



PRESS RELEASE

SESA COMBINES IN ADIACENT THE TECHNOLOGICAL AND APPLICATION SKILLS IN CUSTOMER AND BUSINESS EXPERIENCE, WITH EXTENDED PERIMETER FOR THE BENEFIT OF THE WHOLE GROUP ORGANISATION

ADIACENT, REFERENCE PARTNER OF COMPANIES FOR DIGITAL TRANSFORMATION PROJECTS, FURTHER EXTENDS RESOURCES AND TECHNOLOGY PARTNERSHIPS, WITH FOCUS ON INTERNATIONALISATION AND SUSTAINABILITY

Empoli (FI), February 1, 2024

Sesa ("SESA" – SES.MI), reference player in technological innovation and digital services for the business segment, with about Eu 3 billion consolidated revenues and 5,000 employees, communicates a new internal organisation of development activities of Digital Experience technological and application solutions, to further extend the Customer & Business Experience skills of the Group.

Adiacent S.r.l., reference player in Italy in the customer experience sector, combining the skills of the companies aggregated in recent years, including Superresolution (3D Design, Virtual Experience, Art Direction), Skeeller, 47deck (respectively leading partner for the Adobe solution development in E-commerce and DXP), and Fen Wo (Digital agency focused on marketing and software development) with a human capital of about 250 people and operations in the whole Italian territory, Western Europe and the Far East, starting from February 1st, 2024, will operate as a direct subsidiary of the parent company Sesa S.p.A., with an extended offer, supporting the whole perimeter of Sesa Group and its three business sectors, pursuing the mission of digital transformation partner in the main sectors of the Italian economy.

The capability of Adiacent to support the market will be further extended thanks to the business combination with Idea Point S.r.l., a subsidiary of Sesa, operating in the digital marketing sector for leading Information Technology customers.

Adiacent will operate transversally and focus on several economic sectors: from fashion to pharma, financial services and the manufacturing industry, with a specific focus on internationalisation and digital exports, thanks to a presence in the Far East and the partnership with Alibaba Group.

Adiacent, with a total of 250 human resources and skills in strategy, consulting and delivery, will also continue to develop technological skills in partnership with major international digital players including Adobe, Salesforce, Alibaba, Google, Meta, Amazon, BigCommerce, Shopify. These technological skills, with more than 100 technical certifications, allow Adiacent to support its customers from the identification of opportunities to the execution of projects through data analysis, outcome assessment, content creation and marketing, store management, performance and advertising activities.





“The new organisation of Adiacent is aimed at enhancing technological skills and specialisation, in partnership with leading international IT players and for the benefit of human resources and customers. The aim is to support organisations in embracing all the opportunities offered today by the market by simplifying and accelerating processes and results, enabling customer growth in both domestic and international markets by using digital as a development lever. We intend to achieve a tangible, positive and measurable effect on the business of our customers, with a strong focus on human resources and sustainability, additionally confirmed by the planned transformation of Adiacent into a joint-stock Benefit Company” stated **Paola Castellacci, CEO of Adiacent S.r.l.**

“We strengthen our technological and application skills in an increasingly relevant area such as Customer and Business Experience by bringing the skills of Adiacent across the Group. We will continue to boost the growth through investments in strategic development areas, supporting digital innovation and the evolution of business models of enterprises and organisations, targeting 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 that represents the reference player in Italy in technological innovation and digital services for the business segment, with consolidated revenues of Euro 2,908 million (+21.7% Y/Y) and 4,717 employees in the Fiscal Year as of April 30, 2023 (+13.3% 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 about revenues of Euro 20 million and 150 human resources as of April 30, 2023;
- VAD (Value Added Distribution), with about revenues of Euro 2,236 million and 655 human resources as of April 30, 2023;
- SSI (Software and System Integration), with about revenues of Euro 703 million and 3,345 human resources as of April 30, 2023;
- Business Services, with about revenues of Euro 84 million and 570 human resources as of April 30, 2023.

Sesa Group pursues a sustainable development strategy for the benefit of all Stakeholders, with a track record in the period 2012-2023 of continuous growth in employment, revenues (CAGR revenues 2012-2023 +12.0%) and profitability (CAGR Ebitda 2012-2023 +16.2%). 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, 2023, the Group distributed a net economic value of about Eu 309 million (+26% Y/Y), of which for over 60% to the remuneration of Human Resources, with 4,717 employees(+13% Y/Y), improved hiring programs (760 hires in FY23, +25% Y/Y), education (over 69,000 training hours, +14% Y/Y) and welfare programs to support parenting, diversity, well-being and work-life balance of Human Resources. Sesa introduced in its corporate bylaw the sustainable growth as Board of Directors priority and starting from FY 2022 Sesa has 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 Gold level issued by Ecovadis and achieved the increase to BBB level of MSCI, and the B level of sustainability rating issued by CDP. 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
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