



SPAFID CONNECT

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Oggetto : TRIBOO ACQUIRES 100% OF KOI
ADVERTISING AND LANDS IN THE UK

Testo del comunicato

Vedi allegato.

**TRIBOO ACQUIRES 100% OF KOI ADVERTISING
AND LANDS IN THE UK**

The acquisition of Koi, company specializing in performance marketing, allows the entry of the Group in London and confirms Triboo's growth and internationalization strategy in new high potential markets and in sectors in which the Group has already achieved significant results.

Milan, 12 June 2019

Triboo – Group operating in the E-Commerce & digital Advertising sector, listed on the MTA market of the Italian Stock Exchange - through its subsidiary Triboo Direct **acquires 100% of Koi Advertising LTD**, a company operating in the **web marketing and advertising sector** mainly in the **UK, Australia, India, Indonesia and South Africa** with **headquarters in London** and a turnover of approximately £2.4 million in 2018.

The acquisition of Koi is perfectly in line with the Group's internationalization strategy, following the establishment of the Spanish branch in **Madrid** and the Chinese branch in **Shanghai**. Through this operation, Triboo lands in London and accelerates growth also in the UK with new market shares and access to an increasingly wider clientele with its existing services, **acquiring a database of about 15 million users** registered to proprietary sites in thirteen different countries.

The operation also includes Koi's Italian subsidiary, based in Pescara, which focuses on operations in the web marketing and advertising sectors.

Koi's founder and CEO, Marco Sicuro, will stay in the company, ensuring continuity in the implementation of the development plan.

The transaction price will be determined on the basis of earn-out mechanisms that can be exercised in consideration of the results at 2020, 2021 and 2022.

On account of the relationship between Marco Sicuro and Triboo Direct's CEO, the acquisition of Koi constitutes a Related Party Transaction and has obtained the prior favorable opinion of the Related Parties Committee.

"The acquisition of Koi allows the Group to continue its international growth strategy by entering new markets through a company with headquarters in London and a solid portfolio of customers and products, by leveraging our skills and services to increase our presence" - commented **Riccardo Maria Monti, Chief Executive Officer of Triboo** - *"Koi*

About Triboo

Triboo S.p.A., company listed on the MTA market, is a Digital Transformation Factory that assists its customers in the creation and management of their digital activities worldwide. Thanks to its 500 professionals, the quality of services offered and to its international network, Triboo is a "one stop solution" able to promote the digital transformation of companies with an integrated offer of services of Digital Consulting, Digital Marketing, Digital Integration and Development, eCommerce Management, Content Development, Audience & Monetization and Training.

For further information:

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operates in the performance marketing sector, a growing segment where the Group has already obtained successful results and on which it has decided to focus further".

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