



# SPAFID CONNECT

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Oggetto : Triboo acquires 51% of LOVETHESIGN

*Testo del comunicato*

Vedi allegato.

## Triboo acquires 51% of LOVETHESIGN

**The acquisition of a majority stake in the capital of the online home design boutique aims to increase the Group's sales potential in the furniture sector.**

*Milan, 17 January 2020*

Triboo, Group operating in the e-Commerce and Digital Advertising sector listed on the MTA market, announces the acquisition of a 51% stake in the share capital of **LOVETHESIGN S.r.l.**, company active in online sales of designer furniture and furnishing accessories.

Since 2012 the e-Store, born in Milan, has been collaborating with the most prestigious brands and designers, and has created in a few years an elegant and exclusive catalogue of products. Triboo has acquired the shareholding from Aura S.r.l., group operating in the IT sector, which acquired LOVETHESIGN in September 2019.

*"We are excited about this acquisition, which fits perfectly into Triboo's growth strategy, that aims to continue its expansion in the e-Commerce world, developing highly innovative projects in strategic sectors" - commented **Marco Giapponese, General Manager of Triboo** - "The investment in LOVETHESIGN will allow us to promote synergies with our Group and support the development of this technological platform, able to revolutionize a market sector with high growth potential such as design, which today offers space for innovation and digitization".*

Through this operation, Triboo and Aura aim to enhance LOVETHESIGN's business relations, thanks to Triboo's B2B and B2C expertise, to offer digital solutions and services in a field that in Italy is characterized by a low penetration of technological innovation and a strong propensity to export.

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### 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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