



## Promotica S.p.A. Investor Presentation

Mid and Small in London  
21 April 2021





# Agenda

<b>Company Overview</b>	<b>page 2</b>
Reference Market	page 8
Value Proposition	page 11
Strategic Guidelines & Growth Drivers	page 18
Financials	page 21
Appendix	page 25

# Key people



## Diego Toscani

*President of the Board of Directors  
and Chief Executive Officer*

He graduated in Economics and Commerce from the University of Brescia, and during his studies he worked as a publicist and television conductor for Brescian broadcasters and sommeliers. In 1996 he held the role of Junior Marketing Manager at Groupe Couzon in Thiers (France). In 1997 he became Commercial Manager of Pintinox S.p.A. in Sarezzo (BS) for the management of the GDO and promotional channel. In 1998 he founded the "micro brewery" HOPS! in Desenzano del Garda. From 2000 to 2003 he was the Commercial Director of Recom S.p.A. in Trento. In 2003 he founded Promotica of which he is currently President and CEO. From 2008 to 2014 he was Chairman of ASVT S.p.A. (multi-utility sector). Since 2009 he is President of Propri Immobiliare (real estate). He is also founder and President of Buongusto Italiano and President of Easy Life Srl.

## Gabriele Maifredi

*General Manager and Vice Presidente of  
the Board of Directors*

He graduated in Literature and Philosophy in 2004 from the Catholic University of Brescia. He began his career in 2002 as Inventory Manager at Nike Retail Italy in Brescia.

From 2004 to 2009 he was Category Manager at the company Stilnovo, of the Italmark Group, he was dealing with specialized retail in the household sector. From 2009 to 2012 he was General Manager of the same company strengthening his duties and responsibilities in the group loyalty area, supporting CEO in the definition of the strategy.

In 2013 he was Director of the Market Proposition Area in Promotica, dealing with the design of Loyalty campaigns and the definition of supply and product development agreements. Today he is General Manager of Promotica. Since 2020 he is also *Managing Director of Easy Life Srl*.



## Michele Grazioli

*Board Member*

Michele Grazioli is a young entrepreneur in AI applications and is considered among the top experts in AI applied to Proactive Decision making. In 2019 he entered the Forbes under 30 ranking in the top 5 of the 100 most influential Italian young innovators in Italy. He discovers the world of artificial intelligence at the age of 13, creating software for managing his father's production site. He holds a degree in Economics and Management from Bocconi University. He is today Chairman and Chief Executive Officer of Vedrai Spa, an innovative startup that deals with the development of platforms for the improvement of the decision-making process, the Director of the Divisible Group and Manager of the Mival Capital Fund, which invests in high-potential SMEs with a hybrid approach involving both the provision of technology and risk capital.

## Alvise Gnutti

*Board Member*

He graduated in Economics and Commerce in 1991 from the University of Brescia. In 1992 he has obtained the accountant qualification. Since 1996 he became Member of the Register of Auditors and since 2012 he is member of the Register of Auditors of local authorities.

During the practice of the profession he held positions as Technical Consultant of Brescia Court Office in accounting and fiscal matters, he was also a publicist for local newspapers and a member of the Tax Observatory of the Chamber of Commerce of Brescia.

He was Chairman of the Board of Directors of companies controlled by companies listed on the Italian Stock Exchange, and member of the Board of Statutory Auditors of Italian companies and Italian branches of International companies.

He has gained extensive experience in the field of corporate restructuring, assisting the company, as a global advisor, in the process of rehabilitation and restructuring.



# Key Investment Highlights



- 1 Leading player in the loyalty market, resilient and counter-cyclical
- 2 A unique growth history thanks to best-in-class management abilities
- 3 Strong AI skills for the development of innovative loyalty tools
- 4 Important positioning in the GDO market with stable and profitable relationships with leading brands
- 5 Revenue growth and marginality above market
- 6 An unexpressed potential for the development in Italy and abroad

# Company Overview

## Promotica as «Customer Engagement Provider»

- > **Leading player in the loyalty market in Italy**
- > **Established in Desenzano del Garda (Brescia) in 2003**
- > **Ideal partner** to design, organize and manage any operation and promotional campaign aimed at customer loyalty
- > **Proactive approach** acting as a Consultant for planning and promotional development

## Clients and Suppliers as partners of Promotica

- > **101 Clients Partners** for the 97% active in the GDO (3% is active in industrial, pharmaceutical, financial and oil sectors)
- > **Promotica with its Suppliers develops and designs the products** (typically excellent manufacturing companies)

## Broad portfolio of offered services



## Mission



## At a glance: KPI (2020)



# Governance

## BOARD OF DIRECTORS

 **Diego Toscani**  
Chairman & CEO

 **Gabriele Maifredi**  
Vice President

 **Alvise Gnutti**  
Director

 **Michele Grazioli**  
Director

 **Michele Andreus**  
Independent Director

## BOARD OF STATUTORY AUDITORS

 **Marco Giacomo Inverardi**  
Chairman

 **Pier Federico Carrozzo**  
Regular Statutory Auditor

 **Claudio Massaroli Perani**  
Regular Statutory Auditor

 **Silvano Mombelli**  
Alternate Statutory Auditor

 **Angiolino Zanni**  
Alternate Statutory Auditor

## AUDIT FIRM & NOMAD



**ISIM**  
**INTEGRÆ**

## STOCK FIGURES

Outstanding shares post-IPO	16,000,000	Free Float	15.00%
Date IPO	November 27, 2020	Market Cap (20/04/2021)	€ 28.1m
Issue Price (€)	€ 1.75	Share Price (20/04/2021)	€ 1.76
Market	AIM Italia		

