



# PROMOTICA

— PEOPLE DRIVEN COMPANY

**Financial Galà 2024**

November 18<sup>th</sup>, 2024

# 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 **21 years**, it creates loyalty, communication and promo-incentive activities aimed at the **B2C and B2B channel**.

**21 YEARS**

**11 LOCATIONS**

**100 PEOPLE**



CATALOGS



KIDS PROMOTION



B2B INCENTIVES



CONTESTS



SHORT-TERM COLLECTION



SPEND AND GET PROMOTIONS

# PROMOTICA GROUP KPI

QUALIFIED  
RESOURCES

100

415

ACTIVE CLIENTS

6 LOCATIONS IN ITALY  
5 FOREIGN  
REPRESENTATIVE  
OFFICES

11

>300

CAMPAIGNS

REVENUES  
1H2024

60.7  
€/mln

> 13  
mln

AWARDS GRANTED

# AGENDA

+ AT A GLANCE

**+ SERVICES AND BUSINESS MODEL**

+ FINANCIALS HIGHLIGHTS

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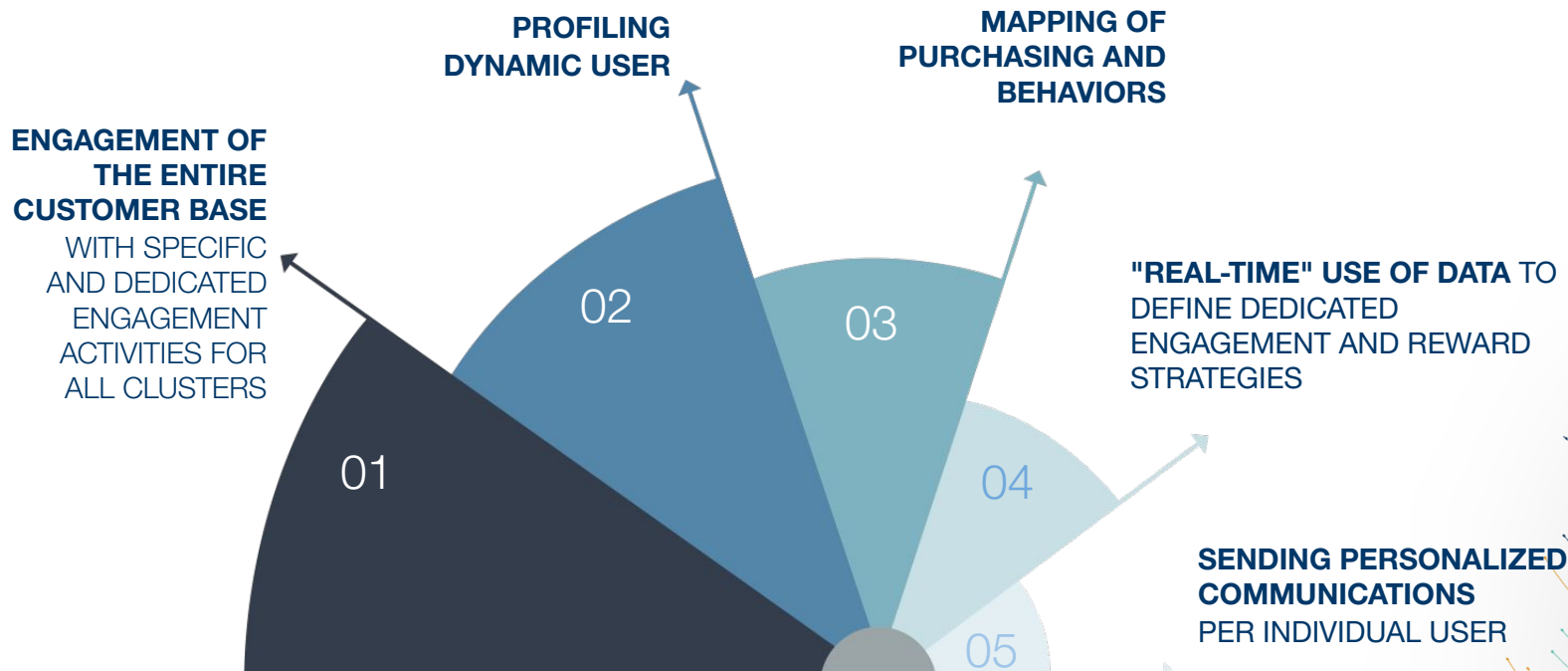
# ACTIVITIES AND SERVICES





