



PRESS RELEASE

Sesa and the Tuscany Region sign a strategic protocol on Artificial Intelligence, launching a collaboration to develop an inclusive, innovative, and sustainable AI ecosystem in Tuscany.

Empoli (FI), April 2, 2025

A memorandum of understanding (MOU) has been signed between Sesa S.p.A., a leading operator in the Digital Technology, System Integration, and Business Application sectors for the business segment, and the Tuscany Region, with the aim of defining a common path on the topic of Artificial Intelligence, in line with European and national strategies and with strong regional involvement.

The memorandum of understanding (MOU), in addition to activating these three working groups, also includes training and institutional communication activities, aligning regional actions with EU trajectories and fostering a competitive AI ecosystem in Tuscany that is consistent with the most advanced global standards.

The MOU was signed by Sesa's Chairman, Paolo Castellacci, and the President of the Tuscany Region, Eugenio Giani, at the end of a press conference attended by Francesco Falaschi, Head of Innovation at Sesa, and, from the Tuscany Region, the Councilor for Digitalization Stefano Ciuoffo, along with regional directors Gianluca Vannuccini and Paolo Tedeschi.

The Chairman Paolo Castellacci highlighted the company's vision regarding the role of AI in creating value for the region, emphasizing Sesa's commitment to responsibly leading digital transformation processes with an approach focused on inclusion and sustainability.

"We intend to accompany this epochal change with ethics and vision," stated Castellacci. "We aim to promote innovation that serves people, territories, and businesses. But to truly harness its potential, we must first understand it. Enablement is the first pillar: without a deep and widespread understanding of AI, we will neither govern it nor derive fair and sustainable benefits from it," stated **Paolo Castellacci, Chairman and Founder of Sesa.**

The President of the Region, Eugenio Giani, after signing the memorandum of understanding for the implementation of a program to make better use of Artificial Intelligence, commented:

"This is the right tool to promote an effective, innovative, and conscious use of this new technology. We must not fear new technologies, nor oppose their use. However, public administration has the duty to monitor and regulate their application. This is what we have immediately established with our new and innovative Digitalization law, of which this protocol is the direct consequence," commented **Eugenio Giani, President of the Tuscany Region.**

In conclusion, **Sesa's Head of Innovation, Francesco Falaschi**, outlined the operational directions in which the protocol will develop: **AI in the areas of business, social, and public administration.**

These are three crucial areas for gathering contributions, experiences, and visions that will allow the Region to build **data-driven** public policies, based on a structured and ongoing dialogue with the key stakeholders in the region.

"With this protocol, we are working to create an open space where businesses, institutions, and other stakeholders can actively contribute to the future of AI," explained Falaschi. "By bringing real needs, concrete solutions, and shared opportunities to light, we can make progress. Across all the working groups, training will be a cross-cutting theme: only by spreading skills and awareness can we build a Tuscan ecosystem capable of integrating AI in an effective and responsible way," concluded **Francesco Falaschi, Head of Innovation at Sesa.**

Sesa continues its path of integrating innovative digital technologies as **an enabling platform** for digital transformation, reinforcing its role as a leading operator in innovation in Italy, with a vision focused on social responsibility and the sustainable development of regions.



“This initiative is part of our growth and evolution strategy as a digital integrator in innovative technologies, with the development of a model for the use of Artificial Intelligence for the benefit of businesses and individuals. Digital transformation will increasingly be a crucial driver for reducing environmental impacts, enhancing people's well-being, and fostering inclusive economic growth,” concluded **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, consultancy and Vertical Applications for the business segment, with consolidated revenues of Eu 3,210.4 million (+10.4% Y/Y) and 5,691 employees as of April 30, 2024 (+21.0% Y/Y).

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

- SSI (Software and System Integration) with revenues of Eu 823 million and 3,852 Human Resources as of April 30, 2024;
- BS (Business Services) with revenues of Eu 114 million and 721 Human Resources as of April 30, 2024;
- VAS (Value Added Solutions) with revenues of Eu 2,143 million and 696 Human Resources as of April 30, 2024;
- DG (Digital Green) with revenues of Eu 245 million and 55 Human Resources as of April 30, 2024;
- Corporate with revenues of Eu 46 million and 367 Human Resources as of April 30, 2024.

Sesa Group pursues a sustainable development strategy for the benefit of its Stakeholders, with a track record in the period 2012-2024 of continuous growth in revenues (CAGR revenues 2012-2024 +12.1%), profitability (CAGR Ebitda 2012-2024 +15.8%) and employment (CAGR Human Resources 2012-2024 +17.0%). The long-term value generation strategy is based on skills development, environmental sustainability and social responsibility, with continuous improvement of ESG performance.

As of April 30, 2024, the Group generated a net economic value of about Eu 390 million (+26% Y/Y), distributed for over 65% to the remuneration of Human Resources, with 5,691 employees (+21.0% Y/Y), with improved hiring programs, education and Welfare programs to support diversity, work-life balance and well-being 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, which represents both financial and ESG performance in a single complete and transparent document, in application of international reporting standards. In terms of sustainability governance, the Group's main companies achieved the ISO 14001 certification and the UN Global Compact membership.

Sesa has confirmed the Ecovadis rating at Gold level, the sustainability rating issued by MSCI at BBB level and the ESG rating issued by CDP at B level. Sesa is listed on the Euronext STAR Milan market (ISIN Code: IT0004729759) and is part of FTSE Italia Mid Cap index. Sesa is also part of Euronext Tech Leaders, Euronext's initiative dedicated to high-growth Tech companies.

For Media Information

Community Società Benefit a r.l.
Giuliano Pasini, Federico Nascimben
+39 02 89404231 - sesa@communitygroup.it

Idea Point S.r.l.
Greta Ghelfi
+39 0571 997374 - info@ideapoint.it