



 **PROMOTICA**
— PEOPLE DRIVEN COMPANY

Spring Investor Conference

Milan, April 2nd, 2025

AGENDA

+ AT A GLANCE

+ SERVICES AND BUSINESS MODEL

+ FINANCIALS HIGHLIGHTS

+ STRATEGIC PILLARS

+ APPENDIX

AT A GLANCE

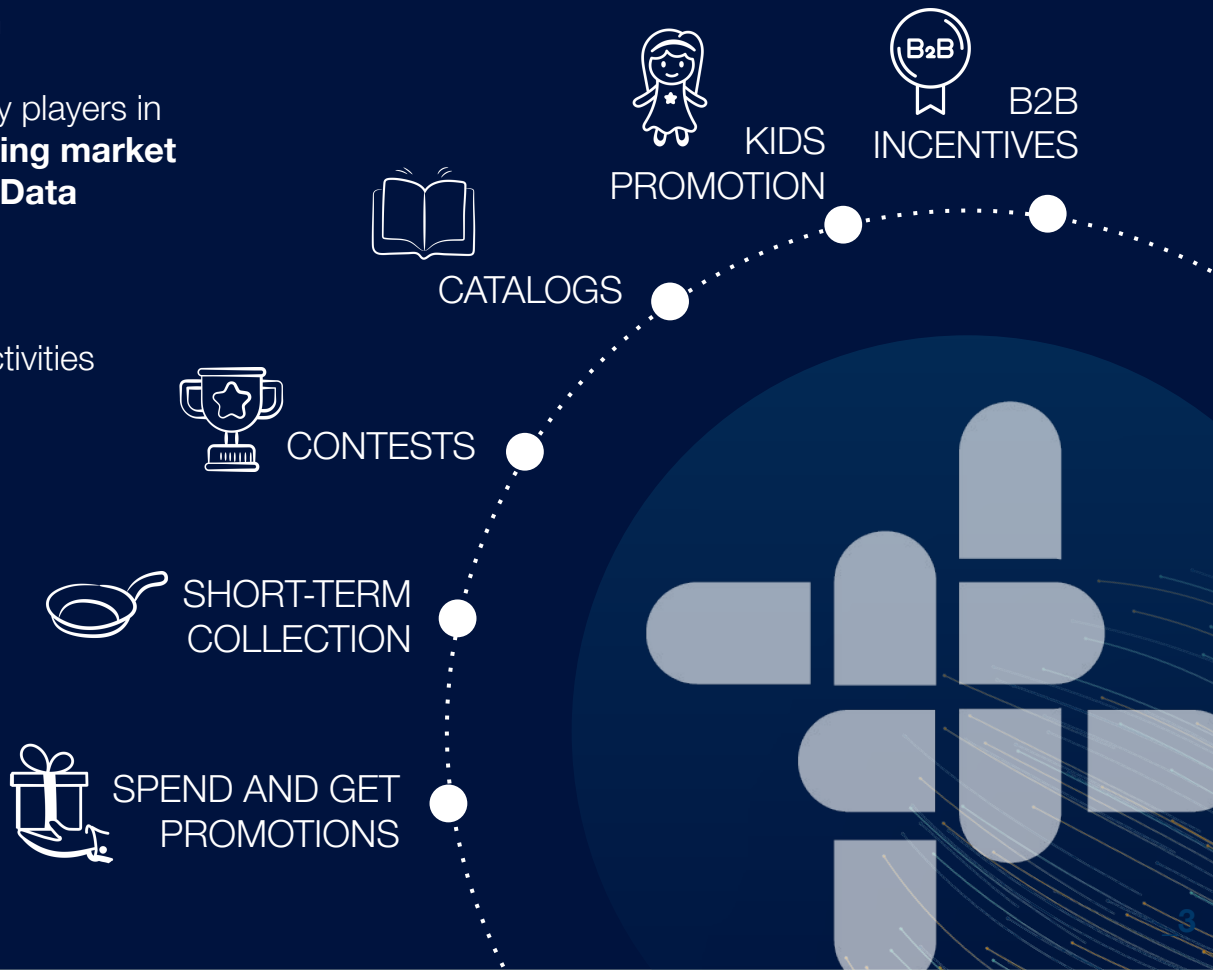
Promotica represents one of the primary players in the **Loyalty and Relationship Marketing market in Italy**, operating internationally with a **Data Driven approach**.

Active for **22 years**, it creates loyalty, communication and promo-incentive activities aimed at the **B2C and B2B channel**.