# 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.**



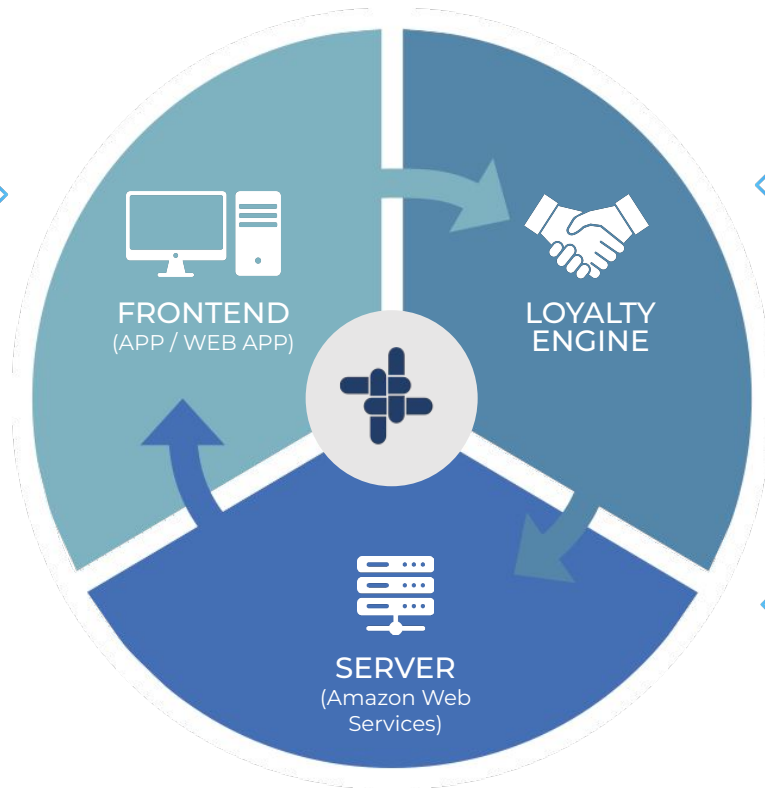


# IT PLATFORM

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



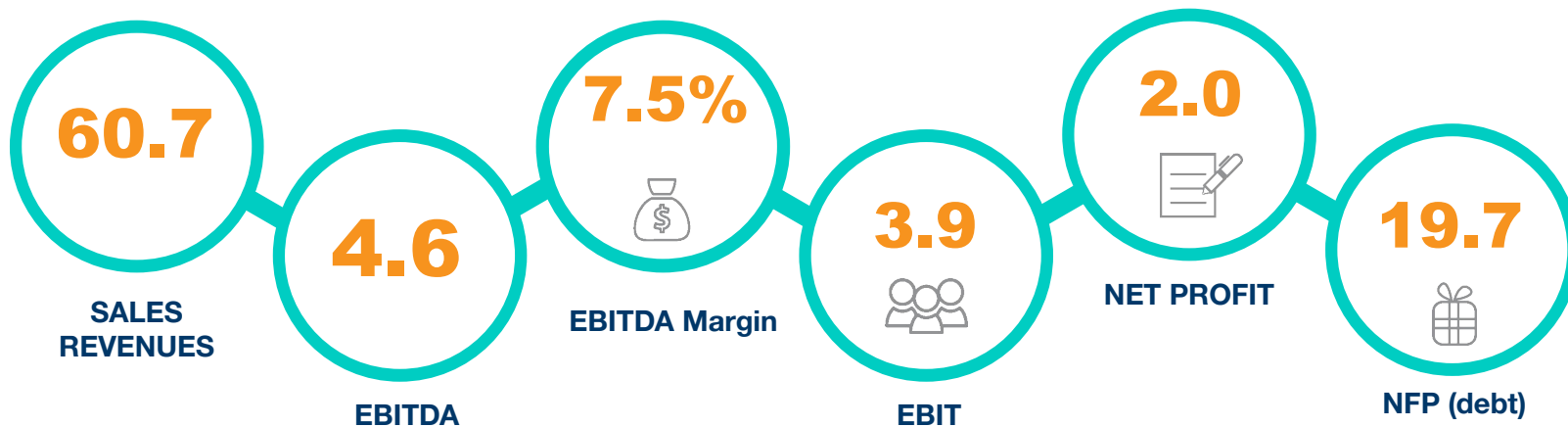
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# FINANCIAL HIGHLIGHTS 1H2024

