



## Joint Venture between the Serbian subsidiary of Alkemy SpA and Nelt Group

*Alkemy SEE, 70% controlled by Alkemy SpA, has signed a corporate JV agreement with Nelt Co. doo, with the aim of expanding its operations in a market that grows at a CAGR of 15% ('14-'17).*

Milan, 09 February 2018 – **Alkemy S.p.A.** – leading company in the innovation of the business model of large and medium-sized companies and listed on the AIM Italia market of Borsa Italiana from December 5th (ticker: ALK) – announces that its **subsidiary Alkemy SEE** (South East Europe), based in Belgrade, **has signed an agreement with Nelt Co. doo** for the establishment of a joint venture company under the Serbian law. 51% of the company's share capital will be held by Alkemy SEE and 49% by Nelt Co. doo. Through the joint venture Alkemy acquires 100% of the share capital of Tako Lako Shop d.o.o., a company belonging to Nelt Group and offering online market placement services to medium-large brands.

The operation aims at consolidating the presence of Alkemy Group in the Balkan area through the partnership with Nelt Co. doo and Nelt Group ([www.nelt.com](http://www.nelt.com)), leader in the Balkan region in the distribution, logistics and marketing industries for major international brands in the FMCG sector (*fast-moving consumer goods*).

The agreement enables the creation of a local hub that will provide Alkemy's platform-based services (e-Commerce, Media, Performance and Digital Solutions) and use Nelt's capillary and consolidated logistics network.

*"With the establishment of this JV we intend to lay the foundations for the consolidation of our position in South-Eastern Europe, a market that is growing at a CAGR of 15% ('14-'17) and is very similar both to the Italian one and to the Spanish one, where we also have a subsidiary. We will rely on a solid and locally recognized brand, characterized by a significant turnover and a capillary logistics network",* comments **CEO of Alkemy SpA Duccio Vitali**.

He also states: *"This operation is just the first step in our growth strategy, which is based on multiple guidelines. On one hand, we intend to consolidate our position in the domestic market through organic growth, expanding our customer base, increasing our ARPC (average revenue per client) and pushing the customer base towards "transformational" projects (i.e. focusing on design, development and implementation of technologies for the digital evolution of B2B and B2C channels). On the other hand and at the same time, we aim to grow through acquisitions that will expand the Group's expertise (such as IoT, Analytics, ...) as well as its international presence."*





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*Born in 2012 thanks to a group of entrepreneurs that had gained significant experience at leading international companies in the world of business consultancy and technological innovation, Alkemy works to improve the market position and competitiveness of large and medium-sized companies - innovating and transforming their business model according to the evolution of technology and consumer behaviour. The Company integrates skills and expertise in the areas of strategy, e-commerce, communication, performance and technology into its offer, and manages wide-ranging digital transformation projects that cover the entire value chain, from strategy to implementation.*

**For further info**

**Press office**

ddl studio | Irene Longhin | [irene.longhin@ddlstudio.net](mailto:irene.longhin@ddlstudio.net) | +39 02 89052365 - +39 392 7816778

**Investor Relations**

Michaela M. Carboni | [ir@alkemy.com](mailto:ir@alkemy.com) | +39 348 3911340

**Nomad**

Banca IMI S.p.A. | Marco Isolani | [marco.isolani@bancaimi.com](mailto:marco.isolani@bancaimi.com) | +39 02 7261 5006



Alkemy S.p.A.  
Via San Gregorio 34 20124 Milano  
C.F. e P.I.: 05619950966 Reg. delle imprese di Milano  
Cap. Soc. 566.961 euro i.v.