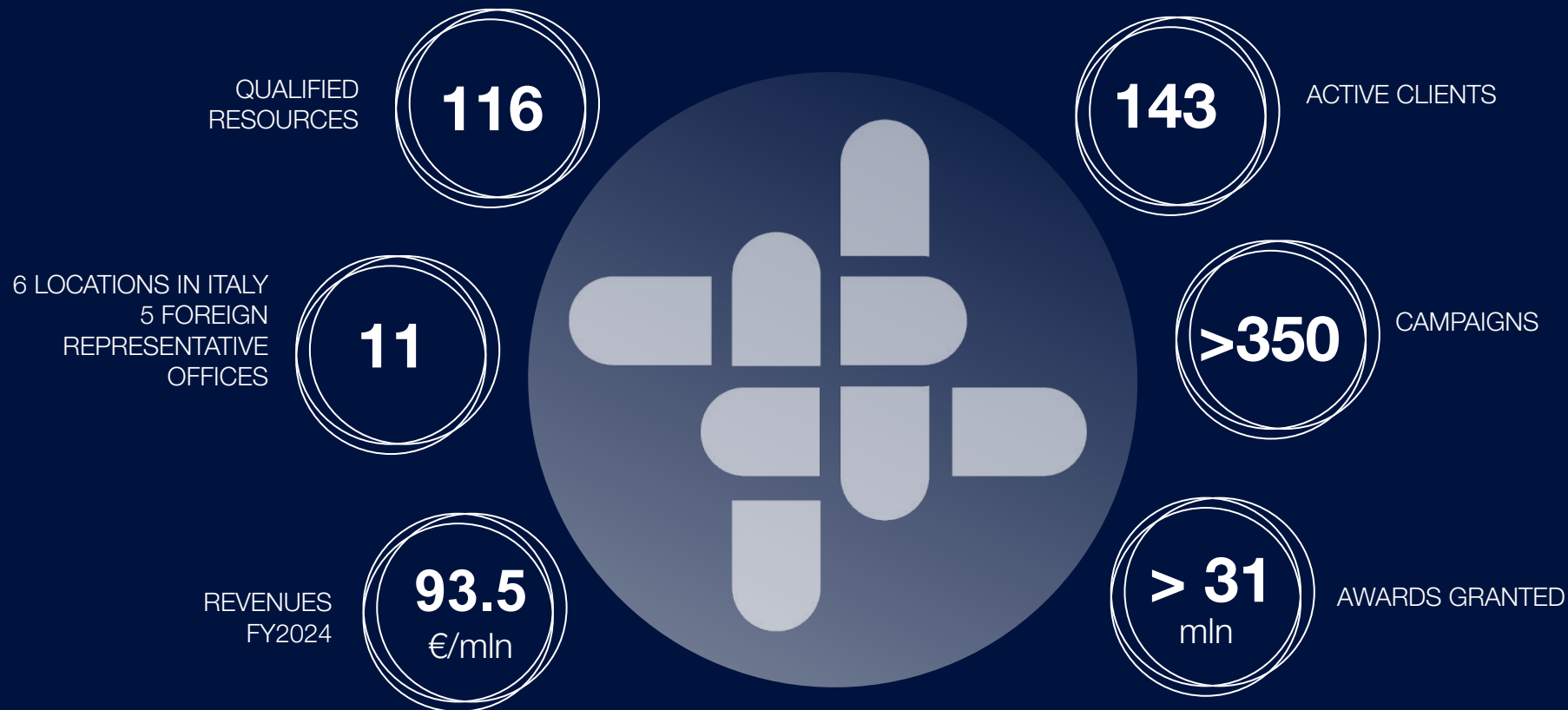
22 YEARS

11 LOCATIONS

116 PEOPLE



PROMOTICA GROUP KPI



AGENDA

+ AT A GLANCE

+ SERVICES AND BUSINESS MODEL

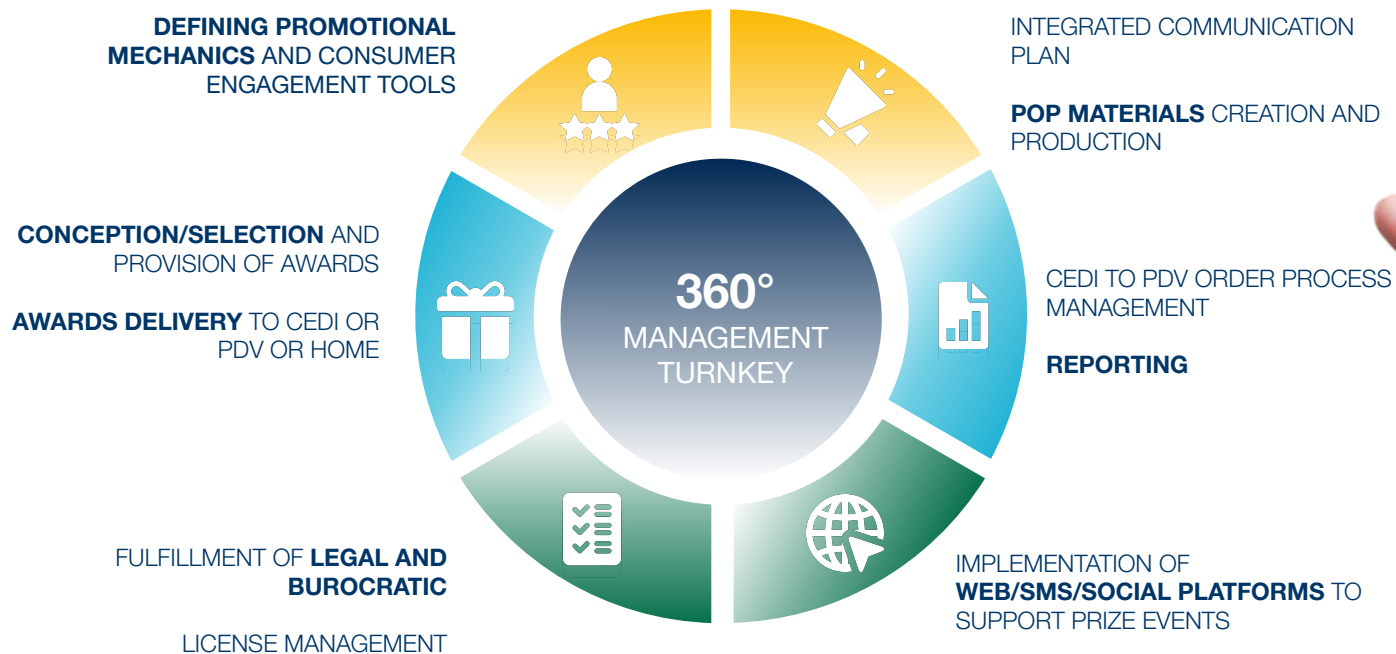
+ FINANCIALS HIGHLIGHTS

+ STRATEGIC PILLARS

+ APPENDIX



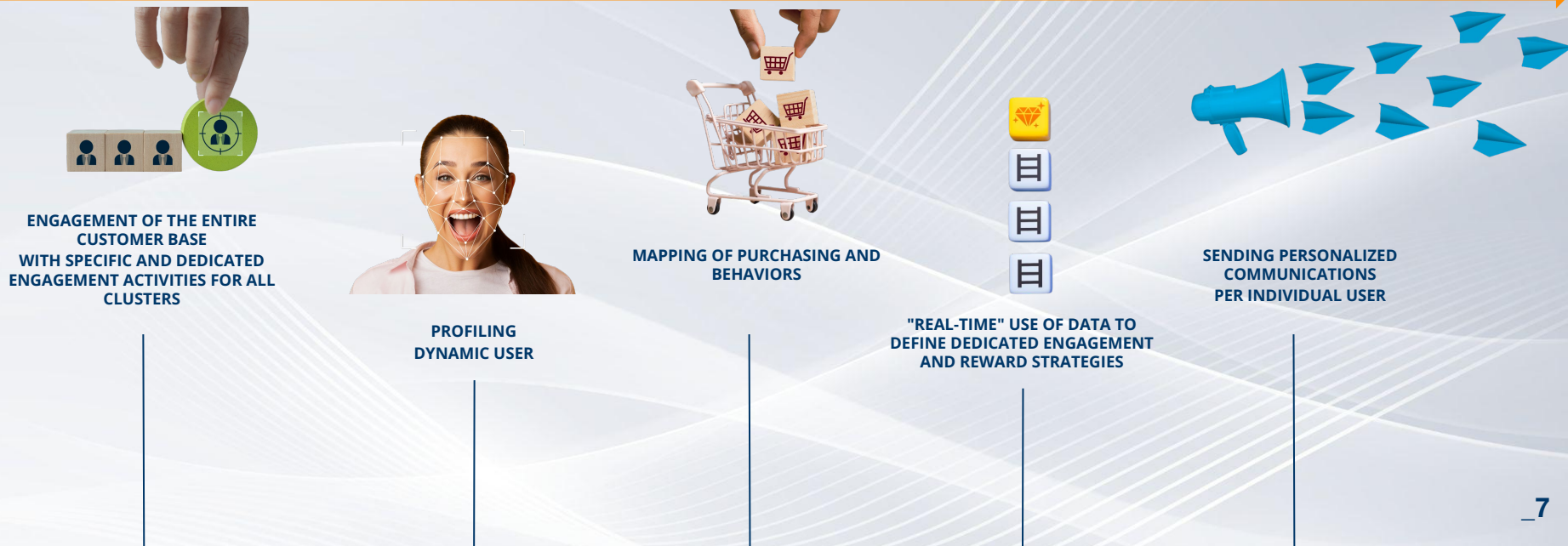
ACTIVITIES AND SERVICES





THE DATA – DRIVEN APPROACH

Every decision we make is data-driven. Every customer activity within Loyalty will represent important information, which is analyzed and clustered by our platform to optimize marketing investments, working with cluster-specific goals and strategies, and **optimize results, defining customized Loyalty paths.**



