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Diffusione presunta

Oggetto : FNM becomes a shareholder of Sportit Srl,  
an innovative SME active with the brand  
Snowit in the sale of services related to  
Winter sports

*Testo del comunicato*

Vedi allegato.

## PRESS RELEASE

**FNM BECOMES A SHAREHOLDER OF SPORTIT S.R.L., AN INNOVATIVE SME ACTIVE WITH THE BRAND SNOWIT IN THE SALE OF SERVICES RELATED TO WINTER SPORTS**

Milan, 3 December 2021 – FNM acquires a 33.3% stake in Sportit S.r.l. (“**Sportit**”), a company active with the brand Snowit, the main marketplace for the integrated online sale of ski pass, services related to ski and experiences related to the world of the mountains in the main European ski resorts.

The transaction involves a total investment of 2.5 million euro.

In this way FNM becomes partner of a leading operator in the sector, which presents interesting growth opportunities by virtue of the existence of a highly fragmented market, of its ability to innovate a scarcely digitalised industry, with expected large expansion of sales, and of the opportunities that can arise also from the 2026 Winter Olympics Milano-Cortina.

The investment in Sportit is consistent with the Strategic Plan 2021-2025 and fits into the People/Community pillar, founded on the paradigm of Mobility as a Community, an enabling tool of the new digital mobility focused on the management of the mobility needs of the community. Indeed, the investment, complementary to the other platforms of the FNM Group and to the transport services offered by it, allows to propose an integrated service to people who share an interest in winter sports.

This press release is available on the Company’s website at the address [www.fnmgroup.it](http://www.fnmgroup.it) (Investor section), and on the authorised storage mechanism EMARKET STORAGE at [www.emarketstorage.com](http://www.emarketstorage.com).

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