Sharing Growth™

Choose to grow.



Company Profile 2026 / October
SG Company Società Benefit S.p.A.

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About Us

SG Company: the strategic partner driving the business growth

We are an industrial group, a hub of excellence dedicated to unlocking the full potential of our acquired companies by establishing a strong, structured presence in the market.

We do this through the unique combination of consulting and 360-degree management of communication activities, carried out through our three divisions, our support company SG Advisory, and our bespoke unit Good Guys.

01 Marketing & Communication

02 Business Development

03 BID



GoodGuys

The bespoke unit of SG Company, created to lead within the creator economy. It is dedicated to bringing coherence, direction, and impact to the narratives of brands, institutions, companies, and public figures.

Vision



THE VISION

We study, design, and implement tailor-made solutions to fuel your growth.

From strategic analysis to hands-on execution, we provide customized service packages built around your specific needs.

Thanks to the integrated ecosystem of our Group and Sister Companies, every action is purpose-driven, maximizing efficiency and delivering measurable results.

Mission

OUR NAME:
OUR PAYOFF AND OUR MISSION

Sharing Growth

It is a model that integrates the principles of sustainability into processes and activities.

We help our clients create communication projects that generate a positive impact.

It is a model of a caring society.

Because we work by putting people and attention to the Planet at the center.

It’s a scalable model.

It is part of our DNA
and part of our customer projects.



Not just outward-facing solutions, but inward-facing ones, too.

To better support its Sister Companies, SG Company has created a set of internal divisions to provide a targeted service to maximise business opportunities.

Divisions



Marketing & Communication

The MarCom Division specializes in market analysis, promoting cross-selling opportunities across the Group, and developing communication strategies to support internal divisions.



Format

The Format Division focuses on the design, development, and implementation of proprietary formats for the SG Company Group.



Business Development

The Business Development Division builds commercial relationships, acquires new clients, and identifies high-potential sectors where the Group's companies can offer individual, integrated, or tailor-made services.



BID

The BID Division supports Sister Companies in identifying calls for tenders, preparing and submitting the required documentation, and managing accreditations on various client and prospect platforms.

Formats

Developed through in-depth analysis of emerging trends and market needs, our formats are creative tailor-made solutions designed to leave an indelible mark on the audience, whether B2B or B2C.

Sharing. Growth. Future.



Giro Automobilistico d'Italia



Milano Food Week



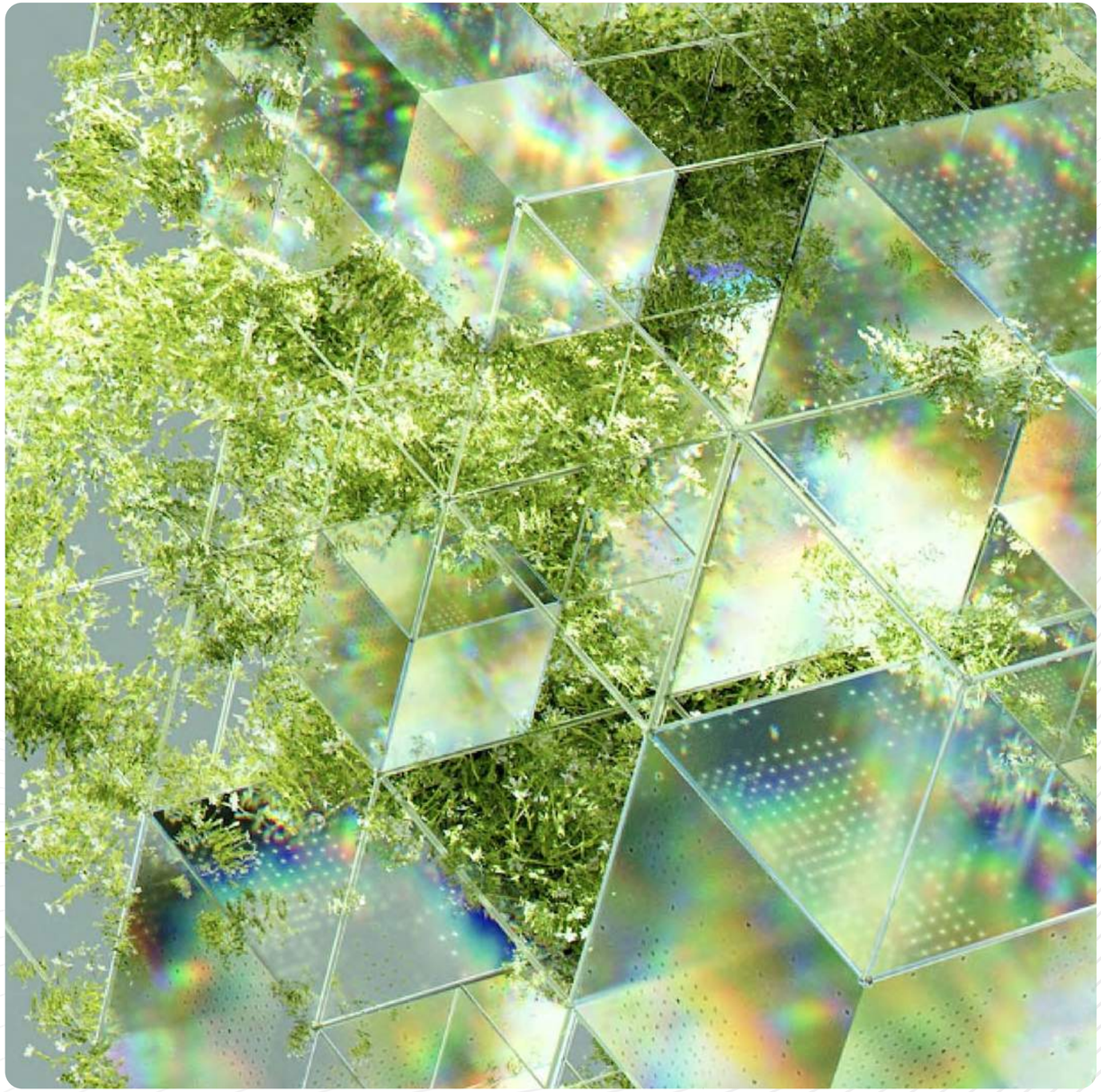
Sharing. Growth. Future.