## SHAREHOLDERS



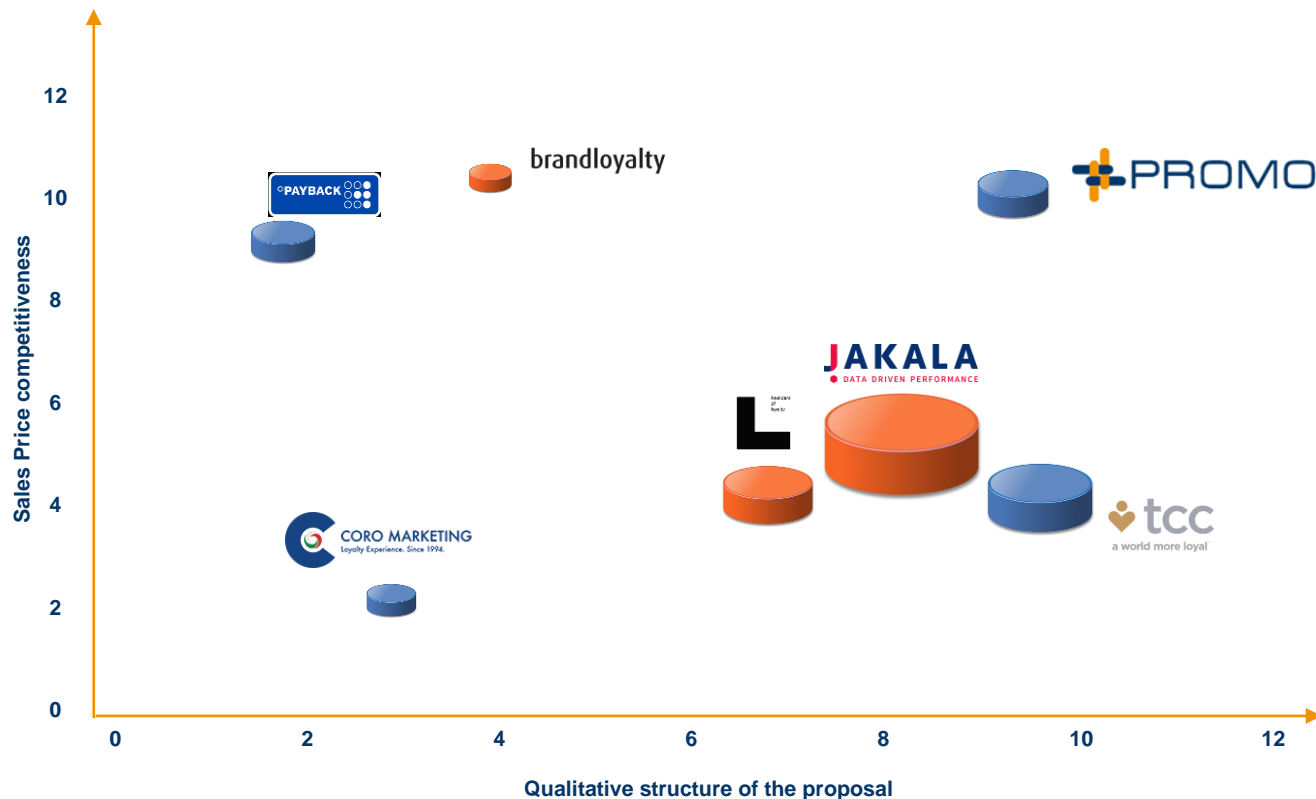


# Agenda

Company Overview	page 2
<b>Reference Market</b>	<b>page 8</b>
Value Proposition	page 11
Strategic Guidelines & Growth Drivers	page 18
Financials	page 21
Appendix	page 25



# Reference Market: Competitive Context

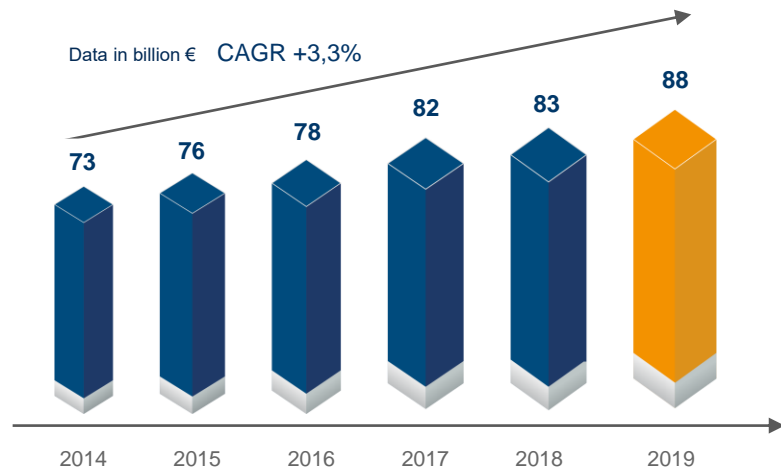


Competitive positioning of Promotica assigning values to the variables Competitiveness of the sales price (y) turnkey campaign and the Qualitative structure of the Proposal (x) in terms of personalization, brand and breadth of the offer presented.