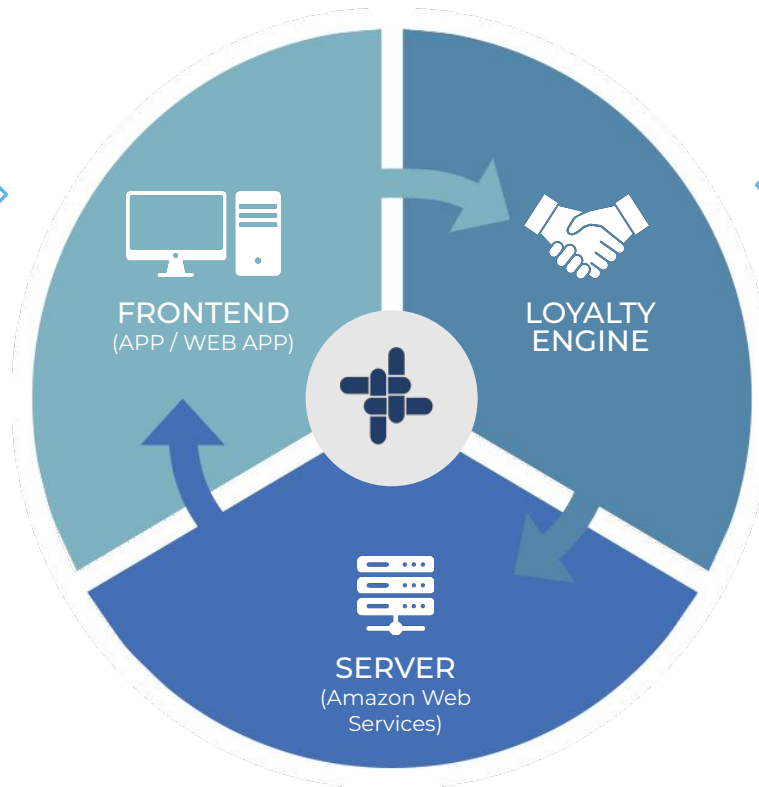


IT PLATFORM

Our Engagement Platform was built to **manage promo-communication projects and enrollment, profiling, clustering and rewarding processes at the multichannel level.**

A **customized interface** is created for each project (Web App or App) based on the Client's Brand Identity or specific design needs.

The aim is to provide the user with a simplified, immediate and effective user experience by facilitating their interaction with the program.



The system dialogues with front-end via Rest API and **can be easily integrated with Client Companies' systems** (CRM, ERP, e-commerce) through the use of prebuilt and deployed connectors, or by quickly creating new connectors and services.

Using redundant **cloud infrastructure** with automated scalability.



MAJOR CLIENTS



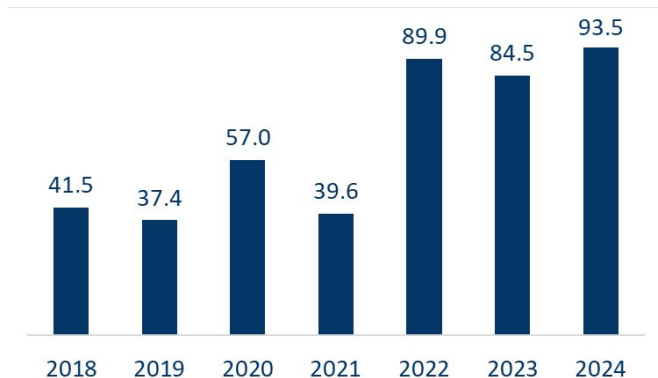
AGENDA

- + AT A GLANCE
- + SERVICES AND BUSINESS MODEL
- + FINANCIALS HIGHLIGHTS**
- + STRATEGIC PILLARS
- + APPENDIX

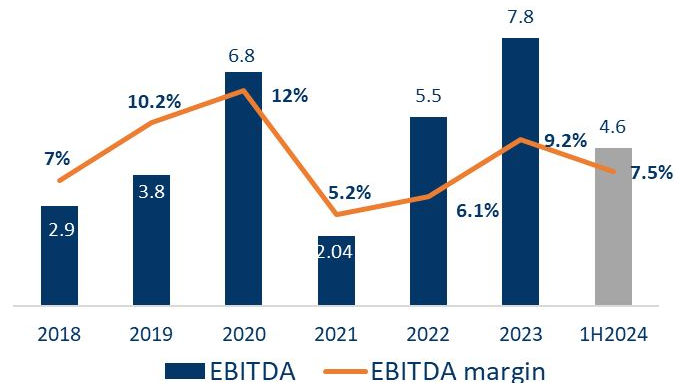


FINANCIAL RESULTS

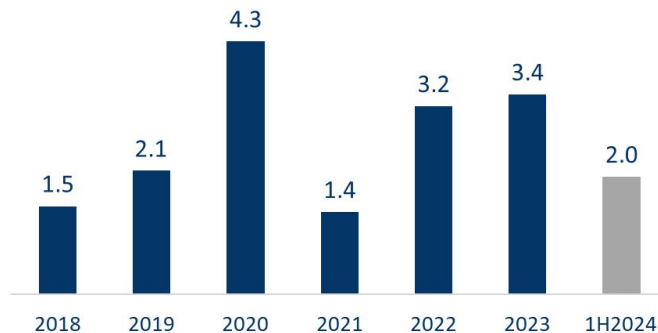
Revenues (€/m)



EBITDA (€/m)



NET PROFIT (€/m)



CASE STUDY



CLIENT



MECHANICS

POINT COLLECTION

Point collection of breakfast products from **Smeg's 50'S Style line.**

YEAR 2025

In particular, the multifunctional blender, the electric kettle, the juicer and the 2-slice toaster with tongs included. Finally, the competition allows you to take part in a draw for **300 Smeg Espresso Coffee Machines.**

ITALIAN DESIGN - FUNCTIONALITY - LIFESTYLE

ANCHE LE ICONE
DI STILE PREPARANO
LA COLAZIONE



ESSELUNGA | S M E G

FRULLATORE
MULTIFUNZIONE

3000 punti
+ 59,00€
GRATIS
CON 8900
PUNTI



ESSELUNGA | S M E G

BOLLITORE
ELETTRICO 0,8 L

3000 punti
+ 59,00€
GRATIS
CON 8900
PUNTI



ESSELUNGA | S M E G

SPREMIAGRUMI

5000 punti
+ 79,00€
GRATIS
CON 12900
PUNTI



ESSELUNGA | S M E G

TOSTAPANE
2 FETTE
CON PINZE
INCLUDE

6000 punti
+ 89,00€
GRATIS
CON 14900
PUNTI



ESSELUNGA | S M E G

CASE STUDY

CLIENT



MECHANICS

SHORT-TERM COLLECTION

A premium stamp collection featuring high-quality pots and pans by Alessi, dedicated to cooking enthusiasts, with key values of sustainability and design made in Italy.