Sharing.Growth.Future. is a proprietary format of SG Company, created to explore the innovation landscape.

Companies, universities, and media partners come together to explore cutting-edge solutions, where emerging ideas and technologies come together to chart the course for tomorrow. It is an event that looks beyond the present, turning today's challenges into opportunities into opportunities for the future, with bold visions and a dialogue that sets the pace for change.

SG Company's headquarters serve as the venue for this gathering of speakers, researchers, industry experts, and the general public. The event is held in the Cherry on Top, the transparent dome atop the Piazza Oberdan office building, a symbolic space where each contribution unveils a glimpse of the future.

Sito web ↗



Giro Automobilistico d’Italia

GIRO AUTOMOBILISTICO D’ITALIA

The Giro Automobilistico d’Italia is a true icon of automotive tradition, with a rich legacy dating back to 1934.

SG Company is ready to bring it back to the spotlight with a premiere in 2025 and then 12 years of future editions, restoring the prestige and grandeur of this legendary event with a modern vision that celebrates the passion for cars and the thrill of competition.

This regularity race combines elegance with heritage, style with design, and the never ending enthusiasm for motoring with a lifestyle that honors the past as a driving force for the future.

The event will pass through iconic Italian landscapes, stopping off at historic residences full of charm, noble estates and squares that have made the history of Italy, in a return to the origins, with an eye to the future, to revive an event that has made motorsport history.

Sito web ↗



Milano Food Week

Milano Food Week will soon be back in town, ready to transform every corner of Milan into a vibrant celebration of food and culinary culture.

More than just a tasting event, it is a benchmark for unique experiences, innovative ideas, and forward-thinking visions. A journey through Milan's and the world's culinary landscapes, elevating food to a form of art, culture, and passion.

As of 2026.



A premium venue in the heart of Milan.





An entire Art Nouveau building overlooking the historic Bastioni di Porta Venezia ready to host your events.

Five floors at your complete disposal for small or medium-sized events, more than **400 square meters of interior space**, plus **two marvellous terraces**, set in one of the city's most elegant settings.

A standalone **venue** with endless possibilities.



GUARDA VIDEO



We are a Benefit Corporation

Benefit corporations represent an evolution of the very concept of a company: alongside profit objectives, they also aim to generate a positive impact on society and the environment. These companies integrate social and environmental responsibility into their business model, adopting practices linked to the principles of sustainability and transparency.