\* Source: Elaboration by Management  
Dimension proportional to VoP



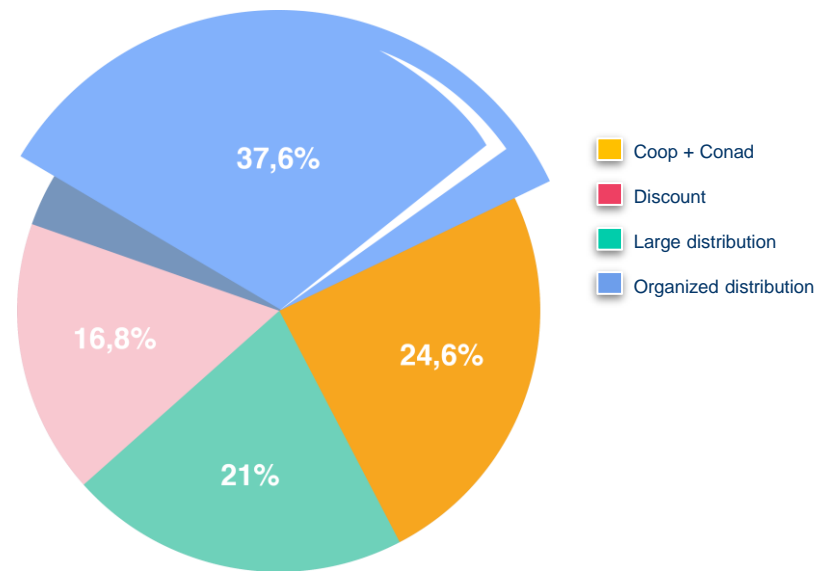
# GDO: Focus on the Italian Food and Beverage Brands



ITALIAN FOOD & BEVERAGE GDO MARKET (2014-2019)

- > About 97% of Promotica's VoP.
- > **Market growth: CAGR 2014-19 +3,3%**

Source: Mediobanca Studies Area 2021



ITALIAN FOOD & BEVERAGE GDO MARKET (2013-2018)

- > Food and Beverage GDO in Italy is one of the fragmented markets in Europe: **the first five operators weigh more than half of the market (57.5%)**.
- > **Organized distribution (OD)**, legally separate sales points but linked by an associative relationship (includes Coop, Conad, Selex, VèGé, Despar, Agorà, Crai, C3 and D.It.)
- > **Large distribution (LD)**, chains of sales points linked to a single legal entity (Esselunga, Carrefour, Pam Group, Finiper-Unes, Bennet )
- > **Discount Stores** include Eurospin Italia, Lidl Italia, LilloMD, Penny Market, Aldi



# Agenda

Company Overview	page 2
Reference Market	page 8
<b>Value Proposition</b>	<b>page 11</b>
Strategic Guidelines & Growth Drivers	page 18
Financials	page 21
Appendix	page 25

# ACTIVITIES AND SERVICES OFFERED: PROMOTICA CAMPAIGNS



## SHORT COLLECTION

- > **Stamps and possible cash contribution from the consumer**
- > Once achieved a threshold of expenses and its multiples a stamp is given
- > A reward is provided when a predetermined number of stamps is reached
- > About ten references
- > **Average duration of 12 or 16 weeks**



## SELF LIQUIDATING

- > **Immediate reward campaigns or "spend and get"**
- > Once achieved a threshold of expenses and its multiples the consumer is entitled to a prize with a cash contribution
- > Higher availability of fast delivery goods is required.
- > This type of program **has an average duration of 4 or 8 weeks.**



## CATALOG OF AWARDS

- > **Mixed mechanics free/upon contribution, using the digital point**
- > Limited stock with purchases need's dedicated to the need
- > Almost always multi-category with high number of awards (100 average articles)
- > Include "burn-points" activities with now or never approach
- > **Average duration not less than one year but not more than 5 years (legal limit)**



## COMPETITION FOR PRIZES

- > Similar to a **lottery, where a prize pool is guaranteed by the promoter, but the winnings are tied to the fate.**
- > Valued by **prize fund and winning frequency**
- > **Duration variable from 1 week to 1 year**



## OTHER ACTIVITY

- > **Special Promotion with prizes of reduced commercial value**
- > High emotional value
- > Primarily targeting children (e.g. star wars in sachets)
- > SMU product, no return
- > **B2B incentive activities** dedicated to professionals and alongside normal business/commercial routines

# Value Proposition

## CLOSE CONNECTION WITH CUSTOMERS

- > Consultant for the planning and promotional development with a tailor-made approach
- > Promotica Academy to train and engage customer staff in consumer loyalty actions

## EXCLUSIVE RELATIONS WITH SUPPLIERS

- > Promotica is able to provide its customers with quality products at affordable prices
- > **Portfolio of Italian Excellent suppliers**, with whom Promotica actively participates in the design of the products
- > Promotica's Business model provides for a true sharing of the supply chain with the brand



## A SUCCESFULL BUSINESS MODEL

- > PUSH approach
- > Speed of execution
- > Return Management
- > Outsourced logistic

