



ALKEMY S.P.A.
STARTED ITS COLLABORATION WITH PIAGGIO GROUP TO STRENGTHEN ITS BRANDS'
PRESENCE ON SOCIAL MEDIA

Alkemy will support the Group in developing its brands' strategy and managing the social channels of the Piaggio, Moto Guzzi, Aprilia and Vespa brands, distributing formats and creativity to the Italian and international markets.

Milan, May 24th, 2023 – New assignment for **Alkemy S.p.A.** (Euronext STAR Milan: ALK; "Alkemy" or "the Company"). The Company **won the tender for its social networks called by the Piaggio Group** in 2022. The Company officially started working last March, managing the social channels of the four brands: **Piaggio, Moto Guzzi, Aprilia** and **Vespa**.

It is **Brand Experience (BX)** – Alkemy's line of offers dedicated to the end-to-end management of the communication supply chain – that takes care of the strategy, creativity and management of the editorial plan of the brands, with the aim of strengthening their online positioning and increasing their visibility and competitiveness.

In particular, for the **Aprilia** brand, attention will be given to the racing area, with live coverage and communication initiatives, on the occasion and during the MotoGP and other important competitions in the sector.

Alkemy supports the new client having the role of global hub, coordinating and distributing formats and creativity to the various markets. The Company will also manage the media budget, through the Digital Marketing Competence Center.

"It is indeed a collaboration full of opportunities both in terms of creativity and of challenging the dynamics of the various platforms involved. We are proud of this partnership and of having the responsibility to accompany Piaggio on this ambitious journey in terms of customer expectations and of the goals we have set together for ourselves. We are proud to have won the tender as an agency, following an in-depth and exciting consultation" stated **Jan Mattassi** and **Marco Tironi**, part of **Alkemy's Executive Creative Direction**.

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.

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