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## Press Release

27 November 2020

# Promotica lists on AIM Italia

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- *Sixteenth admission of 2020 on Borsa Italiana's AIM Italia*
- *Promotica brings the number of companies listed on AIM Italia to 134*
- *The company raised 4.8 million euros*

Borsa Italiana welcomes Promotica, leading agency in Italy in the loyalty marketing sector that focuses on the design, delivery and promotion of campaigns aimed at building customer loyalty.

This is the sixteenth admission of the year on AIM Italia, the market dedicated to small and medium enterprises, bringing the total number of companies currently listed on AIM Italia to 134.

During the placement phase, Promotica raised 4.8 million euros. At the time of admission the free float was 15% (16.77% assuming the full exercise of the greenshoe option) and the capitalisation approximately 28 million euros.

The company was assisted by Integrae Sim as nomad, global coordinator and specialist in the transaction.

**Fabio Brigante, Head of Mid & Small Caps Origination Equity Primary Markets, Borsa Italiana:**

“Today Borsa Italiana welcomes Promotica to AIM Italia, the market dedicated to SMEs with high growth potential. Today, more than ever the listing represents a significant opportunity for the company to finance its development. We believe that thanks to the capital raised, Promotica will continue to increase its commitment to innovation, consolidating its position of excellence in the loyalty marketing sector.”



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**Diego Toscani, Chief Executive Officer of Promotica, commented:**

“The landing on Borsa Italiana represents the beginning of a new growth path, which will see the realization of our already started expansion and consolidation program in Italy and abroad. I would like to thank all the Promotica team for their work, certain that human capital is the key to the success of every development project, and the investors who believe in us, understanding the uniqueness and quality of our proposal.”

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## **Borsa Italiana**

Borsa Italiana is one of the main European stock exchanges and has over 370 companies listed on its markets. It manages stock, bond and derivatives markets. The main equity markets that it manages include MTA – with the STAR segment, AIM Italia – devoted to small businesses – and the MIV. The other managed markets are IDEM, ETFplus, MOT, ExtraMOT and ATFund. Borsa Italiana has been part of the London Stock Exchange Group since October 2007. [www.borsaitaliana.it](http://www.borsaitaliana.it)



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