business projects, enabling new business opportunities for the benefit of economic growth and the digitalization of businesses and organizations"* stated **Alessandro Fabbroni, CEO of Sesa.**

*"We have always accompanied Made in Italy companies in the digital transformation process. We are confident that adopting sustainable, efficient and strictly market-related innovation models is fundamental for businesses, as well as for any type of organization, and that today, more than ever, it is necessary to share digital knowledge and best practices. Sesa4Innovation is a project we have been working on for some time: we are already evaluating 7 companies operating in sectors such as fitness, healthcare and sharing economy, ready to meet further initiatives in other areas of our economy"* stated **Francesca Moriani, CEO of Var Group.**



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*Sesa S.p.A., based in Empoli (FI), is reference player in Italy in technological innovation solutions and IT and digital services for business segment. The Sesa Group operates on the whole national territory with presence over some European countries including Germany, Spain, Switzerland, with consolidated revenues of Euro 1,776 million, an Ebitda of Euro 94.5 million, a consolidated net profit after tax of Euro 42.2 million with over 2,500 employees (Financial Year data as of April 30, 2020).*

*The Group has the mission of offering technological innovation solutions and Digital Transformation services to companies and organizations. Thanks to the skills and specializations of its human resources and the solutions developed, Sesa Group operates in sectors such as Security, Collaboration, Cloud, Digital Process, ERP & Vertical Solutions, Customer Experience to support digital transformation of partners and customers.*

*The Sesa Group operates through three main business sectors:*

- the VAD (Value Added Distribution) Sector with Revenues of Euro 1.45 billion and approximately 400 human resources;*
- the SSI (Software and System Integration) Sector with revenues of approximately Euro 400 million and over 1,800 employees;*
- the BS (Business Services) Sector with revenues of approximately Euro 50 million and approximately 300 employees, consolidated since March 2020.*

*The Corporate Sector manages Group operating and financial platform as well as the Strategic Governance with revenues of approximately Euro 20 million and 180 human resources.*

*The Sesa Group pursues a sustainable development policy for the benefit of its Stakeholders and over 2011-2020 period has achieved a track record of continuous growth in employment, revenues (CAGR revenues 2011-2020 +10.1%) and profitability (CAGR Ebitda 2011 -2020 + 11.9%, CAGR EAT Adjusted 2011-2020 +15.2%). Sesa S.p.A. is listed on the STAR segment of Borsa Italiana MTA Market (ISIN Code: IT0004729759).*

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