



PRESS RELEASE

SESA GROUP INCREASE ITS DIGITAL SKILLS IN THE DATA SCIENCE AND BUSINESS ANALYTICS

VAR GROUP MAJORITY STAKE ACQUISITION OF MEDIAMENTE CONSULTING S.R.L., CONSULTANCY COMPANY FOCUSED ON DATA MANAGEMENT AND ANALYTICS TO SUPPORT CORPORATE STRATEGY BUSINESS DECISIONS, WITH ANNUAL REVENUES OF ABOUT EU 5 MILLION AND 45 SKILLED HUMAN RESOURCES

Empoli (FI), November 18, 2022

Sesa Group (“SESA” – SES.MI), reference player in technological innovation and digital services for the business segment, has signed, through the wholly owned subsidiary Var Group S.p.A., an industrial partnership agreement for the majority stake acquisition of Mediamente Consulting S.r.l. (“Mediamente”), company already participated by a 20% stake, strengthening its digital skills in in Data Science, data management and analytics.

Mediamente, founded in 2012 as innovative start-up of incubator of Turin Polytechnic University and awarded as 2016 Year start-up, is operating with a team of about 45 human resources and revenues for Eu 5 million in Year 2022, up by over 30% compared to the previous year, with an Ebitda Margin of approximately 20%.

Mediamente has gained skills and specializations in the corporate data management and analysis, developing, with *Corporate Performance Management, Data Visualization, Data Integration* and *Data Management* solutions, crucial areas to enable the digital transformation of Enterprises and Organizations into *Data Driven Company*.

The corporate partnership is based on evaluation criteria consistent with those generally adopted by Sesa Group, with management and operations continuity and the medium and long-term involvement in the share capital of the managing director Vincenzo Scinicariello.

The partnership with Mediamente develops Var Group Data Science Business Unit skills, achieving of over 100 human resources and Revenues of Eu 12.5 million, creating a strategic pole to support companies of Italian business and industrial districts along the entire *Data Journey*, from the *Data Platform* to the most advanced applications based on *Artificial Intelligence*.

Sesa Group thus continues to boost its development path in human resources and digital skills in areas of strategic development through bolt-on industrial M&As, with a strategy of sustainable value generation for our stakeholders.

“We welcome Mediamente team that strengthens our skills in Data Science and Analytics, strategic lever for the digital evolution of companies. In a scenario of uncertainty and sudden changes, companies increasingly need to use data to guide every area of their business. The partnership with Mediamente, born from its establishment, allows us to create a strategic hub that will enable the evolution of companies into Data Driven Companies”, stated Francesca Moriani, CEO of Var Group and Marco Ferrando, Managing Partner Data Science Var Group.

“We are glad to strengthen the partnership with Var Group and to contribute with our know-how to the development of Data Science organization, improving the digital skills of our human capital, through innovative solutions for the excellences of Made in Italy and international companies”, stated Vincenzo Scinicariello, CEO of Mediamente.

“In the current phase of evolution of companies that requires a growing boost of digitization and sustainability, we enlarge our path of skills aggregation, strengthening our specializations and Data Science and Analytics innovative solutions. We continue to sustain our Group growth through bolt-on industrial M&As, in areas of strategic development, targeting long-term sustainable value generation for our stakeholders”, 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 and represents the reference player in Italy in technological innovation and digital services for the business segment, with consolidated revenues of Euro 2,390 million (+17.3% Y/Y), Ebitda Eu 167.7 million (+33.1% Y/Y) and 4,200 employees as of April 30, 2022 (+21% Y/Y).

Sesa Group has the mission of offering technological solutions, digital services and business applications to support the digital transformation and innovation towards sustainability of Enterprises and Organizations, through four main business Sectors:

- Corporate, with revenues of about Euro 16 million and 140 human resources as of April 30, 2022;
- VAD (Value Added Distribution), with revenues of about Euro 1,857 million and 630 human resources as of April 30, 2022;
- SSI (Software and System Integration), with revenues of about Euro 572 million and 2,850 human resources as of April 30, 2022;
- Business Services, with revenues of about Euro 59 million and 550 human resources as of April 30, 2022.

Sesa Group pursues the sustainable development strategy for the benefit of all Stakeholders, with a track record in the period 2011-2022 of continuous growth in employment, revenues (CAGR revenues 2011-2022 +11.2%) and profitability (CAGR Ebitda 2011-2022 +15.5%).

Sesa Group strategy of long-term value generation for all stakeholder is based on human resources skill development, environmental sustainability and social responsibility, with continuous improvement of ESG performance.

As of April 30, 2022, the Group generated a net economic value of about Eu 315 million (+26% Y/Y), distributed for over 60% for the remuneration of Human Resources, with about 4,200 employees, in further growth compared to the previous year (+21% Y/Y), with improved hiring programs (607 in FY22, +51% Y/Y), skills development investments (approximately 61,000 training hours, +132% Y/Y) and welfare programs to support parenting, diversity, well-being and work-life balance of Human Resources.

In Year 2021 Sesa introduced in its corporate bylaw the sustainable growth as Board of Directors priority and starting from FY2022 Sesa published the Integrated Annual Report, providing a complete, measurable, and transparent representation of the Group value generation, at financial and ESG performance level. In terms of sustainability governance, the Group's main companies achieved the ISO 14001 certification and the UN Global Compact membership. In 2022 Sesa reached the Silver Ecovadis sustainability rating. Sesa S.p.A. is listed on the Euronext STAR Milan (ISIN Code: IT0004729759) and is part of FTSE Italia Mid Cap index.

For Media Information	For ESG and Financial Information
Community Società Benefit a r.l. Giuliano Pasini, Federico Nascimben +39 02 89404231 - sesa@communitygroup.it	Sesa S.p.A. Team Stakeholder Relations
Idea Point S.r.l. Alessandro Pasquinucci +39 0571 997374 - info@ideapoint.it	Conxi Palmero, Investor Relations Manager +39 0571 997326 - investor@sesa.it
	Jacopo Laschetti, Stakeholder and Sustainability Officer +39 0571 900179 – stakeholder@sesa.it