YEAR

2024/2025

The collection:

The Edo cookware line was designed by renowned Spanish-born designer Patricia Urquiola, winner of numerous awards, including the prestigious Red Dot Design Award and Good Design Award.

PFAS-FREE Line – FULL INDUCTION / RECYCLED ALUMINUM & STEEL



SUSTAINABILITY - DESIGN - AI



Collezione Edo
ALESSI

In esclusiva per Coop "Q&B" i due nuovi chef virtuali che ti aiuteranno in cucina

**Dal 28 novembre 2024
al 26 febbraio 2025**

Ogni 15 euro di spesa ricevi un bollino per collezionare i prodotti di design e qualità della linea **Edo Alessi**.

Scopri con il QR code che trovi sotto ad ogni pentola



CASE STUDY



CLIENT



MECHANICS

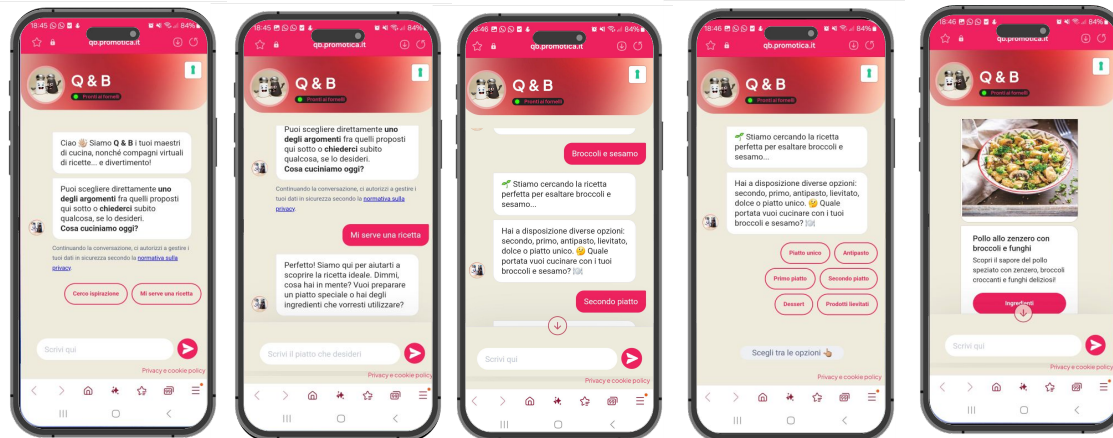
YEAR
2024/2025

Digital Integration with AI

On the bottom of each saucepan, pot, and pan, a **QR Code** is engraved, providing access to a chat with **Q&B**, the **AI-powered** digital cooking creators. Q&B are virtual chefs ready to inspire users with personalized recipes and answer every culinary question. **With precise answers and a touch of humor, they turn every dish into an extraordinary experience.**



**Q&B, A PAIR OF
AI-POWERED CONTENT
CREATORS**



CASE STUDY

CLIENT



MECHANICS

YEAR
2024/2025



Experiential Events and Active Customer Engagement through the Coop Food Village:

Coop Food Village: Taste, Tradition & Alessi Collection

From December 2024 to June 2025, the **Coop Food Village** will stop in 15 Italian squares to celebrate **Coop products** and local culinary traditions. Every weekend, breakfasts, aperitifs, and AIS-guided tastings will be paired with showcooking sessions by selected chefs. A unique opportunity to see the Alessi collection in action and experience the interactive **Q&B project**.



CASE STUDY

CLIENT

MECHANICS

YEAR
2025



KIDS PROMOTION

Eurospin has launched a promotion dedicated to Sonic fans, offering the "CalamitiCar" as a gift—pull-back cars featuring 3D characters of the famous blue hedgehog.

Customers who spend at least €35 in a single transaction at an Eurospin store on the specified dates will receive the corresponding CalamitiCar at checkout for that Saturday.

KIDS - LICENCE

SONIC
THE HEDGEHOG

SABATO 15 MARZO
IN OMAGGIO
con almeno 35 € di spesa*

SUPER SONIC
CARROZZERIA CROMATA
15.03.25

* regolamento completo su eurospin.it

EURO
Spin

CASE STUDY

CLIENT



MECHANICS

SHORT-TERM COLLECTION

Collection with stamps for a line of stoneware dishes signed by **Pozzi Milano** with a geometric design that embraces a high-fashion extravagance with its eccentric yet elegant details. Proportion and balance collaborate to give a sophisticated aura to the artistic patterns.

YEAR 2024

POLAND

The Baraonda line follows the 2024/2025 furniture trends, which will be based on order and symmetry.

ITALIAN DESIGN - TABLESCAPING

The advertisement features a large central plate with a blue and green geometric pattern. Below it are several smaller plates and bowls, also with geometric patterns. A gold fork and knife are placed to the right of the main plate. The background is a light blue gradient. The text 'Skomponuj swój włoski zestaw' is written in a stylized font. The bottom section has a light blue background with white text and a small logo.

stokrotka

POZZI
MILANO
1876

Skomponuj
swój włoski zestaw

Zbieraj znaczki i odbieraj zastawę stołową
z kolekcji Baraonda już od **0,99 zł**

35 zł = 

Akcja trwa od 07.03.2024 r. do wyczerpania zapasów, lecz nie dłużej niż do 24.07.2024 r.
Znaczki wydawane są do 10.07.2024 r. Szczegóły i regulamin na stronie www.stokrotka.pl

CASE STUDY

CLIENT



MECHANICS

YEAR 2024

ITALY

SHORT-TERM COLLECTION

Collecting high-quality knives and accessories through stamps signed by **Coltellerie Berti** (founded in 1895), dedicated to cooking enthusiasts whose main principles are sustainability and Made in Italy.

Knives made of **recycled steel** with handles in regenerated **plastic NUOVA VITA®**. Blocks and cutting boards made of **FSC® rubberwood**. Each Berti knife has been designed and produced in Italy, involving 5 different industrial districts of our country.

CONTEST

1000 Berti slicers up for grabs for everyone who redeems a prize from the collection.

SUSTAINABILITY - MADE IN ITALY

NUOVA COLLEZIONE SOSTENIBILE



DAL 23 OTTOBRE 2023 AL 28 GENNAIO 2024

LA BELLEZZA DI UN TAGLIO A REGOLA D'ARTE.



