



# SPAFID CONNECT

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Oggetto : Triboo invests in Bcame

*Testo del comunicato*

Vedi allegato.

## Triboo invests in Bcame

**The Group has acquired a stake in the startup that develops software and hardware solutions for e-Commerce and for technological innovation.**

*Milan, 19 December 2019*

Triboo, group operating in the field of e-Commerce and Digital Advertising, listed on the MTA, announces the acquisition of an 8% stake in the share capital of Bcame s.r.l.

Bcame, founded in July 2019 as a corporate spin-off of H-FARM as a result of the ambition and expertise of eleven specialist from the largest international ICT companies, provides solutions with high technological impact for the development of various Omnichannel, e-Commerce, DevOps and IT Consulting services, which are applied in different sectors in the Retail, Telco, Tourism & Hospitality and Digital & Transformation markets. The startup already has important customers such as OVS, Coin, Trussardi and a strategic partnership with Sparkle (TIM Group) to conduct high-tech projects on the international market.

Just five months after its creation, Bcame is able to provide its customers with high-profile professionalism and has expanded its team with numerous Salesforce and Nutanix certified resources.

*"The partnership with a successful startup such as Bcame will allow Triboo to strengthen its ability to accompany companies in their digitization process, by continuously expanding its range of services" - commented **Marco Giapponese, General Manager** of Triboo - "Moreover, the acquisition of a stake in Bcame confirms the choice to constantly invest in highly innovative technologies".*

In particular, the collaboration between Triboo and Bcame will be focused on the development of IoT, machine learning and AI solutions for the retail world as well as the implementation of BaaS (Blockchain as a Service) services based on the cloud.

Bcame's **Chief Executive Officer, Salvo Leonardi**, commented: *"We are proud to have entered a strategic partnership with Triboo, a reference point in the international digital market, with the aim of the combining the objective of combining the various professional experiences in order to increase the Group's overall offer and to accelerate growth."*

### 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, E-commerce Management, Content Development, Audience & Monetization and Training.

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