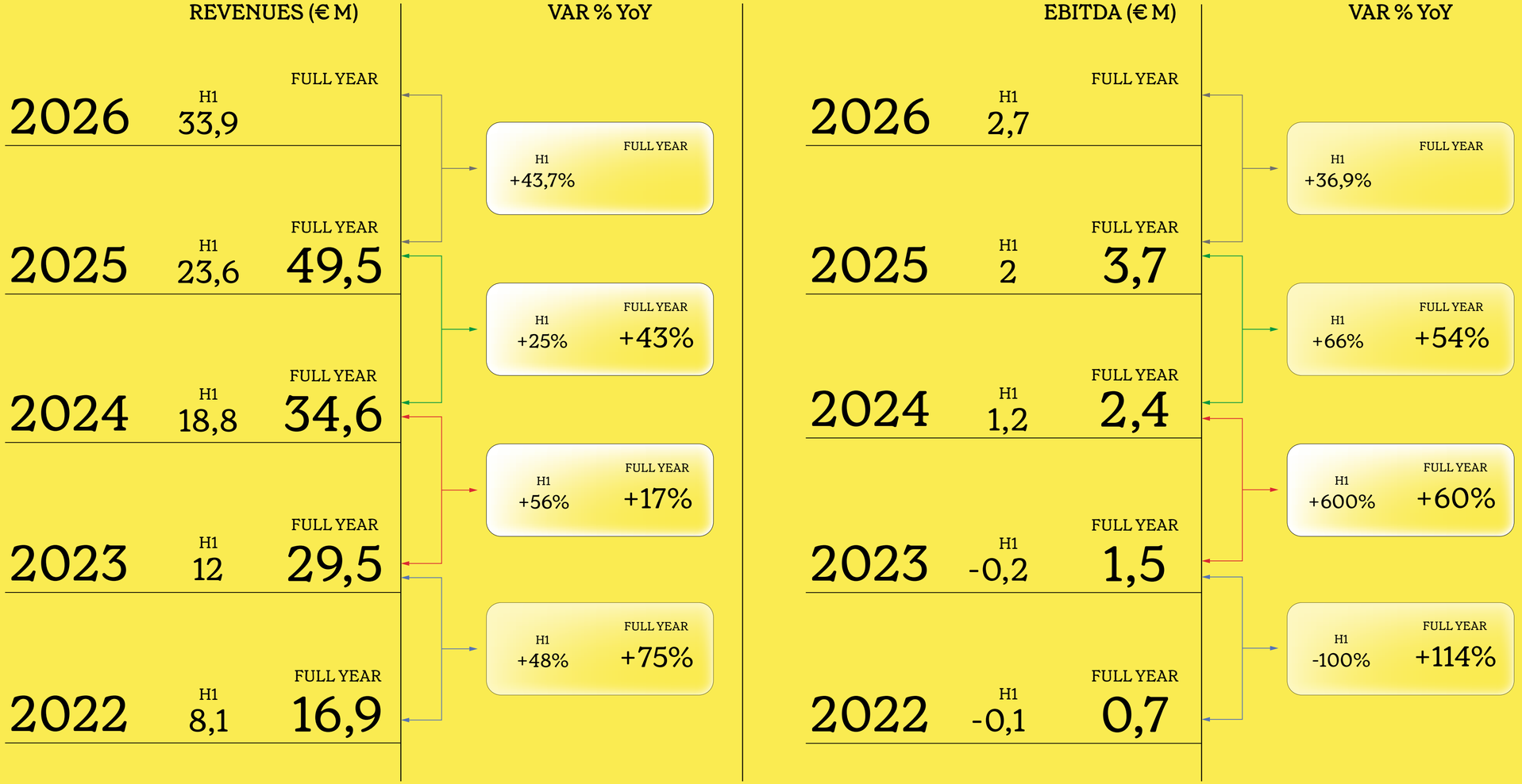


ESG Commitment

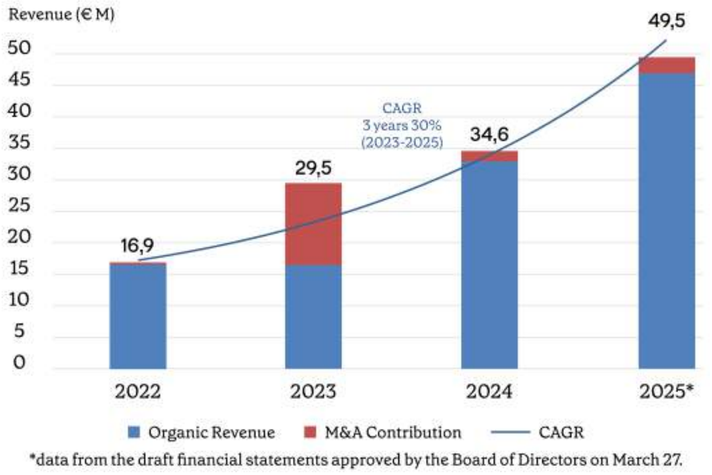
PURPOSE	We are committed to contributing, through our activities, to the creation of value for the society and the environment in which we operate. Sustainability is an integral part of our business model, and through our work, we want to help create favorable conditions for social and environmental prosperity; today and for the future.
RESPONSIBILITY	We are committed to considering the impact of our actions on the business, on society, and on the environment. We want to help create value over time, not only for ourselves but also for our stakeholders and the people we interact with.
TRANSPARENCY	As with every Benefit Corporation, we are committed to reporting annually on our progress, actions and future goals related to our common benefit purposes, contributing to the management and improvement of our social and environmental impact.

We are Sharing Growth™

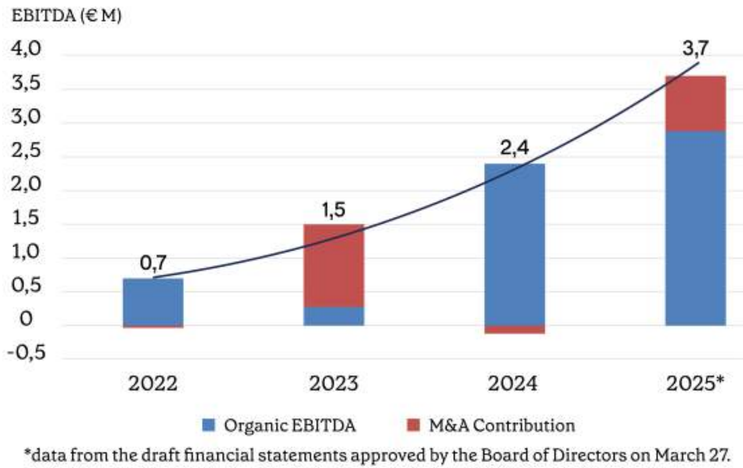
We are an innovative SME and Benefit Company. We help businesses grow through a unique ecosystem of sister companies specialising in different 360° communication services. We believe in quality, responsibility and strive for a better world through our certifications.



