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RELATECH REACHES A LONG-TERM
UNDERSTANDING FOR A RIGHTS
MANAGEMENT INNOVATION SOLUTION
WITH ITSRIGHT

Testo del comunicato

Vedi allegato.

PRESS RELEASE

RELATECH: REACHES LONG-TERM UNDERSTANDING FOR A RIGHTS MANAGEMENT INNOVATION SOLUTION WITH ITSRIGHT, LEADER IN COLLECTIVE RIGHTS MANAGEMENT

RECURRING REVENUES GROW IN THE ENTERTAINMENT SECTOR WITH NEW STRATEGIC PARTNERSHIP FOR THE DEVELOPMENT OF A VERTICALIZATION OF REPLATFORM

Milan, 17 May 2021

Relatech S.p.A., *Digital Enabler Solution Knowledge (D.E.S.K.) Company* and innovative SME listed on AIM Italia market (Ticker: RLT), announces that, having completed the technical analyzes and shared the feasibility plan, announces that it has reached an agreement on the essential terms of a multi-year agreement (12 years), for an estimated total amount of approximately 1.8 million relating to a digital innovation project with ITSRIGHT , an important independent Italian collecting company, which operates in Italy and in the world, in the market for the rights of performing artists and record producers.

The agreement provides for the implementation of an integrated solution for:

- (i) the evolution of the rights management platform
- (ii) the creation of a portal for the deposit of the works
- (iii) the digitization of the mandate acquisition phase

The project is developed on the different modules of the proprietary cloud-based platform **RePlatform** and in particular of the **ReData** modules, with **Machine Learning** and **Big Data** technology, which will make the entire rights management process more effective, transparent and rapid. Through the **ReSec** module based on **Blockchain** technology, certification will benefit from the highest levels of security, while with the **ReYou** module, it will be possible to optimize the engagement of web users, simplifying the activities for the assignment of the mandate and the content upload. The most innovative *Cloud* and **Cybersecurity** technologies guarantee the entire project flexibility and scalability within a robust and secure infrastructure for the protection of information.



Relatech, thus, enters in the market for rights management solutions as a protagonist thanks to a complete verticalization on all modules of the RePlatform platform, with a long-term agreement, which provides for recurring revenues for a duration of 12 years.

The expansion of the use of digital content is completely revolutionizing the global supply chain of rights management, paving the way for new technologies aimed at the optimization, efficiency and transparency of flows between all actors, from the individual artist to the corporation. All this represents a great opportunity and challenge, also at an international level for Relatech, in perfect harmony with its strategy: to accompany customers in the digital innovation process and continue to be a reliable business partner on all frontier technologies.

Silvio Cosoleto, Chief Operating Officer of Relatech comments: *"The project will be for Relatech a further testimony of the potential of its RePlatform platform, able to offer a complete and innovative service to the customer. Within the project, in fact, we used different components of the platform, such as i) ReHub, a module that focuses on the application of the Cloud in all its forms ii) ReData, for data integration and analysis, iii) ReSec, for the implementation of the Blockchain and Cybersecurity that guarantee data protection, and last but not least iv) ReYou for the development of online portals that can stimulate user engagement. The agreement with ITSRIGHT will be absolutely strategic for the Group, as it allows the company to penetrate and specialize in a market, that of entertainment and the protection of intellectual property rights, characterized by constant growth and high competition both in Italy and abroad. Furthermore, the collaboration with ITSRIGHT becomes particularly significant not only in terms of the constant strengthening of the RePlatform platform, but also in terms of recurring revenues, contributing annually to increase the percentage."*

"ITSRIGHT's commitment is to reaffirm the centrality of collective rights management as a strategic asset in the entertainment sector, considering the increasingly dynamic evolution of the royalty economy. In this regard, the partnership with Relatech confirms our commitment for the next few years to develop increasingly innovative services, capable of offering timely and analytical solutions, with the aim of maximizing the revenues of our customers and simplifying all aspects related to the management of their rights", comments **Gianluigi Chiodaroli**, President of ITSRIGHT.

De Bedin & Lee - associated law firm - with partner Marco Bisceglia acted as deal counsel for the preparation of contractual agreements.



This press release is online at www.relatech.com (Investor Relations/Press Release section) www.emarketstorage.com.

Relatech (ticker RLT ISINIT0005433740), Digital Enabler Solution Knowledge (D.E.S.K.) Company, listed on AIM Italia since June 2019, is present on the market with innovative solutions dedicated to the digital transformation of companies. Relatech is an innovative SME focused on customers looking for the most innovative solutions, becoming a strategic partner for digitization and ICT services. Relatech constantly invests in Open innovation with an extensive R&D activity carried out internally and numerous partnerships with the main Italian Universities and research centers. Thanks to its digital platform and cloud based RePlatform, it provides services and develops innovative digital solutions in frontier technologies of Digital Enabler, such as Cloud, Cybersecurity, Blockchain, Big Data, Machine Learning, Artificial Intelligence, Internet of Things.

ITSRIGHT is an independent collecting company that manages, in Italy and abroad, the fees for related rights, due for the public dissemination of recorded music. To date, it represents more than 9,000 artists and over 400 record producers with direct mandates. ITSRIGHT negotiates directly with users, issues licenses for the public diffusion of music, collects and distributes the fees due to artists and producers, making the most of their music catalog. Thanks to a network of internationally consolidated relationships and to the agreements signed with similar foreign collecting companies, ITSRIGHT provides its customers with increasingly integrated and 'borderless' rights management services, to protect the use of musical repertoires also abroad. ITSRIGHT also represents, protects, and manages the repertoire of tens of thousands of foreign artists and producers used in Italy.

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ISSUER

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