



SPAFID
CONNECT

| | | |
|---|--|-----------------------|
| Informazione Regolamentata n. 20153-31-2022 | Data/Ora Ricezione 25 Maggio 2022 17:33:01 | Euronext Growth Milan |
|---|--|-----------------------|

Societa' : MAPS

Identificativo : 162769

Informazione
Regolamentata

Nome utilizzatore : MAPSN03 - Ciscato

Tipologia : REGEM; 3.1

Data/Ora Ricezione : 25 Maggio 2022 17:33:01

Data/Ora Inizio : 25 Maggio 2022 17:33:02

Diffusione presunta

Oggetto : COLLABORATION BETWEEN MAPS &
PROMOTICA CONTINUES: LICENSE
AGREEMENT SIGNED FOR EXCLUSIVE
USE OF ROIALTY PLATFORM;
"ROIALTY" BRAND SOLD TO
PROMOTICA

Testo del comunicato

Vedi allegato.

JOINT PRESS RELEASE

COLLABORATION BETWEEN MAPS & PROMOTICA CONTINUES: TWO-YEAR LICENSE AGREEMENT SIGNED FOR EXCLUSIVE WORLDWIDE USE OF ROIALTY PLATFORM

"Royalty" brand sold to PROMOTICA

Parma - Desenzano del Garda, 25 May 2022

MAPS (MAPS:IM), an innovative SME active in the field of digital transformation ("**MAPS**" or the "**Company**"), and **PROMOTICA** (PMT:IM), a loyalty agency specializing in the implementation of marketing solutions to increase sales, loyalty and brand advocacy ("**PROMOTICA**") announce, in continuation of the partnership formed in 2017, the signing of a license agreement with PROMOTICA for the exclusive worldwide use of the royalty platform in the area of loyalty and retention. The contract is for two years with a total value of €50,000.

For the purpose of effective use and commercial exploitation of the software platform, PROMOTICA has also signed a two-year agreement, with a minimum value of €22,200, governing the provision of consulting and support services by MAPS, which will thus be able to provide its expertise in the relevant field.

The Royalty platform includes the following modules:

- *OneCustomer*: it manages real-time profiling and segmentation features;
- *OneExperience*: it manages the configuration and delivery features of missions, rewards and gamification and digital loyalty dynamics;
- *Zerocoda Retail*: it manages access and service reservation functions at a point of sale.

MAPS and PROMOTICA also announce the sale by the Company to the latter of the "Royalty" trademark for consideration of €85,000.

For Promotica, acquiring the brand is a strategic business decision, allowing it to serve the loyalty market more effectively and reach its customers through a new touchpoint.

Marco Ciscato, Chair of **MAPS**: *"We are extremely pleased with the deal concluded today, which seals a partnership that began long ago and has strengthened with each passing year. PROMOTICA will continue to use the Royalty platform exclusively in the loyalty and retention sector, while the technology will remain in use in our solutions applied to the energy and healthcare sectors."*

Diego Toscani, CEO of **PROMOTICA**: *"The collaboration with MAPS has allowed both companies to grow in recent years. Investing in the consolidation of this fruitful relationship not only seems to us to be a good choice on the strategic level, but it is also a natural continuation of the journey we have embarked on together. The purchase of the Royalty brand will also allow Promotica to protect the investments made so far and will be a new touch point for reaching new customers."*

**MAPS**
SHARING KNOWLEDGE

MAPS GROUP

Founded in 2002, MAPS is an Innovative SME operating in the digital transformation sector. With its registered office in Parma and with approximately 200 employees, it produces and distributes software for the analysis of big data that allows client companies to manage and analyse large quantities of data and information, helping them make strategic and operational decisions and define new business models. Operating in a context characterised by high growth potential: investments in digital transformation estimated for the three-year period 2022-2024 are approximately \$6.3 billion with a CAGR of 16.5% (Source: IDC). MAPS operates through three business units focused respectively on the Health, Energy and Sustainability (ESG) sectors, providing solutions to a portfolio of over 500 highly loyal customers. Through its *Patient Journey* product line, MAPS is positioned as a leader in the field of patient reception in healthcare facilities, presiding over the market with over 1,500 installations, managing 36 million patient admissions nationwide. Thanks to ROSE, an intelligent energy management platform, MAPS now supports the main trends in the energy transition leading to the emergence of new business models based on flexibility, such as the energy communities. In terms of sustainability, GZOOM's *value governance* solution is now used by over 70 Italian organisations to measure objectives, manage risks, and share their non-financial performance. The Group is investing on an ongoing basis in R&D: in the last 3 years it has allocated a total of €5.3 million to innovation. The *Research & Solutions* division, set up in 2016, is responsible for identifying market needs and evolving software solutions. The Group closes 2021 with consolidated revenues of €21.5 million (+20% compared to 2020) - with significant growth in revenues from Healthcare (+62%) and ESG (+69%) markets - and EBITDA of €5 million (23.3% EBITDA Margin). In the last three years MAPS has more than tripled its revenues from its proprietary solutions (15.2 million in 2021, or 72% of consolidated revenues). The company is characterised by high levels of recurring revenues: recurring fee revenues reached 34% of consolidated operating revenues in 2021 (CAGR 2018-2021 of 38%). The Group's organic growth has been accompanied by significant M&A activity, with the acquisition of IG Consulting (2011), Artex (2018), Roidly (2019), SCS Computers (2020), IASI (2021) and I-TEL (2022).

Release available on www.emarketstorage.com and on www.mapsgroup.it

CONTACTS

MAPS
T +390521052300
info@mapsgroup.it

Marco Ciscato – Investor Relations Manager
ir@mapsgroup.it

EURONEXT GROWTH ADVISOR
BPER Banca | T +390272 74 92 29
maps@bper.it

INVESTOR RELATIONS & FINANCIAL MEDIA
IR Top Consulting | T +390245473884
Maria Antonietta Pireddu, m.pireddu@irtop.com
Domenico Gentile, d.gentile@irtop.com | Antonio Buoizzi, a.buoizzi@irtop.com

PROMOTICA

Promotica S.p.A. is one of Italy's leading companies in the loyalty sector, listed on the Euronext Growth Milan market since 27 November 2020. The Company has a long experience gained in the retail, food, pharmaceutical and service sectors. Founded in 2003 by Diego Toscani, the company boasted 107 active clients in 2021, with the implementation of 249 programmes, and has worked with more than 1,800 clients in the course of its operations. Promotica offers a complete consulting service for promotional planning and development, managing every stage of the process: planning of promotional operations, implementation of the communication campaign, procurement of rewards, logistics services, data monitoring and, finally, measurement of results. Promotica ended 2021 with sales of €39.6 million and EBITDA of €2.0 million. For more information: <https://www.promotica.it/>

PROMOTICA | Patrizia Sambinelli, IR Manager, patrizia.sambinelli@promotica.it, T + 39 030 911 80 221
CDR COMMUNICATION | Vincenza Colucci, vincenza.colucci@cdr-communication.it, T +39 335 69 09 547
INTEGRAE SIM | Euronext Growth Advisor and Specialist | T +39 02 39 44 83 86

Fine Comunicato n.20153-31

Numero di Pagine: 4