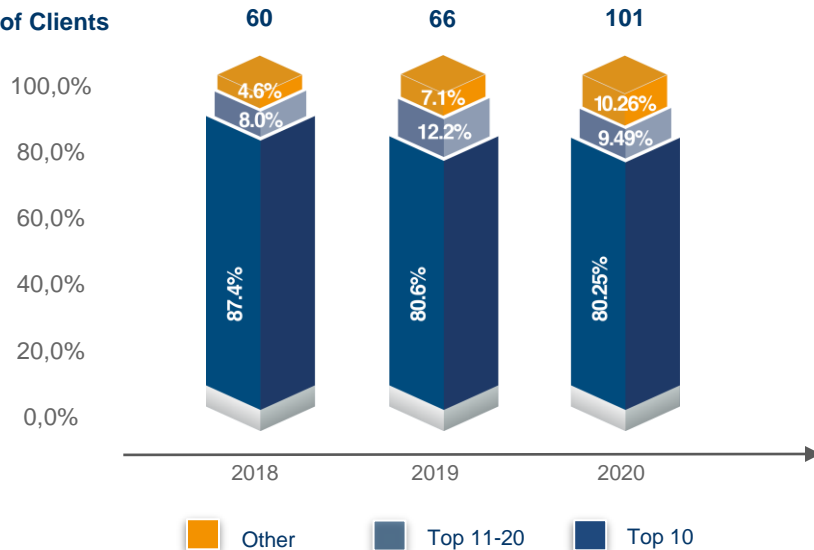
## AI INVESTEMENTS

Investments in technology and Artificial Intelligence to refine activities, functional to:

- > Monitoring the campaigns;
- > Users profiling in real time, also through the analysis of social profiles and the interactions between touch points, social networks pages, blogs, web and CRM;
- > Forecast warehousing.

# Close connection with Customers

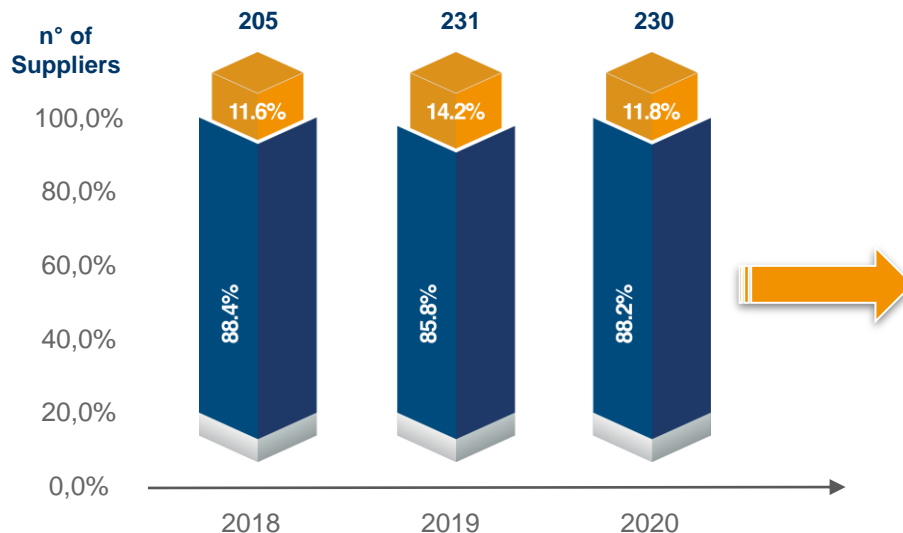
N° of Clients



Client:	%
coop Alleanza 3.0	21,9%
uniconop firenze	16,9%
CONAD NORD OVEST	9,2%
CONAD	9,1%
COMMERCianti INDIPENDENTI ASSOCIATI	8,5%
CONAD	5,1%
CONAD ADRIATICO	4,2%
italbrix	1,9%
aZ coop	1,8%
coop Reno	1,7%

- > **101 clients**, up from 66 in 2019 and 60 in 2018
- > **The incidence of revenues from the first 10 clients**, all active in the GDO sector, was down in 2020 to 80,25%
- > **The first five clients**, have an incidence of **65.6%** with Coop Alleanza as the first client at 21,9%.
- > **The concentration of clients** reflects **the limited number of large players active in the GDO that provide loyalty programs**, for such clients Promotica, acting proactively, represents an ideal partner to develop tailor made promotional campaigns with the aim to increase sales through the loyalty of its own consumer

# Exclusive relations with Suppliers



Provider	Brand	Agreement	%
Tupperware	<b>Tupperware®</b>	Excl.	38,7
Alessi SpA	<b>ALESSI</b>	Excl. pces	25,6
Forma Italia S.r.l.	 	Excl.	8,00
Ind. Vetraria Valdarnese S. Coop		Excl.	7,30
Frontini	 	-	2,60
Illa SpA		Excl.	2,40
Mercati Srl		Excl.	2,40
Zafferano Srl		Excl.	1,60
AR & CO		Excl.	1,10
Smartwares		-	0,90

- > **230 Suppliers**, up from 2019 (231)
- > **88.2% of total**: the incidence of the top 10 providers in 2020
- > The first 10 providers are crucial for the business model of Promotica that actively **participates in scouting and in developing and designing products**

# A successful Business Model

## PUSH APPROACH

> Promotica proposes promotional campaign based on loyalty market trends analysis (including **the study of brands, the client's budget and potential VoP, territorial coverage, competitors**).

> Direct approach to potential clients to propose new promotional campaigns.

## SPEED OF EXECUTION

> Promotica has an **internal structure to ensure rapid campaign design**.

