

## **PINGUANDO (SOCIALBROKER) LAUNCHES 2022 MARKETING PLAN WITH ONE MILLION EURO INVESTMENT CHOOSING BRAINWAVES, SG COMPANY GROUP**

Milan 15 February 2022: **Brainwaves Srl**, 100% owned by **SG Company Società Benefit S.p.A.**, has been chosen by Socialbroker, for media, content, and social management with a budget over €1 million for 2022 to support the marketing plan for its Pinguando app.

**Pinguando** creates a brand new intuitive and easy-to-use app that uses the latest image recognition technology to manage and facilitate user requests. Users simply take a picture of their car number plate and send their request for an estimate.

**Brainwaves** is the agency specialising in the world of digital communication, media, and content of the SG Company group, chosen by Socialbroker for the grand launch of their commercial proposal on the Italian market.

It is very important to highlight that this is the first contract of this size for Brainwaves, less than 12 months after the company reorganisation that has completely transformed the company. The implementation of the growth strategy is therefore proceeding with this very important contract signed with Socialbroker by Brainwaves, the MarTech of the SG Company group.

*"To understand quotes, with the various options possible today, and choose the truly best solution for your needs, an algorithm is not enough, which is why we have launched Pinguando on the market," says Roberto Allevi.*

*Pinguando is a technologically advanced solution that shortens and dematerialises the user's journey and returns to the transparency and expertise of a real insurer, giving him the role of a personal advisor dedicated to making the best choice for his lifestyle.*

*With Roberto De Piano, we reasoned a lot about the strategy and built a gradual growth plan for the brand and performance, made of attention to investments, multi-channel without waste, and well-targeted.*

*We asked Brainwaves to manage our brand and our budget in a premium and careful way." These are the statements of **Roberto Allevi**, CEO of Socialbroker*

*"A project that puts human touch back at the centre and in line with these new times created by the pandemic. A return to the origins of the insurance market, which goes beyond call centres that call you at any time and algorithms that are a bit the same for everyone.*

*Pinguando offers a real service that responds to users quickly and effectively, on-demand, in a premium way".*

These are the declarations of **Roberto De Piano**, Managing Director of Brainwaves.



SOCIETÀ BENEFIT S.p.A.

This press release is made available on the Company's website, on page [Financial market press releases | SG Company Società Benefit S.p.A.](#)

SG Company Società Benefit S.p.A. is a Digital Company, ISO 9001 certified and listed on the Euronext Growth Milan of Borsa Italiana (ticker: SGC), Technology segment, is an Innovative SME and, in keeping with its mission of "Sharing Growth", has also embarked on the ESG (Environmental, Social and Governance) path to ensure an increasingly future-oriented sustainable management of the Company, firmly believing in the value of a business for the collective benefit. One of Italy's top players for over 20 years now in the Entertainment&Communication industry, it specializes in the areas of Digital & Live Communications, Hybrid Events, Video Production, Consumer Format, and Meetings & Events Industry. In its 2021-2023 Business Plan, it has embarked on a path of digital transformation, integrating a data valorization strategy in each business area thanks to the implementation of Marketing Technology solutions on every activity. Its distinctive positioning hinges on the synergy between data and content, as well as on the ability to offer a single direction over creativity, production, and technology natively for each project, guaranteeing clients constant integration between physical and digital. The Company boasts a portfolio of high-standing clients at a global level. It has planned, promoted, and produced many successful national and international formats such as Milano Food Week, Obecity, Sneakerness, Digital Design Days, Business Tech Forum and others.

Francesco Merone (I.R.)  
[ir@sg-company.it](mailto:ir@sg-company.it)

Nomad: Banca Profilo S.p.A.  
[sgcompany@bancaprofilo.it](mailto:sgcompany@bancaprofilo.it)  
+39 02 584081

Roberta Sferrazza Papa (I.R. Junior)  
[r.sferrazza@sg-company.it](mailto:r.sferrazza@sg-company.it)  
+ 39 3297194756

Financial Media: IR Top Consulting  
Domenico Gentile – [d.gentile@irtop.com](mailto:d.gentile@irtop.com)  
+39 02 45473883/4