



PRESS RELEASE

AXÉLERO LAUNCHES NEW TITROVO SERVICES DEDICATED TO THE DIGITAL TRANSFORMATION OF ITALIAN SMEs

Milan, 27 April 2015 – At a presentation to its sales network today, **axélero** unveiled the new range of TiTrovo services dedicated to Italian SMEs. The Internet company is quoted on the AIM Italia market, and mainly active in the digital communication and media market, through the supply of digital advertising and local web marketing services.

TiTrovo.it is an innovative, turnkey web marketing service, that is easy and quick to activate, and particularly effective in aiding businesses, retailers, professionals and craftsmen in gaining visibility and recognition on the local web.

To a much greater extent than any responsive company web site, TiTrovo.it augments a company's visibility on search engines and increases the possibilities for the company to reach potential new customers in a local marketplace. The key aspect of the services is the assignment of an exclusive exact match domain to the customer. Together with the creation of a latest generation responsive web site, activity to optimize that site, and other very valuable web services, the exact match domain provides an integrated solution for fully exploiting the potential of the local web.

axélero's presentation today highlighted some of TiTrovo.it's key innovations:

- **"Do-it-for-me":** **axélero** takes care of all of the activities needed for planning, launching and managing the mobile-responsive corporate web site for the TiTrovo client. The turnkey service starts with a telephone interview with the customer, with the objective of gathering information useful for the completion of text contents, which are to be prepared by a team of professional copywriters and optimized for search engines.
- **Google Business View:** As of today, TiTrovo clients can also be reached within Google Maps, and may offer a virtual tour of their store or company to web users, starting from the entry on the street and moving indoors to explore the interior. **axélero** takes care of everything, from the sending of a certified photo, to the preparation/editing of the virtual tour and the publication, including on the corporate web side and on social networks.
- **Interactive Tours:** **axélero** creates an interactive virtual tour within the TiTrovo site, allowing web users to explore the interior of a store, restaurant, or manufacturing company, and to interact with the business, by looking at a menu, a promotional video or a product catalogue, or even booking a specific table or buying a product.
- **Mobile advertising:** TiTrovo offers advertising positions within some of the best smart phone apps, which are localized exclusively on the users closest to the TiTrovo customer's business or professional activity.

- A **broad range of services**, including:
 - Google Adwords, which offer the effectiveness of advertising on Google, for capturing new clients;
 - Professional photography service, for presentation of high quality images on the web;
 - Videos, commercial spots, or interviews, for explaining products and services in an effective and creative manner.

axélero will also continue to reinforce the search engine optimization (SEO) services of the TiTrovo sites, the strength of which is the capacity to boost positioning within the search results.

*"Thanks to the launch of the new TiTrovo.it services," stated **Leonardo Cucchiarini, Chairman and CEO**, "The axélero commercial network, which covers the national market on a daily basis, will be able to respond in a more focused and effective manner to the different needs of our customers."*

*"axélero is a company in continuous movement, " added **Stefano Maria Cereseto, Chief Operating Officer**, "and we are increasingly interested in sharing our innovative capacity in digital products and services with Italy's SMEs so as to help them develop, innovate and compete to the maximum extent possible."*

axélero S.p.A. is an Internet company that has been trading on the AIM Italia market since December 2014. Founded in 2008 by Leonardo Cucchiarini and Stefano Maria Cereseto, the company operates in the Italian digital communication and media market, supporting SMEs and SoHos in expanding their online presence.

More specifically, axélero offers effective and innovative solutions for digital advertising and digital marketing, expressly designed to meet the needs of local firms, with the objective of supporting these firms in gaining greater visibility and contacts useful for their business.

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