> Promotica is able to start the campaigns in **less time than the industry standards**, thanks to a continuous supply of products for a warehouse in immediate delivery.

> This is also possible thanks to the excellent handling and reuse of returns.

> At the end of the Campaign, they collect the unsold goods.

> Promotica sends a credit note to the customer and uses the products again in new campaigns

## OUTSOURCED LOGISTIC

### AWARD DELIVERY

> Purchase of products according to the campaign requirements.

> Launch of the promotional campaign.

> Supply of the promoter's warehouse and invoicing of the delivered quantity.

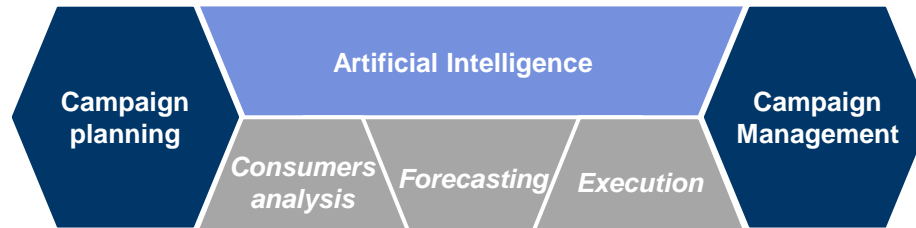
> Guarantees the goods at any time directly to the customer.



# AI investments

**Investments in technology and Artificial Intelligence** to refine activities, functional to:

- > Monitoring the campaigns;
- > Users profiling in real time, also through the analysis of social profiles and the interactions between touch points, social networks pages, blogs, web and CRM;
- > Reducing the risk of out of stock and forecast warehousing needs.



## ADOPTION OF SYNETO

Promotica uses a **highly reliable, hyperconverged IT infrastructure**, to **monitor the promotional campaign**. Compared to traditional IT infrastructures, hyperconverged infrastructure enables **the combination of server, storage, and networking into a single, integrated platform**. It also provides **always-on data protection** and geographical disaster recovery. **Syneto** allowed Promotica to virtualize all its physical servers.

## ROYALTY ONE EXPERIENCE

Promotica is able to **customize the purchasing experience** of each user thanks to **business intelligence**, providing itself with tools able to collect **data from all touchpoints** (traditional as point of sale or digital as apps and social pages) by means of which to define behavioral clusters useful to start a **personalized dialog** with each individual consumer and to enrich their database.

## DATA REORGANIZATION PROJECT

Since 2019 a project has been started to **rethink the methods of insertion and management of references**. A **"AI/ML – Friendly" classification system** has been created so that AI algorithms can easily find patterns and trends within them that allow to **improve the management of campaigns** by reducing the risk of out-of-stock maintaining warehouse unchanged



# Agenda

Company Overview	page 2
Reference Market	page 8
Value Proposition	page 11
<b>Strategic Guidelines &amp; Growth Drivers</b>	<b>page 18</b>
Financials	page 21
Appendix	page 25

# STRATEGIC GUIDELINES AND GROWTH DRIVERS

## STRATEGIC GUIDELINES



INTERNATIONALIZATION

1



DIVERSIFICATION BY  
SERVICE  
AND MARKET

2

## GROWTH DRIVERS

Pursuing internationalization through:

- > hiring a **new internal sales representative for foreign markets**;
- > agreement with a new multi-tenant agent who is responsible for **the German market**;
- > realization of the first agreement deriving from the marketing activity carried out on the **Balkan/Eastern Europe and Asia-Pacific markets**.
- > **M&A activities** : scouting for partnership with major actors in the loyalty market in North/Eastern Europe.

- > Diversification of the offer to customers by extending to **value-added marketing services** offered through kid campaigns, entertainment campaigns and marketing plans
- > **entering in new markets** as FMCG, Finance, Pharmaceuticals

# STRATEGIC GUIDELINES AND GROWTH DRIVERS

## STRATEGIC GUIDELINES



**SPECIALIZATION  
IN CAMPAIGNS OF  
NATIONAL  
IMPORTANCE**

3



**BUSINESS  
INTELLIGENCE  
ENHANCEMENT**

4

## GROWTH DRIVERS

**Increase the offer and participation in tenders** with higher importance for the loyalty market **by territorial coverage** and **type of promotion** (such as short collection), through:

- **push commercial strategy**, with a series of tactical activities that allow prospects to test the capabilities of Promotica;
- **development of brand exclusives** with which to increase its offer and increase the chances of awarding tenders.

**Strengthening of big data analytics processes**, in order to improve knowledge of consumer purchasing decisions (customer engagement), to increase the capacity for campaigns' designing and monitoring through:

- > **acquisition of specific software platforms;**
- > **hiring of new employees in the BI area;**
- > **partnership with leading market research players** (e.g. recent acquisition of Kiki Lab).
- > **M&A activities:** Horizontal integration with active targets in the so-called collateral services or Artificial Intelligence, big data, analysis processing skills and market research.

