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## Acquazzurra S.p.A. lists on AIM Italia Professional Segment

- **Eighth listing of 2021 on Borsa Italiana's AIM Italia - second on the Professional Segment**
- **Aquazzurra S.p.A. brings total number of companies listed on Borsa Italiana's AIM Italia to 143**
- **Company raises €2 million with listing**



**Milan – 13 May 2021** – Borsa Italiana, part of the Euronext Group, today congratulates Acquazzurra S.p.A. on its listing on Borsa Italiana's AIM Italia Professional Segment.

Acquazzurra S.p.A. is active in maximising the advertising investments of its customers through bartering. Acquazzurra works with major media companies as a sale agency for advertising space, in exchange for the goods and/or services offered by the client company.

Acquazzurra S.p.A. represents the eighth listing since the beginning of the year on Borsa Italiana's market dedicated to small and medium sized companies and it brings the total number of firms currently listed on AIM Italia to 143.

In the placement phase Acquazzurra S.p.A. raised €2 million. The free float at the time of admission is 22.59% and the capitalisation is €9 million.

Giancarlo Riva, Founder and CEO of Acquazzurra S.p.A., said: *"The listing on Borsa Italiana represents for us the beginning of a new chapter which will allow us to consolidate our position and to open up to the capital market in order to develop new ambitious plans for growth, both in Italy and abroad, thus gaining more visibility and prestige in the eyes of our interlocutors. Over the past 15 years, we turned Acquazzurra into a solid and transparent company in the sector of bartering where is imperative to have a bond of trust with the advertisers, to whom we have always guaranteed compliance with the agreements regarding the distribution and positionings of products and brand"*.



Giancarlo Riva, Founder and CEO of Acquazzurra S.p.A., rang the bell during the market open ceremony this morning to celebrate the Initial Public Offering of the company.

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### **Acquazzurra S.p.A.**

Acquazzurra S.p.A., founded in 2004, is a company active in the sector of bartering, with over 15 years of experience, which operates as intermediary for sales of advertising slots in the most important Italian media, with the peculiarity of receiving in payment goods/or services by the advertising companies. The advertising companies clients of Acquazzurra are companies of high profile which operates in various sectors, such as furniture, life-style, automotive, food&wine and tech, within which Acquazzurra is capable of maintaining a high level of specialisation thanks to the experience of dedicated accounts. The received products are then sold through various channels, always in agreement with the advertiser: by retail in the showroom AClub which is reserved to the associates who come from the sector of communication, by the channel of e-commerce (this too is for associates only), by wholesale market and by promotional market. In particular, thanks to AClub, an exclusive sales point organised for the merchandise sector, the Company forges a strong and on-going bond with its final clients, thanks to dedicated accounts which follow every one of them through their sales. Moreover, in 2019 Acquazzurra S.p.A. established R10 (of which it possesses 90%), an innovative and communal showroom dedicated to design, thanks to which medium sized companies share projects, settings, events, thus taking part in an exhibition center, and taking advantage of the communication services and marketing offered by Acquazzurra.

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