Regolamento completo in questa pagina web.

SCOPRI I COLTELLI BERTI, REALIZZATI IN ITALIA CON MATERIALI RICICLATI

COLTELLI
MADE IN ITALY

**PARTECIPA AL CONCORSO "MAESTRI DEL TAGLIO" E PROVA A VINCERE
UNA DELLE 1000 AFFETTATRICI BERTI.**

Con ogni premio della collezione Berti avrai una possibilità di vincita. Conserva in sicurezza i tagliandi e scopri come partecipare su conad.it o HayConad App fino al 28/02/2024.
*L'operazione finale entro l'1/03/2024. Regolamento completo su conad.it o HayConad App. Valore indicativo montepremi 390280500 IVA inclusa.

1 bollino ogni 15€ di spesa
Scopri di più su conad.it

CONAD
Persone oltre le cose

CASE STUDY

CLIENT



Alleanza 3.0

MECHANICS

SHORT-TERM COLLECTION

Stamps collection of high-carbon superior quality **steel knives**, ensuring excellent cutting performance and long-lasting blade sharpness.

YEAR 2024

To complete the collection, the most iconic Bugatti appliances.

DESIGN - FUNCTIONALITY

DAL 19 FEBBRAIO AL 12 MAGGIO 2024

ESCLUSIVAMENTE PER TUTTI

BUGATTI®



Una collezione di design firmata Bugatti
1 bollino ogni 15€ di spesa

coop
Alleanza 3.0



CASE STUDY

CLIENT

unicoop
firenze

MECHANICS

SHORT-TERM COLLECTION

Stamps collection of breakfast items. Most of the products are made from recycled materials.

YEAR 2024

To complete the collection, the most iconic Bugatti appliances.

DESIGN - FUNCTIONALITY - SUSTAINABILITY



**INIZIA LA GIORNATA
CON STILE**

BUGATTI



DAL 25 GENNAIO AL 3 APRILE

Una collezione di design firmata Bugatti
1 bollino ogni 15€ di spesa
Collezionali tutti!

coop.fi | coop | incoop

CASE STUDY

CLIENT



Unicoop Tirreno

MECHANICS

SHORT-TERM COLLECTION

Stamps collection of a bedding line made from **100% cotton percale** and **Made in Italy by Gattinoni**.

YEAR 2024

Percale is a fabric crafted from the finest combed cotton, with a high thread count per centimeter. The result is a pleasantly soft, silky, and cool-to-the-touch finish.

MADE IN ITALY - SUSTAINABILITY



Dai forma
ai tuoi sogni

Gattinoni

Dall'11 gennaio al 3 aprile 2024

coop
Unicoop Tirreno

Operazione valida nei punti vendita Unicoop Tirreno e affiliati.



CASE STUDY

CLIENT



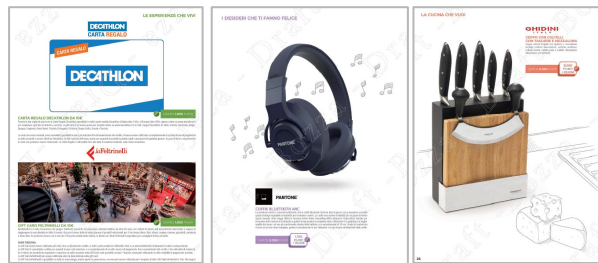
MECHANICS

PRIZES CATALOG

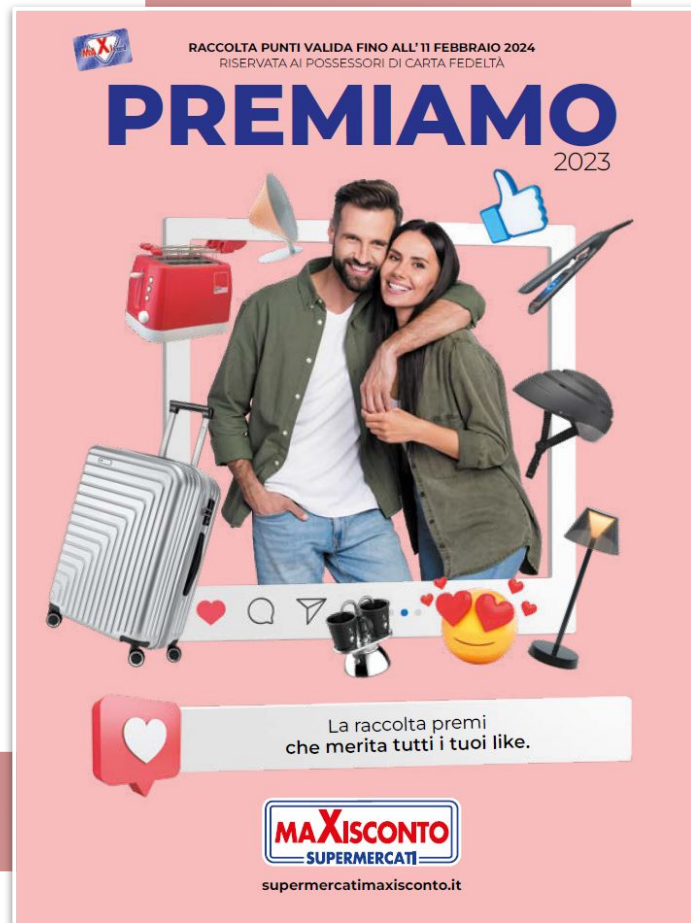
National PRIZE CATALOGUE for Selex Gruppo Commerciale S.p.A., a large-scale retailer comprising 18 companies.

YEAR

2023 2024



DESIGN - FUNCTIONALITY - EXPERIENCE



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- + STRATEGIC PILLARS**
- + APPENDIX



THE THREE STRATEGIC PILLARS

**PROMOTICA
INTERNATIONAL**



**BUSINESS
INTELLIGENCE
ENHANCEMENT**



SUSTAINABILITY





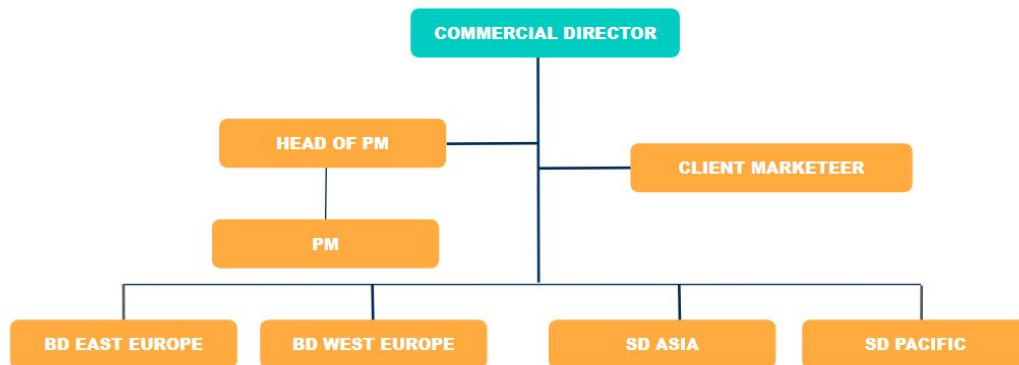
PROMOTICA INTERNATIONAL

➤ SET UP OF A NEW INTERNATIONAL DIVISION WITH EXPERIENCED MANAGERS



Bas van Andel

- Based in The Netherlands, Utrecht
- In Promotica since July 2023
- Loyalty: Brand Loyalty (2016 -2022)
- FMCG: Cloetta / Sperlari (2007-2014)



