



ALKEMY LAUNCHES ITS NEW PRIVATE EQUITY DIVISION TO SUPPORT THE FUNDS' STRATEGIES AND THE DEVELOPMENT OF THEIR INVESTEE COMPANIES

Alkemy in the past years has already been a key partner for some of the main Italian Private Equity Funds, supporting digital and business strategies.

Milan, February 1st, 2023 – Alkemy S.p.A. (Euronext STAR Milan: ALK), strengthens its positioning as a strategic partner for Private Equity Funds, launching a new dedicated division to support strategies and business development of the companies in their portfolio, with the goal of accelerating growth through all available digital levers.

Alkemy has been working for the past years with several funds but decided to structure a dedicated team located within the Consulting competence center managed by **Luca Bosco**, Managing Director, and supported by **Alessandro Iodice**, Senior Strategy Manager, who will be a reference point for our offers dedicated to Private Equities. The newly launched division supports the funds in every phase of a deal: from the identification of the right potential target to the execution of the business due diligence, the definition of the most fitting growth strategy for the companies, including the related execution plans that lever on technological innovation.

To add value to the Private Equity Funds' strategy, Alkemy starts from scouting and screening companies that are in line with the funds' targets and that can bring synergies to the other companies included in the portfolio. The company then runs business and vendors' due diligence through market analysis and competition and Go-to-Market strategies' benchmark on both physical and digital channels. Lastly, by leveraging the different competences available within the Group, Alkemy helps defining the best development strategy for the business, identifying actions and implementation methodologies that help achieving the growth targets, also supporting its clients in the execution phase through the internal Digital Acceleration Factory's dedicated teams.

Alkemy's approach is focused on increasing the value of the digital assets. The company can create value by combining consulting skills with a strong Marketing, Data and Technology know-how.

In 2022 Alkemy already supported six of the main Private Equity funds and Investment Banking firms including Ambienta, HIG, Metrika, Dea Capital Alternative Funds, Gradiente and Wise Equity, confirming its role as a strategic partner in the identification of high-value added solutions, both on traditional and technological industries, consolidating its vertical digital leadership on the definition of ground-breaking initiatives and in the data-driven business model creation.

"Digital transformation is a key leverage for the creation of value added by companies" commented Duccio Vitali, CEO of Alkemy. "This is the reason why, for more than 10 years, Alkemy supported entrepreneurs in the identification of the best strategy to reach corporate goals, enabling processes through digital and technological innovation. These are two key factors of business development across industries, including the financial services one. For this reason, we created a team dedicated to the development of strategies and business models for Private Equity funds, after one year in which we already supported several important funds, proving how digital innovation is a value generating tool. I am very proud of the results achieved, and I am sure that, also thanks to this newly launched division, we will continue to grow benefitting from the increasing awareness of managers and entrepreneurs."



Alkemy S.p.A. works to improve the market positioning and competitiveness of large and medium-sized companies by stimulating the evolution of their business models in line with technological innovation and consumer behavior. Alkemy integrates skills and expertise in the areas of Strategy, Communication, Design, Performance, Technology and Insights and Analytics, with an offering designed for our post-digital environment and covering the entire chain of value from strategy to implementation.

For Further Information

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