



## **ALKEMY SIGNS AN AGREEMENT WITH METRIKA SGR FOR THE DIGITAL DEVELOPMENT OF ITS INDUSTRIAL INVESTEE COMPANIES**

**Milano, March 6<sup>th</sup>, 2023 – Alkemy S.p.A.** (Euronext STAR Milan: ALK; “Alkemy”), announces the signing of an agreement with Metrika SGR S.p.A. (“Metrika”), that envisages the involvement of Alkemy as strategic partner for the digital development of the industrial investee companies included in the portfolio of the SGR.

The agreement renews Metrika’s trust in Alkemy, that already supported the company for a specific operation through its Private Equity Division. This confirms how Alkemy is perceived as a quality partner both in its role of strategic and business consulting company, and in the digital services space.

Thanks to this new agreement, the Industrial companies included in Metrika’s portfolio, will be able to benefit of Alkemy’s digitalization services with the aim of developing their full digital potential both in the front-end (engagement and conversion of clients), and in the back-end (management and improvement of internal processes).

On front-end activities, Alkemy will provide support in the analysis of the digital positioning and on the overall maturity level of industrial companies, identifying and taking advantage of the available levers and best strategies to unlock the full digital potential. For back-end activities, Alkemy will analyze all internal processes, to identify improvements in the operating and/or commercial efficiency and to unlock potential growth, leveraging on and factoring all distinctive competences and business uniqueness of each company.

*“We are glad that a player like Metrika chose to renew its trust in Alkemy, allowing us to extend our cooperation,”* commented **Duccio Vitali, CEO of Alkemy**. *“Having the chance to support companies included in Metrika’s portfolio means to actively contribute to their growth through a deep dive analysis, improving processes and market approach using all digital levers. Digitalizing their business will allow us to create value in long run both for the single Investee Company, and for the Fund’s shareholders.”*

*“Metrika is highly focused on taking forward the sustainability topics and in general the improvement and measurability of all the ESG aspects within the current and prospect Industrial Companies in its portfolio. We believe that also unlocking their full digital potential is to be considered more and more a critical element of success. This is the reason why we believe it is important for us to be able to count on the support of a player like Alkemy,”* commented **Marco Giuseppini, CEO of Metrika**.

*“We already witnessed how companies included in Metrika’s portfolio, also the Industrial ones, are able to grow double-digit both in terms of Turnover and profitability, when leveraging on digital opportunities to improve their competitive positioning, both in Italy and abroad,”* added **Nicola Pietralunga, Managing Partner of Metrika**.



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**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.

**Metrika SGR S.p.A.** is a licensed Private Equity Fund manager. The investment strategy of Metrika is aimed at the acquisition of both majority and qualified minority stakes in Italian industrial companies (with a possible extension to other adjacent European markets opportunistically), with turnover between 20 and 100 million Euro, good operating profitability and a solid financial structure. Metrika SGR is characterized by a hands-on approach to the investments made, thus investing in industrial niches on which the Investment Team dedicated has gained a profound knowledge. In particular, the fields of interest of the Fund are the following industrial sectors: mechanics and precision mechanics, packaging, industrial components, cosmetics, pharmaceutical chemistry, life sciences supply chain and food and beverages.

**For further information**

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