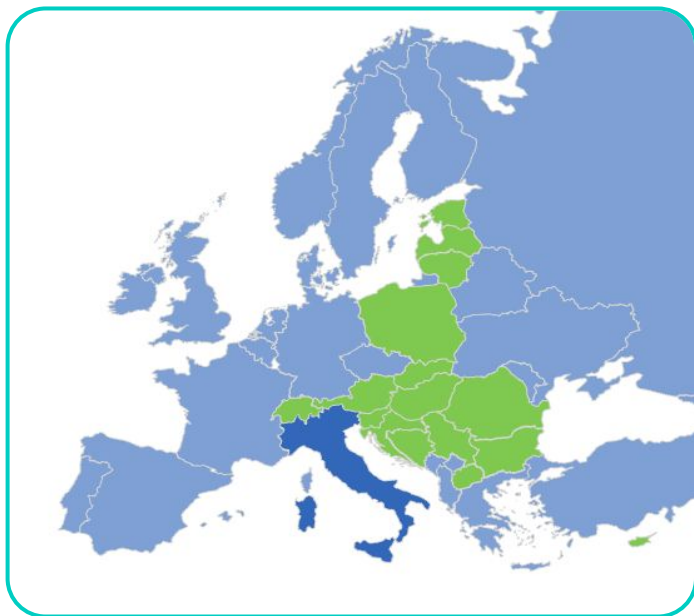


FOCUS ON EUROPE

> FOCUSED AND DIRECT APPROACH INTO 15 COUNTRIES

Markets already active:

- Serbia
- Croatia
- Baltics,
- Hungary
- Cyprus
- Bulgaria,
- Romania
- Poland
- Switzerland
- Austria





... AND GLOBAL EXPANSION FOCUSED ON APAC



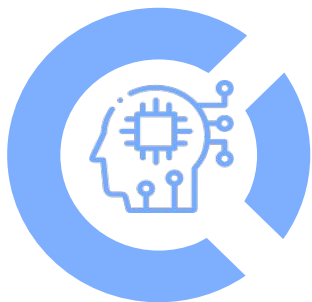
➤ Invest in selective entry in APAC:

- Hong Kong
- Singapore
- Taiwan
- Australia
- New Zealand





BUSINESS INTELLIGENCE ENHANCEMENT



Strengthening of big data analytics processes, in order to improve knowledge of consumer purchasing decisions by:

- Acquisition of specific software platforms;
- Hiring of new employees in the BI area;
- Partnership with leading market research players
- M&A activities: Horizontal integration with active targets in the Artificial Intelligence, big data, analysis processing skills and market research.



- New tools: system based on machine learning (AI) that will be trained to recognize the affinity of thousands of rewards with the interests of individual consumers, ranking each reward based on an approval rating.



SUSTAINABILITY



- Third ESG Report approved in 2024 relating to the FY2023
- Communicate to all Stakeholders in a transparent and consistent manner what are the **values, strategies and performance** directly related to the related economic, social and environmental impacts
- Financial statements prepared in accordance with the **GRI Sustainability Reporting Standards** (GRI Standards)
- Establishment of the **Sustainability Committee** in 2023

➤ **Stamp collecting under the banner of sustainability:** Unicoop Firenze campaign to sustain sportive association

➤ **Collection & Charity with Egan and Conad:** over 2.5 mln Euro donated





EQUALIZATION

OFFSET OUR LOYALTY CAMPAIGNS

We are committed to OFFSETTING 100% of the carbon dioxide generated by the design and management of each loyalty campaign



Attività compensata
tramite un progetto
di rinnovabili all'estero

2023 | DQJ-37-CSE

From 2022 we **offset our CO2 emissions** linked to the loyalty campaign we projected for our clients with the purchase of CO2 credits from a **HYDROELECTRIC ENERGY PRODUCTION PROJECT in SIKKIM in INDIA**





CORPORATE WELLBEING

95%

EMPLOYEE
RETENTION RATE

TEAM BUILDING

TRAINING AT ALL LEVELS

- + Collaborators' pathways
- + Managerial pathways
- + Innovative pathways





KEY TAKEAWAYS



A CONSOLIDATED LEADER IN THE LOYALTY MARKET



360° consultancy service: offers the most comprehensive solution tailored to its clients' needs, providing a portfolio of campaigns tailored to the client's specific requirements and needs.



DATA DRIVEN APPROACH AND ENGAGEMENT PLATFORM



Every customer activity within Loyalty is analyzed and clustered by our platform to optimize marketing investments.



NEW MARKET SHARE THROUGH ITS M&A ACTIVITIES, EXPANDING ITS INTERNATIONAL PRESENCE



Increasing its growth in part due to its track record of M&A and creation of a dedicated International Division, in charge of driving market entry in 18 countries and dialoguing with more than 50 potential customers.

AGENDA

- + AT A GLANCE
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- + **APPENDIX**



OUR STORY

2003

BIRTH OF
PROMOTICA

2020

ACQUISITION



*Company specializing
in research, training,
and services for the
retail world*

2021

ACQUISITION 80%
GRANI&PARTNERS

*Manufacturing and
licensing promotional
products company*

ITALIAN STOCK
EXCHANGE
QUOTATION

EURONEXT GROWTH®

2022

INTRODUCTION
OF NEW LOYALTY
BUSINESS UNIT

*Dedicated to the
digital and
incentive world*

2023

PROMOTICA
INTERNATIONAL

ACQUISITION
MERCATI

*Manufacturing &
importing company*

PROMOTICA
GROUP



THE GROUP



We plan and develop promotional strategies to increase sales, attract new customers, and enhance loyalty. With experience managing over 2,000 loyalty programs, we tailor campaigns to positively influence consumer behavior and achieve measurable increases in revenue and market share.

LOYALTY MARKETING AGENCY



Kiki Lab – Ebeloft Italy is an experienced company offering training, research and other services for the retail world. Ebeloft is a network that operates worldwide in **strategic consulting**, the study of **new retail concepts**, international **development projects** and **Due Diligence**.

