



PRESS RELEASE

INDUSTRIAL PARTNERSHIP IN CONSULTING SERVICES FOR CUSTOMER & BUSINESS EXPERIENCE

VAR GROUP STRENGTHENS DIGITAL CONSULTING SERVICES FOR THE MADE IN ITALY COMPANIES THANKS TO THE INTEGRATION OF ADACTO IN ADIACENT, WITH A DEDICATED TEAM FOCUSED ON CUSTOMER & BUSINESS EXPERIENCE THAT ACHIEVES 350 RESOURCES AND ABOUT EU 30 MILLION ANNUAL REVENUES

Empoli (FI), March 1, 2022

Sesa (“SESA” – SES.MI), reference player in Italy in technological innovation and digital services for the business segment, expands its skills in the area of Customer & Business Experience, through its wholly owned subsidiary Var Group, active in the software and system integration sector, thanks to the industrial and corporate partnership with the digital agency Adacto.

Adacto, company with offices in Florence and Milan and a staff of about 50 human resources, is a digital enabler for the Enterprise sector specialized in end-to-end projects of Digital Communication and Customer Experience Management for major Enterprise customers belonging to several Made in Italy sectors, with annual revenues of about Eu 4.5 million, an Ebitda margin of approximately 30% and a net profit after taxes of around Eu 1 million. Adacto is also operating in Mexico with a team of about 25 consultants developing digital services in favour of customers operating on LATAM markets.

Adacto founding partners, Andrea Cinelli and Raffaella Signorini, will be involved in the management with top roles in the long-term, enhancing human capital and digital skills in the Customer & Business Experience area supporting customers.

The corporate partnership was based on evaluation criteria consistent with those generally adopted by Sesa Group (5x Ebitda), ensuring continuity in management and operations by Adacto managing partners for a long-term period and with the inclusion of Adacto into the consolidation perimeter of Sesa Group starting from March 2022. The business combination strengthens the skills of Adiacent which achieves a total of about 350 skilled resources in Customer & Business Experience, consolidating the presence abroad, as well as in China, after the acquisition of Fireworks performed in February 2021, also in America (Mexico and USA).

Sesa Group thus continues to boost its development path in human resources and digital skills in areas of strategic development such as Customer & Business Experience consultancy, through bolt-on industrial M&As to support the digital evolution of companies and organizations.

“We strengthen our ability to support Italian and European companies in bringing their excellence to global digital markets, in a crucial phase of digital evolution of companies. We welcome Andrea Cinelli and Raffaella Signorini team, who enriches us with new skills and specializations supporting our customers”, stated Francesca Moriani CEO of Var Group and Paola Castellacci CEO of Adiacent.

“We are very glad to announce the partnership with Var Group and to be able to contribute with our know-how to the empowerment of Adiacent organization, which will allow us to develop industrial synergies and enhance our human capital, providing innovative skills and solutions for the excellent companies of Made in Italy”, stated the managing partner and founders of Adacto, Andrea Cinelli and Raffaella Signorini.

“We pursue the path of skills aggregation welcoming Adacto human resources into Sesa Group and thus strengthening our specializations in IT consultancy for the Customer and Business Experience. We continue to boost our growth through industrial M&A, in areas of strategic development, supporting digital innovation and business models evolution of companies and organizations, with objectives of long-term sustainable value generation”, stated Alessandro Fabbroni, CEO of Sesa.





Sesa S.p.A., with Headquarters in Empoli (Florence), is the operating holding company of a Group with presence on the whole Italian territory and foreign countries as Germany, Switzerland, Austria, France, Spain, Romania and China. Sesa Group represents the reference player in Italy in technological innovation and digital services for the business segment, with consolidated revenues of Euro 2,037 million and 3,500 employees as of April 30, 2021.

Sesa Group has the mission of offering technological solutions, digital services and business applications, to support the digital transformation and the innovation path of Enterprises and Organizations. Thanks to the skills and specialization of its human resources, Sesa Group operates in the value-added segments of Information Technology, such as Security, Cloud, Managed Services, ERP & Vertical Solutions, Customer Experience, Business Process Management, Digital Platform, Digital Engineering Solutions.

Sesa Group operates through four main business Sectors:

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

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

Sesa Group strategy of long-term value generation for all stakeholder is based on human resources skill development, environmental sustainability and social responsibility. In Year 2021 Sesa introduced in its corporate bylaw the sustainable growth as Board of Directors priority. Sesa S.p.A. is listed on the Euronext STAR Milan (ISIN Code: IT0004729759).

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