€/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**

# CASE STUDY

CLIENT



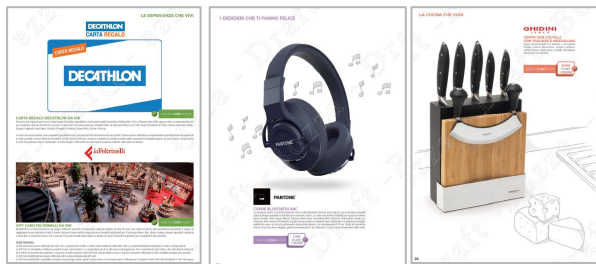
MECHANICS

## 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

RACCOLTA PUNTI VALIDA FINO ALL'11 FEBBRAIO 2024  
RISERVATA AI POSSESSORI DI CARTA FEDELTA'

# PREMIAMO

2023

La raccolta premi  
che merita tutti i tuoi like.

supermercatimaxisconto.it

# 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

stokrotka

POZZI  
MILANO  
1976

*Skomponuj  
swój włoski zestaw*

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

**35 zł =**  123456789

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](http://www.stokrotka.pl)

# CASE STUDY

CLIENT



MECHANICS

## 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.

YEAR 2024

ITALY

## 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.



Registrazione completa in questa applicazione.



SCOPRI I COLTELLI BERTI, REALIZZATI IN ITALIA CON MATERIALI RICICLATI



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 scotchiro o scopri come partecipare su conad.it e HayConad App fino al 28/02/2024.  
\*L'attivazione finale entro il 03/02/2024. Regolarmente completo su conad.it o HayConad App. Valore indicativo max premio: 190280024 IVA inclusa.



Iniziativa riservata  
ai possessori di



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

# 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



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



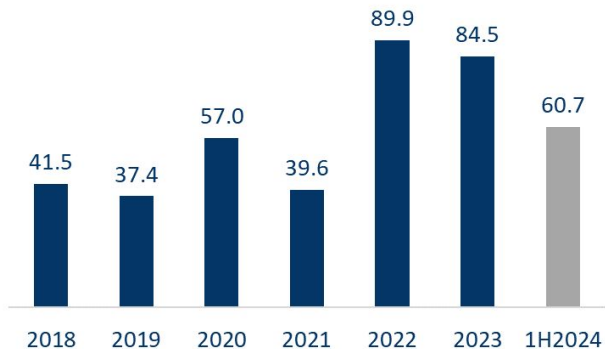
Unicoop Tirreno

Operazione valida nei punti vendita Unicoop Tirreno e affiliati.

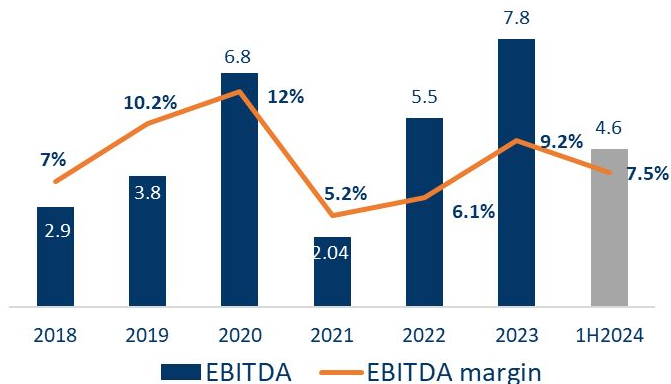


# FINANCIAL RESULTS 1H2024

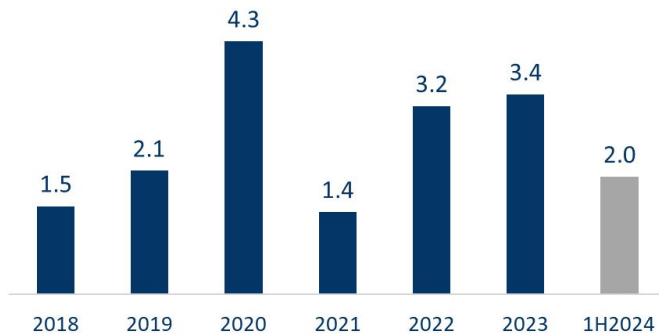
Revenues (€/m)



EBITDA (€/m)



NET PROFIT (€/m)





# INCOME STATEMENT

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

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.