OWN RESEARCH COMPANY

MERCATI

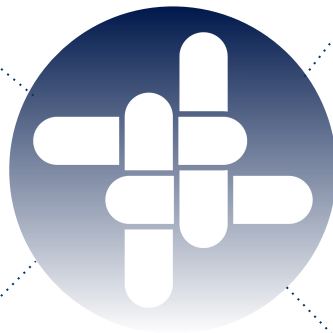
Mercati Srl is an Italian company that operates in the **retail**, **gift** and **loyalty** distribution channels by manufacturing and importing **household**, **personal care** and **leisure** goods specifically designed to meet the customer's requirements.

OWN SUPPLY CHAIN

GRANI&PARTNERS

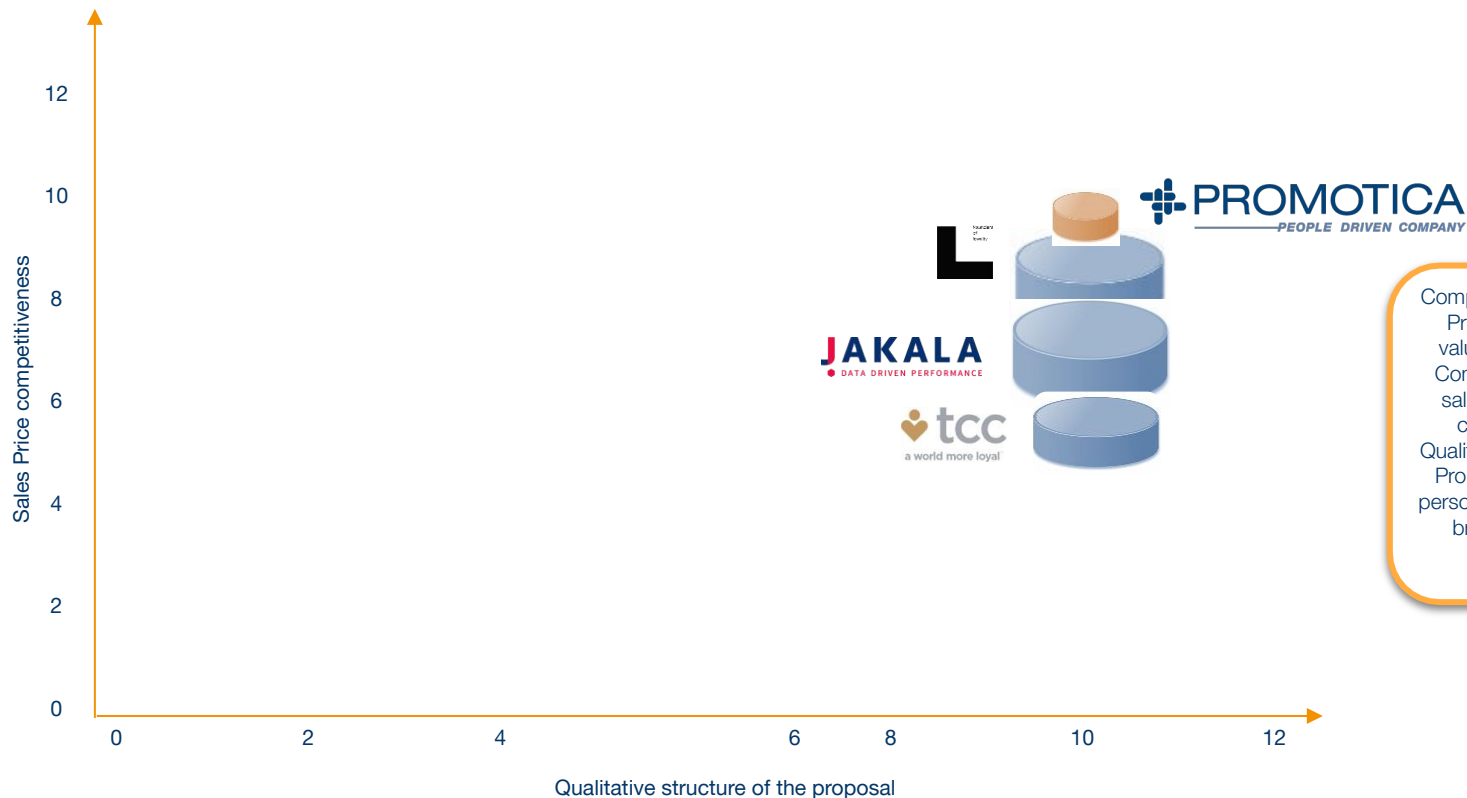
With over 40 years of experience, Grani&Partners is a **global leader** in **promotional products** for children and adults, especially in the automotive sector. Leveraging its expertise in **manufacturing** and **licensing**, Grani&Partners specializes in creating collectibles and premium items based on **top licenses** and **brands**.

OWN PROMOTIONAL AGENCY





REFERENCE MARKET: COMPETITIVE CONTEXT



* Source: Elaboration by Management

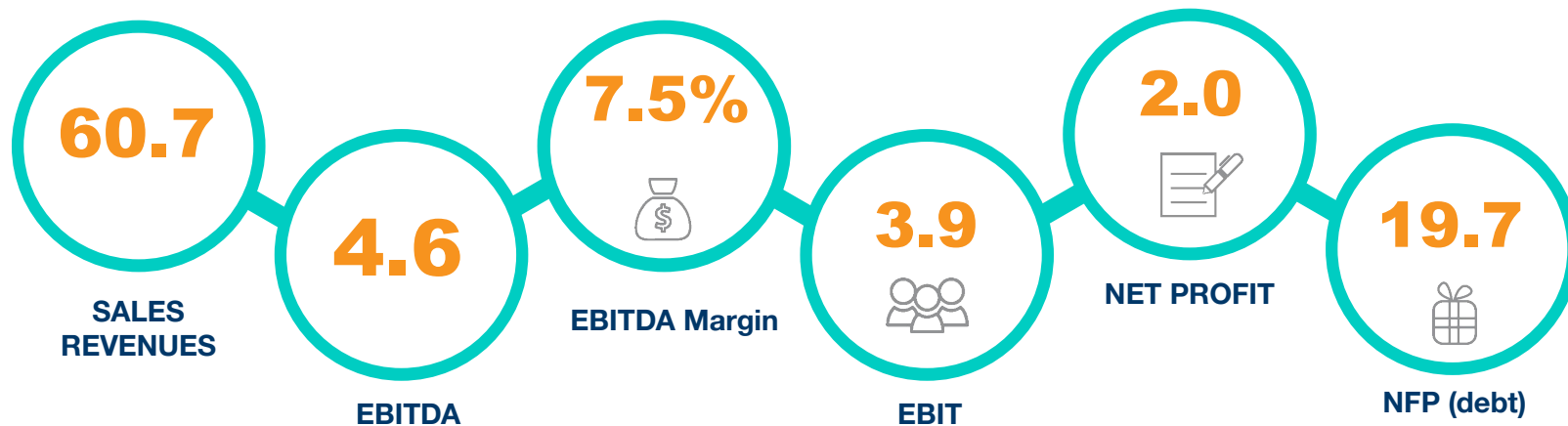


Dimension proportional to VoP



FINANCIAL HIGHLIGHTS 1H2024

€/m



Significant increase in revenues and improvement in marginality, thanks in part to the implementation of planned campaigns in the second half of 2023

