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Oggetto : Multiply Group announces an agreement for the acquisition of Verivox

Testo del comunicato

Vedi allegato

Milan, 21 March 2025

PRESS RELEASE**MULTIPLY GROUP ANNOUNCES AN AGREEMENT
FOR THE ACQUISITION OF VERIVOX****Mavriq continues its internationalization journey and expands into the German market**

Multiply Group S.p.A. (“**Moltiply**”) announces that today it has signed, through a newly constituted subsidiary (“**NewCo**”), a binding agreement with certain subsidiaries of ProSiebenSat.1 Media SE (“**ProSieben**”), regarding the acquisition of the entire capital of Verivox Holding GmbH with its respective subsidiaries (jointly “**Verivox**”), a leading player in the German online comparison and intermediation market (the “**Transaction**”).

The total agreed price for the Transaction is Euro 231.5 million in terms of equity value, based on a net financial position as of 30 June 2024 of Euro 6.5 million in net cash. Upon execution of the agreement (“**Closing**”), which is expected to occur later today, NewCo will assume debts towards Verivox - generated by a cash pool relationship - for Euro 53.9 million, and will acquire a shareholders' loan towards Verivox of Euro 13.7 million. The agreed price for the Transaction and the countervalue of these last two assignments will be set-off at Closing. The net amount will be paid with the proceeds from the financing agreement referred to in Moltiply's press release of March 20, 2025 and already available cash. The agreements for the Transaction also include an earn-out of up to Euro 60 million determined on the basis of Verivox's economic performance in 2025.

Verivox's preliminary results for 2024 project revenues of around Euro 185 million and an Ebitda of around Euro 34 million, having benefitted from particularly favourable market conditions. Following the completion of the Transaction, Verivox will become an integral part of Mavriq.

Mavriq, the institutional brand that brings together the brands of Moltiply Group active in the online comparison and intermediation of products and services is among the **leading technology companies at European level**. With 19 online comparison brands in 5 countries (among the best known: Segugio, MutuiOnline and Trovaprezzi in Italy, LeLynx in France, Rastreator in Spain and Mexico and Pricewise in the Netherlands), counting more than 250 million annual visits and over 300 million potential customers, Mavriq's businesses in 2024 generated Euro 221.1 million of revenues (+17.5% year on year) and Euro 66.8 million of EBITDA (+10.1% year on year).

Expanding into Germany with its largest acquisition so far, **Mavriq doubles down on its international presence**, continuing to pursue its mission of supporting more and more consumers in making decisions when purchasing complex products and services. This milestone achievement positions Mavriq as one of the largest players shaping the online comparison and intermediation industry in Europe, promoting transparency and innovation in its reference markets.

Marco Pescarmona, Chairman of Moltiply Group SpA: *“We are grateful to ProSiebenSat.1 for giving us the opportunity to acquire Verivox, a company that we admire for its strong brand and consumer-centric approach and express our confidence in its management team.”*

Martin Mildner, CFO of ProSiebenSat.1 Media SE: *“Verivox has developed very well in recent years under the majority ownership of ProSiebenSat.1. With our expertise in brand building, we have significantly raised the company's profile and accelerated its growth. We are convinced that Moltiply is the ideal new owner for the further development of Verivox.”*

Alessio Santarelli, Mavriq CEO: *“We have great respect for what the team has built so far and are excited to join forces to accelerate Verivox's growth. We are confident that by working closely with Daniel and his team and applying proven global best practices, we can drive significant and sustained impact in the German market and ensure this partnership will thrive.”*

Daniel Puschmann, Verivox MD: *“We are very much looking forward to working with Mavriq. It is great to now be part of a strong network of European online comparison platforms and we are convinced that together we will continue the success story of Verivox. With our new owner, the basis has been laid for the further sustainable development and successful growth of Verivox. We would like to thank our previous shareholder, the NuCom Group, as well as ProSiebenSat.1 and General Atlantic for the many years of consistently trusting cooperation.”*

In the Transaction, Moltiply was assisted by BE Partner as financial advisor, Gleiss Lutz as legal and tax advisor, and EY for accounting aspects.

Certain statements contained herein are statements of future expectations and other forward-looking statements. These expectations are based on management's current views and assumptions and involve known and unknown risks and uncertainties. The user of such information should recognize that actual results, performance or events may differ materially from such expectations because they relate to future events and circumstances which are beyond Company control including, among other things, general economic and industry conditions. Neither Moltiply Group S.p.A. nor any of its affiliates, directors, officers, employees or agents owe any duty of care towards any user of the information provided herein nor any obligation to update any forward-looking information contained in this document.

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