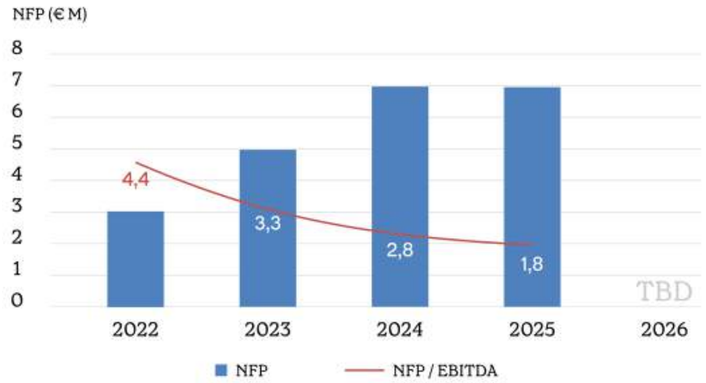
We are Sharing Growth™



*data from the draft financial statements approved by the Board of Directors on March 27.



*data from the draft financial statements approved by the Board of Directors on March 27.



CAGR

Smooths out annual return volatility, ensuring a more reliable growth rate for performance evaluation and long-term comparisons.

EBITDA

Measures operational profitability, allowing for direct performance comparisons regardless of capital structure.

Net Financial Position (NFP) and Net Debt/EBITDA Ratio

Net Debt (NFP) measures a company's net financial indebtedness by subtracting cash and financial assets from gross financial debt. **The Net Debt/EBITDA ratio compares this debt to gross operating profit**, indicating would theoretically be required to repay the debt.
So what exactly is the Net Debt/EBITDA ratio? It is a key indicator of debt affordability and credit risk used by banks and analysts. **Below 3x:** very safe, debt affordability levels. **Between 3x and 5x:** moderate risk, worth monitoring. **Above 5x–6x:** a warning zone or financial strain.