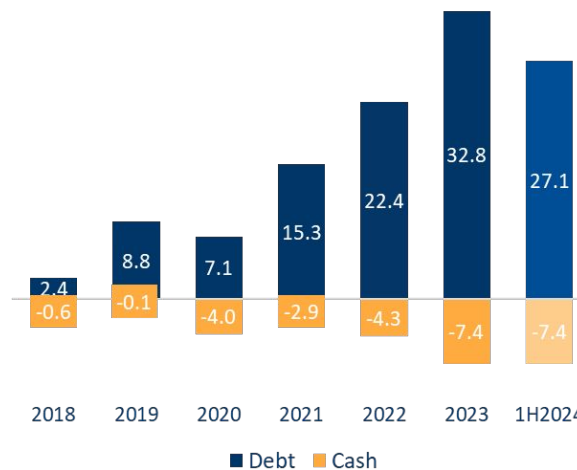
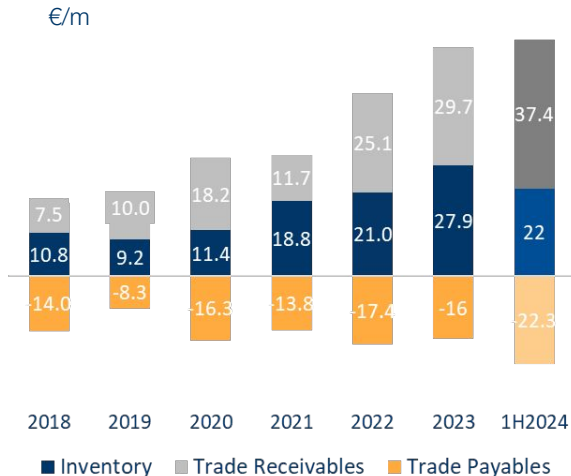


# BALANCE SHEET

€/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.



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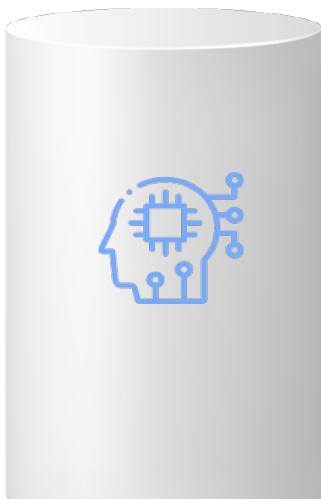


# THE THREE STRATEGIC PILLARS

**PROMOTICA  
INTERNATIONAL**



**BUSINESS  
INTELLIGENCE  
ENHANCEMENT**



**SUSTAINABILITY**





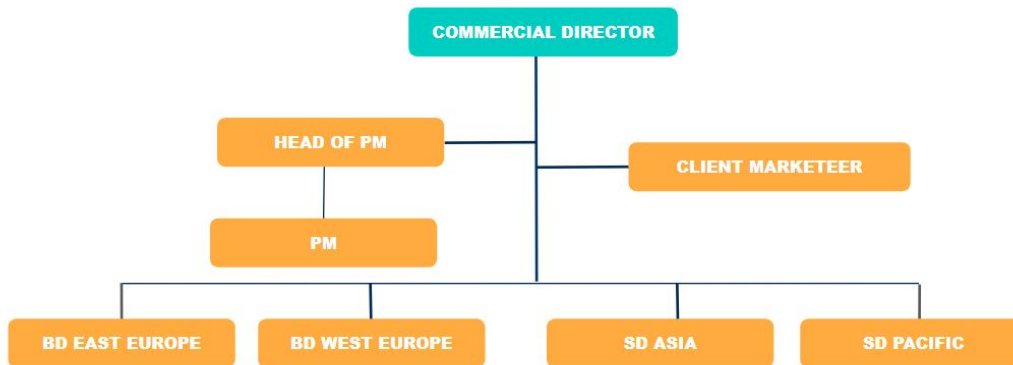
# PROMOTICA INTERNATIONAL

➤ SET UP OF A NEW INTERNATIONAL DIVISION WITH EXPERIENCED MANAGERS



*Bas van Andel*

- Based in The Netherlands, Utrecht
- In Promotica since July 2023
- 48 years old and just got married
- 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



