



PRESS RELEASE

SESA4INNOVATION STARTS ITS OPERATION WITH PARENTSMILE, A DIGITAL START UP OF SERVICES FOR CHILDREN AND THE WELL-BEING OF PEOPLE AND FAMILIES

Empoli, September 10, 2021

Sesa (“SESA” – SES.MI), reference player in Italy in technological innovation and digital services for the business segment, through its subsidiary Var Group SpA, active in the Software and System Integration sector, has signed a partnership agreement for the development of digital platform of Parentsmile, innovative digital start-up of services in favour of children and the well-being of people and families, aimed at offering medical-health, welfare, training and educational services.

The partnership will focus on the development of a digital service platform that will be implemented by Var Group and will support Parentsmile, also with the use of artificial intelligence algorithms, used in the offering of services in the medical-health, social-assistance sector, formative-educational with particular reference to the world of childhood.

The initiative is part of the Sesa4Innovation program, which provides to start-ups skills and digital platforms for business development. At the same time Sesa acquired, following a dedicated capital increase, 10% of the capital of Parentsmile, in support of the founder and CEO Cristina Lucera. Parentsmile expects to fully launch its operations in the first half of 2022.

The initiative combines digital transformation activities also in the field of artificial intelligence, with the commitment of Sesa Group to become operational in work-life balance, well-being of human resources and sustainability projects. Once developed, the Parentsmile platform could be included in the corporate welfare programs of Sesa Group, which have always been oriented towards sustainability, work-life balance and the well-being of workers and their families.

“Thanks to the partnership with Sesa Group, we have the opportunity to promote a sustainable acceleration of our innovative project, with medium and long-term objectives. In Sesa we found the ideal industrial partner, not only for its economic and financial solidity and the leadership position in the digital and technological innovation market, but above all because it is perfectly aligned with the values promoted by Parentsmile in terms of social sustainability, support and family well-being, also with a view to promoting work-life balance. Our platform and related services could be included in the welfare program of Sesa Group, thus also entering in the welfare corporate program of corporation, which is one of Parentsmile's strategic objectives.” stated **Cristina Lucera, CEO and Founder of Parentsmile.**

“We have always supported Made in Italy companies and innovative start-ups along the path of digital transformation. The partnership with Parentsmile represents an excellent start of operations for Sesa4Innovation; through technological innovation we enable new social and organizational models, improving sustainability and diversity and the inclusion of companies and organizations” stated **Francesca Moriani, CEO of Var Group.**

“The collaboration with Parentsmile, as part of the Sesa4Innovation industrial acceleration program, confirms our constant commitment to develop innovative and sustainable value creation models, combining digital innovation with sustainability and improving people well-being as well as diversity and ability to include organizations and businesses. Once developed, the Parentsmile platform could be included in our corporate welfare programs, which have always been very attentive to sustainability, work-life balance and the well-being of workers and their families” stated **Alessandro Fabbroni, CEO of Sesa.**





Parentsmile, founded in 2020 in Vicenza by Cristina Lucera, is an innovative start-up whose mission is to support parents, making it easy and immediate (within a smartphone's reach) to find qualified professionals aimed at caring for children at home and the practical and psychological support of parents. Parentsmile is developing, with the technological support of Var Group, a digital multi-service booking platform, which will allow pregnant women, parents, grandparents, uncles to book healthcare, assistance, training-educational services, to be provided at home or in video-consultation, obtaining a real-time confirmation of the reservation. The pilot project of the platform will be launched by the end of 2021 in Milan and Monza-Brianza area, and will then be extended to other Italian cities and finally landing on international markets.

Sesa S.p.A., based in Empoli (FI), active on the whole national territory with presence over some foreign countries including Germany, Switzerland, Austria, France, Spain, Romania and China, is the holding of a Group which constitutes the reference player in Italy in technological innovation and digital services for the business segment, with consolidated revenues of approximately Euro 2,037 million and 3,500 employees as of April 30, 2021.

Sesa Group has the mission of offering technological solutions and digital transformation services to companies and organizations, supporting them in their innovation path. Thanks to the skills and specialization of its human resources, Sesa Group operates in the value-added segments of Information Technology, such as Collaboration, Cloud, Digital manufacturing, ERP & Vertical Solutions, Business Services, Digital Security, Customer Experience.

Sesa Group operates through four main business sectors:

- VAD (Value Added Distribution) sector with revenues of about Euro 1,600 million and 425 human resources as of April 30, 2021;
- SSI (Software and System Integration) sector with revenues of about Euro 480 million and 2,500 human resources as of April 30, 2021;
- Business Services sector with revenues of about Euro 47 million and 410 human resources as of April 30, 2021;
- Corporate sector with revenues of about Euro 20 million and 200 human resources as of April 30, 2021.

Sesa Group pursues a sustainable development policy for the benefit of its Stakeholders and has achieved in the period 2011-2021 a track record of continuous growth in employment, revenues (CAGR revenues 2011-2021 +10.6%) and profitability (CAGR Ebitda 2011-2021 +13.9%).

In 2021, the Company introduced sustainability in its bylaw and launched the B Corp certification process.

Sesa S.p.A. is listed on the STAR segment of Borsa Italiana MTA Market (ISIN Code: IT0004729759).

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