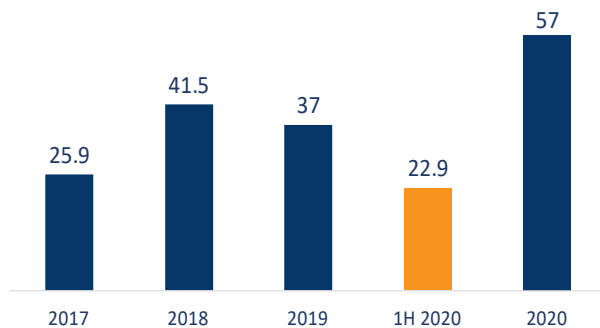


# Agenda

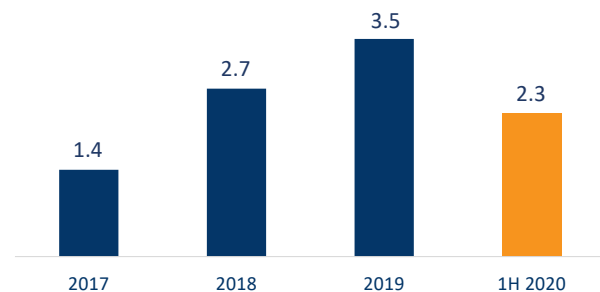
Company Overview	page 2
Reference Market	page 8
Value Proposition	page 11
Strategic Guidelines & Growth Drivers	page 18
<b>Financials</b>	<b>page 21</b>
Appendix	page 25

# Financial Results

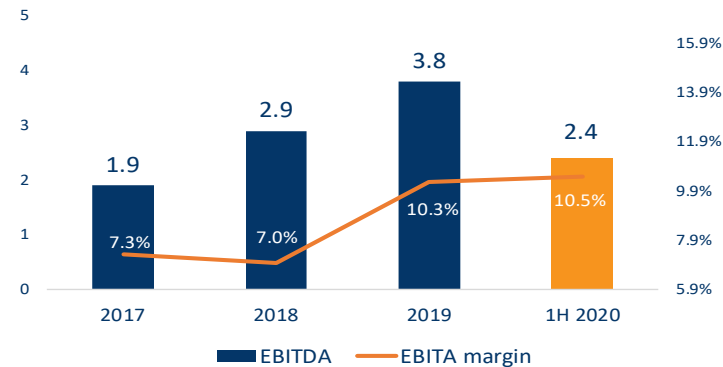
## Revenues (€/m)



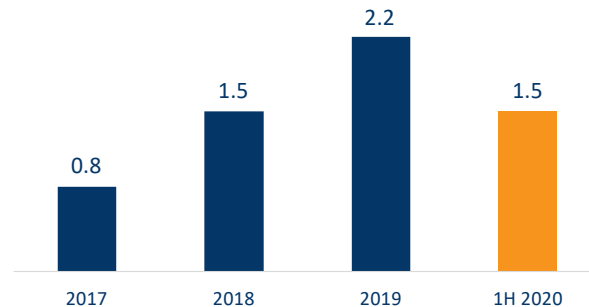
## EBIT (€/m)



## EBITDA (€/m)\*



## Net Profit (€/m)



# Income Statement

€/000	2018	2019	YoY %	31/12/2019 Pro-forma*	30/06/2020 Pro-forma*
<b>Sales Revenues</b>	<b>41.480</b>	<b>37.020</b>	<b>(11%)</b>	<b>37.436</b>	<b>22.947</b>
Cost of goods sold	(31.808)	(26.940)	(15%)	(27.045)	(17.265)
<b>Industrial Margin</b>	<b>9.672</b>	<b>10.080</b>	<b>4%</b>	<b>10.391</b>	<b>5.682</b>
Costs of services	(4.822)	(4.124)	(14%)	(4.257)	(2.315)
Other operating costs	(196)	(309)	58%	(324)	(81)
<b>Total Operating Costs</b>	<b>(5.018)</b>	<b>(4.433)</b>	<b>(12%)</b>	<b>(4.581)</b>	<b>(2.396)</b>
Labour costs	(1.659)	(1.796)	8%	(2.000)	(878)
<b>EBITDA</b>	<b>2.995</b>	<b>3.851</b>	<b>29%</b>	<b>3.810</b>	<b>2.408</b>
Depreciation and amortisation	341	343	1%	348	157
<b>EBIT</b>	<b>2.654</b>	<b>3.508</b>	<b>32%</b>	<b>3.462</b>	<b>2.251</b>
Financial proceeds and charges	(145)	(143)	(1%)	(132)	(76)
Value adjustments of financial assets and liabilities	(366)	(244)	(33%)	(244)	(30)
<b>EBT</b>	<b>2.143</b>	<b>3.121</b>	<b>46%</b>	<b>3.086</b>	<b>2.145</b>
Income taxes	(661)	(965)	46%	(966)	(619)
<b>Net Profit</b>	<b>1.482</b>	<b>2.156</b>	<b>45%</b>	<b>2.120</b>	<b>1.525</b>

**Sales revenues, after a** strong increase in 2018 (+59.7%), recorded a slight slowdown in 2019, due to the different accounting of returns.

In 2019 the company was able to consolidate the customer portfolio, due to a **change in the mix of campaigns offered**.

**EBITDA Margin rose from 7.2% in 2018 to 10.4% in 2019**, due to the increased efficiency of service costs, employees' costs and costs of goods sold.

**Profit grew by 45% in 2019 to. € 2.2 million** after financial charges of € 143 thousand and depreciation of shareholdings of € 76.5 thousand related to Propriis Immobiliare S.r.l.

The **pro-forma** consolidated financial statements have been prepared from the separate pro-forma financial statements as at 31 December 2019 and 30 June 2020 and include the balance sheet and income statement as at 30 June 2020.