Jean Paul Gaultier SKECIAI - NUOLAIDA - 75%  
PIRK degalu, prekiju ar paslaugu uz 20 € ir daugiau  
GAUK net 75% nuolaida Jean Paul Gaultier skeciam!  
19,99 € (original 79,99 €)

ALESSI  
Čarolija dizajna

MiniGreeny u svantara povedi

БЪДЕТЕ МОДЕРНИ!

Handmade glass  
68 HK\$





# ... 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.

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# 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

## PROMOTICA PEOPLE DRIVEN COMPANY

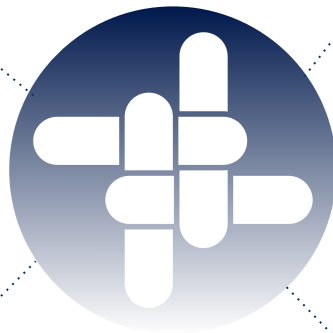
We plan and develop promotional strategies to increase sales, attract new customers, and enhance loyalty. With experience managing over 2,000 loyalty programs, we tailor campaigns to positively influence consumer behavior and achieve measurable increases in revenue and market share.

### 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.

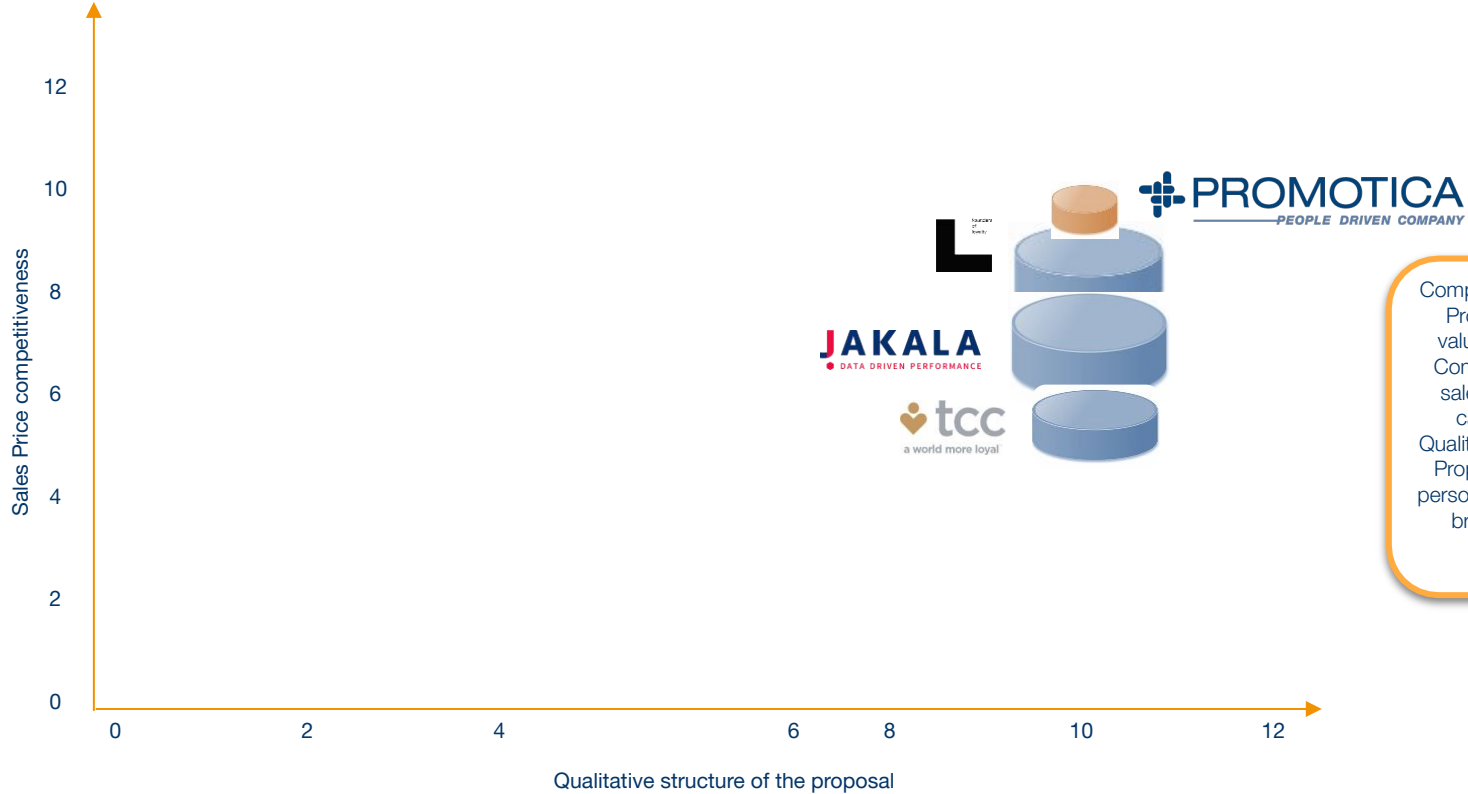
### OWN SUPPLY CHAIN

## 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



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



# 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**

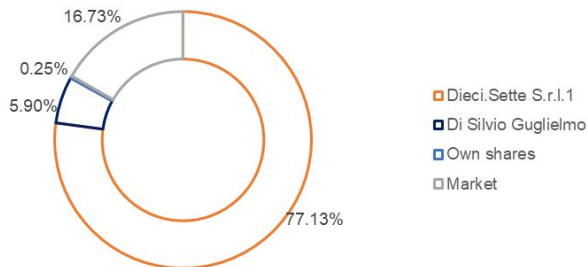
*Independent Director*

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	Free Float	16.73%
Date IPO	November 27, 2020	Market Cap (15/11/2024)	€ 37.9m
Issue Price (€)	€ 1.75	Share Price (15/11/2024)	€ 2.22
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





# DISCLAIMER POLICY

“This Presentation contains certain forward-looking statements. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words “believes,” “expects,” “predicts,” “intends,” “projects,” “plans,” “estimates,” “aims,” “foresees,” “anticipates,” “targets,” and similar expressions. Forward-looking statements contained in this Presentation, including assumptions, opinions and views of Promotica S.p.A. (“Promotica” or the “Company”) or cited from third party sources, are solely opinions and forecasts reflecting current views with respect to future events and plans, estimates, projections and