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## COMUNICATO STAMPA

### **ALIKA S.R.L. AVVIA LA CESSIONE DI AZIONI REPLY FINO A UN MASSIMO DI CIRCA 718.000 TITOLI TRAMITE UNA PROCEDURA DI ACCELERATED BOOKBUILDING RISERVATA A INVESTITORI ISTITUZIONALI**

Torino, 2 ottobre 2017

Alika S.r.l. ha avviato la cessione di azioni ordinarie di Reply S.p.A. fino a un massimo di circa 718.000 azioni, corrispondenti a circa il 7.7% del capitale sociale di Reply S.p.A. attraverso una procedura di *accelerated bookbuilding* riservata a investitori istituzionali.

Morgan Stanley agisce in qualità di *sole bookrunner* per l'operazione.

L'operazione viene avviata immediatamente e Alika si riserva il diritto di chiudere il collocamento in qualsiasi momento. Alika darà comunicazione dell'esito del collocamento al termine dello stesso.

Nell'ambito dell'operazione e coerentemente con la prassi di mercato per collocamenti di questa natura, Alika ha assunto un impegno di *lock up* relativo alle azioni Reply che resteranno di sua proprietà al termine dell'operazione per la durata di 180 giorni.

Mario Rizzante, Chairman e CEO di Reply e socio di Alika, ha commentato: "*la trasformazione digitale è oggi mainstream per gli investimenti in tecnologia da parte delle aziende clienti di Reply. L'eccellente posizionamento, in termini di offerta e competenze distintive, garantiscono a Reply un vantaggio competitivo in un nuovo mondo in cui la barriera tra fisico e digitale si annulla. Durante il terzo trimestre del 2017 il business di Reply sta continuando sulla traiettoria di crescita e profittabilità che è in linea con quanto registrato nel primo semestre dell'anno. Con l'operazione di oggi, ed a seguito di sollecitazione da parte degli investitori di mercato, l'azionista di controllo contribuisce all'obiettivo di incremento della liquidità del titolo Reply, pur mantenendo immutato il proprio impegno nei confronti della società e dei suoi stakeholder.*"

Il collocamento segue l'annuncio, effettuato in occasione dell'approvazione dei risultati del primo trimestre del 2017, in cui un aumento della liquidità dell'azione Reply è stato indicato come obiettivo di medio termine del Management e dei principali azionisti. La recente approvazione della maggiorazione del diritto di voto, unita all'impegno di *lock up*, tuttavia, garantisce la volontà di Alika di mantenere il controllo sulla società nel lungo termine.

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## **PRESS RELEASE**

### **ALIKA S.R.L. LAUNCHES SALE OF UP TO C. 718,000 SHARES OF REPLY THROUGH AN ACCELERATED BOOKBUILD OFFERING TO INSTITUTIONAL INVESTORS**

Turin, 2 October 2017

Alika S.p.A. has launched the sale of up to approximately 718,000 shares of Reply S.p.A., corresponding to c. 7.7% of Reply S.p.A. share capital, through an accelerated bookbuild offering to institutional investors.

Morgan Stanley is acting as *sole bookrunner* for the placement.

The bookbuild will commence immediately and Alika reserves the right to close the books at any time. Alika will announce the outcome of the placement upon completion.

As part of the transaction and in line with market practice for placements of this nature, Alika has agreed to a 180-day lock-up period with respect to its remaining stake in Reply.

Mario Rizzante, Chairman and CEO of Reply, and shareholder of Alika, commented: *"Digital transformation is now mainstream for technology investments by Reply's corporate clients. Reply's excellent positioning, both in terms of its offering and distinctive skills, guarantees a competitive advantage, in a new world where the barrier between physical and digital is fading. During the third quarter of 2017, Reply's business is continuing its trajectory of growth and profitability, in line with what was reported in the first six months of the year. With today's transaction, and further to market participants' requests, the controlling shareholder is contributing to the objective of increasing liquidity in Reply's stock, while keeping its commitment to the Company and its stakeholders unchanged."*

The offering follows the announcement made upon the approval of the financial results for the first quarter of 2017, in which the Management and the main shareholders of Reply indicated an increase in the liquidity of Reply's stock as their medium-term objective. The recent approval by the extraordinary general meeting of the double voting rights, together with Alika's lock-up commitment, is a testament to the desire of Alika to maintain control of Reply over the long term.

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