The pro-forma consolidated financial statements have been prepared from the separate pro-forma financial statements as at 31 December 2019 and 30 June 2020 of **Kiki Lab S.r.l.** (whose 100% stake was acquired on 23 April 2020). acquired on 23 April 2020), considering the effects of the acquisition of the company in the 2019 financial year.

\* **Promotica Individuals Pro-forma** results as at 31/12/2019 and 30/06/2020

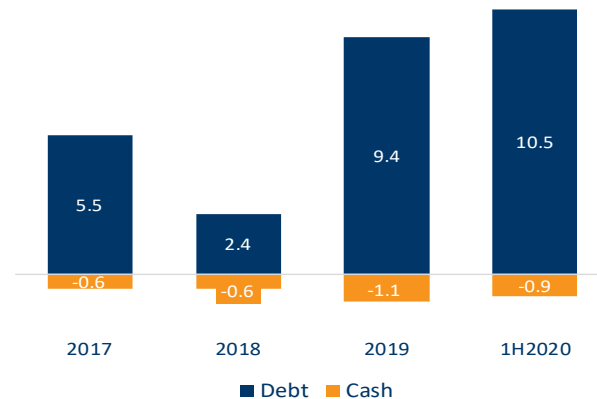
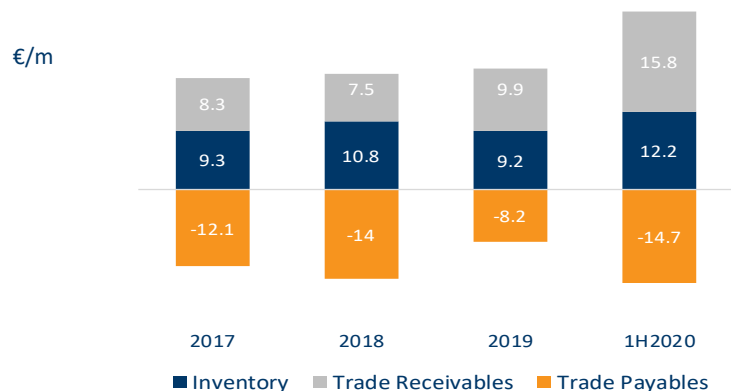
# Balance Sheet

€/000	2018	2019	30/06/2020 Pro forma*
Fixed Assets	2.406	4.179	2.597
Net Working Capital	3.214	9.941	12.301
Net Financial Position	1.804	8.334	9.575
Shareholders' equity	3.427	5.305	4.796

> In 2019, the variation in the **Net Working Capital** trend led to a cash absorption of € 6.9 million, mainly due to the reduction effect of debts to providers with the reduction of DPO

> **CAPEX** in 2019 for € 2.2 million due to the acquisition of a stake in Easy Life and Ceramica Phoenix. CAPEX has been adjusted in the Pro-forma representation and equal to € 175 thousand

> The NFP increased in 2019 by € 4.3 million mainly due to a basked bond underwritten by IntesaSanPaolo to sustain growth



\* Promotica Individuals Pro-forma results as at 30/06/2020





# Agenda

Company Overview	page 2
Reference Market	page 8
Value Proposition	page 11
Strategic Guidelines & Growth Drivers	page 18
Financials	page 21
<b>Appendix</b>	<b>page 25</b>

# Successful partnership: Alessi case

1

The Designer Jasper Morrison produces, at the request of Alessi and Promotica, a line of tools for cooking in 100% recycled aluminum.

2

Promotica proceeds to the scouting of the industrial partner for the production and calls a tender among the main players in the sector. The first 3D resin prototypes are realized.

3

The coining molds are realized and all the equipment necessary for the production is defined.



2



3



4

The final production process begins with a double quality control, from Alessi and Promotica in order to respect also the management standards of the GDO.

5

The products are the object of photographic shooting for the realization of all the communication material necessary for the realization of the promotional campaign with the multichannel presence.

6

Products arrive at Coop. Final performance: 820,000 pieces have been supplied, with a redemption rate of 33% (medium value of 3.0+UnicoopFi).

20 years of sales volumes retailers =  
3 months of sales volumes Promotica Campaign



5



4



FEBRUARY/JUNE 2020

# MAIN SUCCESSFUL PROMOTIONAL CAMPAIGNS: “2 MILLION OF PRIZES”

- > **CLIENT:** Coop Alleanza 3.0
- > **OBJECTIVE:** development of a highly playful and engaging activity for Members and consumers both in store and online with the aim of communicating the second birthday of the largest cooperative in Europe. Development of a pyramid of prizes that also touch the experiential side. Additional benefit for Coop Members only. Increased turnover and unchanged revenues of the period.
- > **PROPOSED CAMPAIGN:** competition (with second chance for members only) + short collection of stamps.
- > **PERIOD:** January 20 – March 18, 2018
- > **PARTICIPATING SALES POINTS:** 380
- > **CAMPAIGN MECHANICS:** every 20€ of expenses all customers receive 1 stamp affixed to a scratch card with a guarantee of 2 million of certain prizes. Only members with a scratch card could still play the online code for a second chance of winning with dedicated prizes. With the stamps and a money contribution all the customers could then redeem an oven dish of the Egan collection developed by Promotica with the brand;
- > **RESULTS:** +3.1% participation; 10 million scratch cards issued; 336K users registered online of which 34% have completed at least one mission (update your data); 4.8 million € collected from short contributions for 1.1 million of prizes distributed.