expectations which are uncertain and subject to risks. Market data used in this Presentation, which are not attributed to a specific source, are estimates made by the Company and have not been independently verified. These statements are based on certain assumptions that, although reasonable at this time, may prove to be erroneous. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions that could cause actual results or events which materially differ from those expressed or implied by the forward-looking statements. If certain risks and uncertainties materialize, or if certain underlying assumptions prove incorrect, the Company could be unable to achieve its financial targets and strategic objectives. A multitude of factors which are in some cases beyond the Company’s control can cause actual events differ significantly from any anticipated development. Forward-looking statements contained in this Presentation regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. No one undertakes any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Forward-looking statements refer only as of the date of this Presentation and are subject to change without notice. No representations or warranties, express or implied, are given as to the achievement or reasonableness of, and no reliance should be placed on, any forward-looking statements, including (but not limited to) any projections, estimates, forecasts or targets contained herein. Promotica does not undertake to provide any additional information or to remedy any omissions in or from this Presentation. Promotica does not intend, and does not assume any obligation, to update industry information or forward-looking statements set forth in this Presentation. This Presentation does not constitute a recommendation regarding the securities of the Company.

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DESENZANO DEL GARDA

SAREZZO

BRESCIA

MILANO

MODENA

LEVICO TERME

-

SIDNEY

HONG KONG

BELGRADO

HILVERSUM

VARSAVIA

[www.promotica.it](http://www.promotica.it)