



PRESS RELEASE

CERVED GROUP S.P.A.: ENLARGES ITS OFFERING IN DIGITAL MARKETING SOLUTIONS WITH THE ACQUISITION OF A MAJORITY STAKE IN SPAZIODATI AND IN PRO WEB CONSULTING. FURTHERMORE, WITH THE ACQUISITION OF THE BAUCIWEB BRANCH, CERVED GROUP IS EXPANDING ITS PRODUCT OFFERING INTO MEDIA MONITORING CAPABILITIES

San Donato Milanese, 25 June 2018 – Cerved Group S.p.A. (MTA: CERV) (previously Cerved Information Solutions S.p.A.), the largest information provider and credit servicer in Italy, announces that in the last few days it has signed binding conditional agreements for the acquisition of majority stakes in SpazioDati S.r.l. and Pro Web Consulting S.A. and a binding agreement for the acquisition of a branch in Bauciweb S.r.l..

SpazioDati closed 2017 with Revenues of Euro 2.8 million and an EBITDA of Euro 0.7 million. SpazioDati is active in the big data analytics space and Cerved Group has invested in the company since 2014, financing its growth since the start-up phase and consolidating and promoting the development of its solutions which capitalize on the big data competences of the SpazioDati team.

Thanks to the SpazioDati team, Cerved Group has been able to launch products such as Atoka which are based on the collection and analysis of data and which are already included in its service offering. The solutions offered by SpazioDati to Cerved clients include agile instruments for marketing and sales intelligence which transform lists of potential clients into targets by applying filters to Cerved's entire proprietary database covering more than 6 million companies in Italy.

The acquisition aims at reaching a stake up to 100% and envisages collaboration in the medium term with the team of operating partners which contributed to the success of the company and the development of its integrated solutions with Cerved's database.

Pro Web Consulting closed 2017 with Revenues of Euro 2.9 million and an EBITDA of Euro 0.7 million. The company is based in Switzerland and has achieved strong growth by offering search engine optimization and conversion rate optimization products and services, mainly to large corporates in Italy. The success of Pro Web Consulting derives from its distinct capabilities in analyzing data regarding its clients' websites in order to identify solutions aimed at maximizing online visibility and conversion rates of visitors.

Cerved decided to invest in Pro Web Consulting in order to extend its offering in digital marketing solutions, which began in 2016 when the Cerved Group acquired control over PayClick. The acquisition of Pro Web Consulting envisages an initial 60% stake and subsequently, through a put & call mechanism, Cerved will be able to acquire the remaining 40% stake in the following 4 years.

Finally, Cerved Group S.p.A. signed binding documentation for the acquisition of a branch of Bauciweb S.r.l. which is active in the fields of big data analysis and media monitoring. The transaction caters to the necessity of incrementing quantity and quality of online and offline news within business information and marketing solutions. The branch includes a team of technicians and analysts as well as a software platform which enables the collection, classification and analysis of news which will be integrated into Cerved's offering.

Marco Nespolo, Chief Executive Officer of Cerved Group, commented: *"The acquisitions of Pro Web Consulting and SpazioDati follow the group's strategic intention to expand its focus in offering digital marketing solutions in support of Italian companies. We have undertaken an acquisitive growth strategy aimed at consolidating resources and competences which will allow us to become one of the key players in the Italian digital marketing space. Additionally, entering into the media monitoring market will allow us to enrich and constantly update the information included in our databases."*



Thanks to a unique asset of data, evaluation models, innovative technological solutions and a team of experts and analysts, Cerved Group every day helps about 30,000 companies, public administrations, financial institutions to manage the opportunities and risks of their business relationships. Cerved Group supports customers in the planning and implementation of commercial and marketing strategies. It is one of the most important independent operators in the evaluation and management of loans - both performing and problematic - and of connected assets, supporting customers in each phase of credit life. Finally, Cerved owns, within the group, one of the most important Rating Agencies in Europe.

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