Accelerates **organic growth** accompanied by **international expansion**



INCOME STATEMENT

€/000	1H 2024	1H 2023
Sales Revenues	60,657	33,221
Cost of goods sold	(42,163)	(23,274)
Industrial Margin	18,494	9,947
Other income	1,047	302
Costs of services	(9,920)	(5,908)
Personnel costs	(3,955)	(2,948)
Other operating costs	(1,102)	(757)
EBITDA	4,564	636
EBITDA Margin %	7.5%	1.9%
Depreciation and amortisation	703	547
EBIT	3,861	89
Financial proceeds and charges	(907)	(722)
Value adjustments of financial assets and liabil	0	0
EBT	2,954	(633)
Income taxes	(978)	194
Net Profit	1,976	(439)
Group's Net Profit	2,144	(428)

Sales revenues recorded a significant increase of 82.6% compared to H12023, thanks to the development of new campaigns, financially structured last year in the first half of 2024,

Industrial Margin was € 18.5 million vs € 9.9 million. This improvement can be attributed to lower cost of sales growth than sales revenue trends due to a procurement policy that anticipated and avoided-at least in part-increases in raw material and energy prices.

EBITDA was € 4.6 million, registering a significant increase from the € 0.6 million recorded as of June 30, 2023. EBITDA Margin stood at 7.5% compared to 1.9% as of June 30, 2023.

Net Income stood at € 2.0 million compared to € -0.4 million as of June 30, 2023.



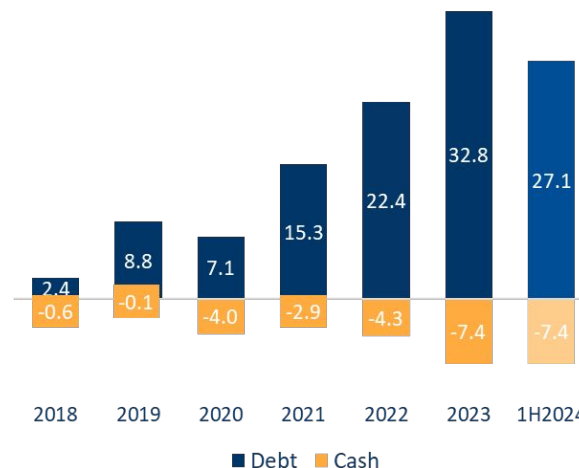
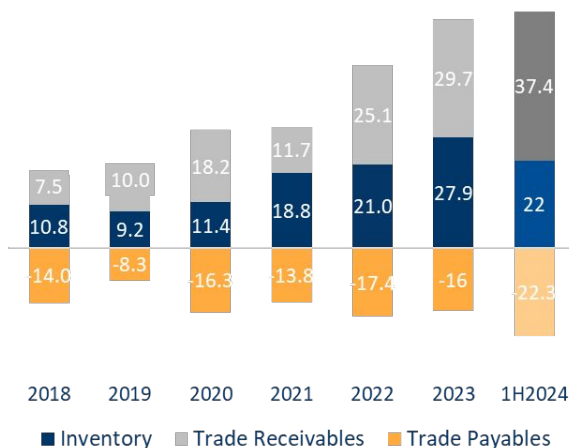
BALANCE SHEET

€/000	30-giu-24	31-dec-2023
Fixed Assets	11,608	11,692
Net Working Capital	33,360	37,183
Net Financial Position	19,694	25,508
Shareholders' equity	23,550	21,519

> **Net fixed assets** amounted to € 11.6 million compared to € 11.7 million as of December 31, 2023. Specifically, the change in intangible assets is due to the recognition of ongoing development costs constituted by the implementation of Promotica International and amortization processes.

> **Net Financial Debt** as of June 30, 2024 was negative (debt) and amounted to € 19.7 million, a decrease from the € 25.5 million recorded as of December 31, 2023. This improvement is related to the collection of revenues inherent to a significant campaign that was concluded in the first half of 2024.

€/m





KEY PEOPLE



Diego Toscani

President and CEO

He graduated in Economics and Commerce from the University of Brescia, and after experience in marketing and sales in the GDO and promotional channel, 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

Vice President

He graduated in Literature and Philosophy. He began his career as Inventory Manager at Nike Retail Italy in Brescia. He was Category Manager at the company Stilnovo, and then he was General Manager of the same company. 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.



Guglielmo Di Silvio

Board Member

He graduated in Statistics and Economics from the University of Padova. He began his career in 1994 in Fashion's Group as Commercial Employee and in 1997 he became Purchasing Manager of Recom SpA, specialized in loyalty programmes for GDO and Industry. In 2003 he was founding partners and director of Promotica, and from 2005 he is director of Mercati Srl, company specialising in the manufacture and import of home and leisure articles, owner of the brand WD Lifestyle.



Michele Grazioli

Board Member

He is a young entrepreneur in AI applications. He entered the Forbes under 30 ranking in the top 5 of the 100 most influential Italian young innovators in Italy. He is today Chairman and CEO 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.



Alvisè Gnutti

Board Member

He graduated in Economics and Commerce and 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. 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.



Michele Andreaus

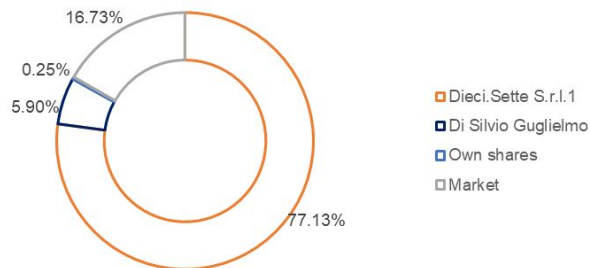
Independent Director

He graduated in Economics and Business and obtained a PhD in Business Administration. Since 2006 he has been Full Professor of Business Administration of the University of Trento, where he was also Director of the Department of Computer Science and Business Studies until 2012. In parallel to his academic activities, he is currently a director of La Finanziaria Trentina S.p.A., Fratelli Poli S.p.A., and Banca Fide, as well as a member of the board of statutory auditors of the San Patrignano Foundation.



GOVERNANCE

SHAREHOLDERS



* Company entirely owned by Dr. Diego Toscani

STOCK FIGURES

Outstanding shares	17,060,470
Date IPO	November 27, 2020
Issue Price (€)	€ 1.75
Market	Euronext Growth Milan

BOARD OF DIRECTORS

Diego Toscani Chairman & CEO	Gabriele Maifredi Vice President
Guglielmo Di Silvio Director	Alvise Gnutti Director
Michele Grazioli Director	Michele Andreas 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 & EGA





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BRESCIA

MILANO

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