# MAIN SUCCESSFUL PROMOTIONAL CAMPAIGNS: «BE APPY»

- > **CLIENT:** Coop Centro Italia.
- > **OBJECTIVE:** To transform the “Coop Centro Italia” App into a tool for the relationship between the Members and the Cooperative; to reduce the environmental impact by not printing thousands of hard copies; simplify the phases of awards management and booking on both the Member and the Sales Point sides; to inform Members about active promotions (stamps or threshold collections, in-store operations) and services (school book booking)
- > **PROPOSED CAMPAIGN:** Innovative in-app digital only prize catalog with on-top relaunch activity;
- > **PERIOD:** March – December 2019
- > **SALES POINTS PARTICIPATING:** 67
- > **CAMPAIGN MECHANICS:** 20 electronic points for every 20€ of expenses in one receipt and multiples. Accelerator points by visit frequency (4 visits per month with at least 20€ of expenses), for birthday, for in app missions (gamification) and buying behavior. All those who reach 500 points in the year will participate in the competition (medium/long term loyalty).
- > **RESULTS:** 36,500 prizes delivered, 25,000 new registered users (+325%).



# MAIN SUCCESSFUL PROMOTIONAL CAMPAIGNS: "THE NATURE REWARDS YOU"

- > **CLIENT:** Unicoop Firenze
- > **OBJECTIVE:** Development of a highly playful and engaging prize competition for members and consumers both in store and online with the aim of raising awareness of sustainable consumption choices for end customers and members. The competition was held in conjunction with the days of environmental volunteering Free from waste, which involved the participation of more than a thousand people and promoted the knowledge of "good practices" for a lifestyle friendly to the environment. Development of the awards pyramid connected to the "green" topic. Increased turnover and unchanged revenues in the campaign period.
- > **PROPOSED CAMPAIGN:** Competition (with second chance for members only);
- > **PERIOD:** May 4 – June 5, 2019
- > **SALES POINTS PARTICIPATING:** 104
- > **CAMPAIGN MECHANICS:** every 20€ of expenses or with the purchase of 2 Vivi Verde products all customers receive a scratch card with the guarantee of 600,000 certain prizes. Only members with a scratch card could still play the online code for a second chance of winning with dedicated prizes.
- > **RESULTS:** 112,529 participants, 2,430,804 cards played on the site



# OTHER SUCCESSFUL PROMOTIONAL CAMPAIGNS



## COLOR REFLECTIONS

The collection **branded IVV**, dedicated to **Sigma customers of Consorzio Europa and Sigma Campania** with the aim of generating, in the reference period, **an increase in frequency and average receipt**. The collection allows to pick up the blown and hand-forged glass products by the master glassmakers of **the historical Tuscan glasswork IVV**, by positioning on the card the number of stamps necessary and adding a contribution foreseen, or the discount points accumulated on the Sigma loyalty card.



## WITH US YOU WIN

An important **prize competition of the Unicomm Group** to celebrate **its first 50 years of the history**. Promoted in A&O, Famila, Emisfero and Emi brand supermarkets, it has allowed customers to win **over 140,000 immediate prizes** by scratching the silver part of the scratch card received at every purchase. **Loyalty card holders** were able to try their luck again, participating in **the final draw** of a Lancia Ypsilon Gold, by connecting online to the dedicated website.



## REWARDS FOR YOU 2020

The loyalty program dedicated to customers who purchase with invoice at the **C+C of the Selex Group** national band dedicated to **Cash&Carry**. **The catalog**, of the annual duration, is made up of **awards dedicated to the sector of catering and hospitality**, with a look at professionalism, functionality and design, for an engagement aimed at **a continuous strategy of increasing loyalty and incentives**.





# OTHER SUCCESSFUL PROMOTIONAL CAMPAIGNS



## A SURPRISE FOR YOU

Also for 2020 **Profar** has renewed the edition of the **catalog of awards for customers holding loyalty cards**, who make **purchases of the parapharmaceutical**. The Profar consortium helps with the catalog "A surprise for you" **the physical channels** (pharmacies) to regain the consultative role, allowing **the construction of a path of trust** through **quality awards** that suggest lifestyles and, if necessary, the right product according to needs.



## WITH ALL THE HEART 2019

With **the solidarity campaign** promoted by **Conad Nord Ovest**, in the 5 weeks leading up to Christmas, customers have been able to give **concrete support to the pediatric structures of excellence** of the regions in which Conad operates. Collecting the 16 characters in surprise sachets of the Santa Claus village, part of the contribution was **donated to the various projects of solidarity**. The self liquidating was combined with **a competition** to win one of the trips to Rovaniemi, the Santa Claus village in Lapland.



## ALESSI THE COLLECTION THAT LOVES THE ENVIRONMENT

Design meets **sustainability**: for 12 weeks the customers of **Unicoop Firenze**, collecting paper stamps, have been able to request the pots branded **Alessi**, with a symbol of made in Italy and created with **100% recycled aluminum** to promote **lifestyles compatible with the environment**. For each picked up prize there was **a chance to win** an exclusive dinners in Michelin-starred restaurants in Tuscany or attend an Oscar event in a historic location in the heart of Florence.



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# Thank you