It is also important to keep in mind that the Net Debt/EBITDA ratio only carries **becomes fully relevant only on an annualized basis**. At the half-year level the indicator can be distorted, since Net Debt is a point-in-time figure, while half-year EBITDA reflects only six months of activity.
For this reason, both Net Debt and the Net Debt/EBITDA ratio should be based exclusively on consolidated annual figures.

We are Sharing Growth™

282
STAFF

1.300
PROJECTS DELIVERED

5 years
EMPLOYEE RETENTION

Revenue Breakdown



CERTIFICATIONS and MANAGEMENT MODELS

ISO 9001
QUALITY MANAGEMENT SYSTEM

SINERGIE · eurotarget EVENTS · eurotarget SERVICES · KLEINRUSSO · WAYMEDIA piccoli. grandi. media · fma · eurotarget INCENTIVE · SGADVISORY

ISO 37001
ANTI-BRIBERY MANAGEMENT SYSTEM

SINERGIE

ISO 20121
EVENT SUSTAINABILITY MANAGEMENT SYSTEM

SINERGIE · louder

ORGANIZATION AND MANAGEMENT MODEL 231 ***(Model 231)***

SG Company · SINERGIE · SGADVISORY

EQUALITY, INCLUSION & DIVERSITY
UNI/PdR 125:2022

SG Company · SINERGIE · louder · KLEINRUSSO · WAYMEDIA piccoli. grandi. media

ISO 45001
OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT SYSTEM

eurotarget EVENTS · eurotarget SERVICES · eurotarget INCENTIVE

SG Company Ecosystem and Sister Companies

SINERGIE
We bring ideas to life

A leading agency in the Events Industry, specializing in Live Communication, Events Production, and M.I.C.E.

louder

An international agency specializing in the creation of brand experiences, where creativity, strategy, and execution converge to generate authentic connections and deliver measurable value.

eurotarget
GROUP
SOLUTIONS FOR INTEGRATED COMMUNICATION

Active since 1992, EuroTarget Group operates in corporate marketing and communication, B2C and B2B events, training, promotional and incentive activities, business services and web solutions. The company owns ies BEA Welfare and Incentive.

KLEINRUSSO

The creative community that accompanies brands along every communication path, thanks to a team with diverse skills and years of experience in the industry, and the perfect balance between strategic and creative consultancy.

MiTH
MISSION TO HEART

Integrated communications agency, from strategic ideas to dedicated creative campaigns and media plans.

GoodGuys

The bespoke unit of SG Company, created to lead within the creator economy. It is dedicated to bringing coherence, direction, and impact to the narratives of brands, institutions, companies, and public figures.

Geotag

Media agency focusing on the retail world; it offers advice and tools to plan tailor-made and measurable communication.

WAYMEDIA
piccoli, grandi, media.

A Rome-based media agency founded in 2008, managing the planning of communication campaigns for private clients, as well as institutions, public entities, and political parties.

fma

A Shopper Marketing agency, leader in the “Moment of Truth” and loyalty creation, capable of influencing the buying process.

CONCRETA
PROMOTION

Expert agency specializing in B2B and B2C prize promotions. We offer end-to-end management for global brands: from creative concept and gaming solutions to full legal compliance and prize fulfillment.

WINNING
PROMOTION &
DIGITAL SOLUTIONS

Specialized in Sales Promotion & Digital Solutions, it manages prize contests and consumer promotions, as well as incentive programs for trade and sales forces. The company also owns a proprietary multichannel platform.

InAction
Ideas to Connect Brands

A leading agency in the development of co-marketing promotional initiatives and communication activities. We specialize in the design of promotional mechanics and concepts, graphic design, point-of-sale displays, regulatory compliance, and prize fulfillment logistics.

KNOBS
turn up innovation

An Italian leader in cutting-edge technologies, specialising in Blockchain and Web3, it offers customised solutions to promote digital innovation.

SGADVISORY

Agency specialising in consultancy services and bespoke business development support for internal and external companies.

A journey grounded in history, with a vision for the future.

2000

The rise of Sinergie

The company operates in corporate and incentive events worldwide.

2015

SG Company is established

Through the acquisition of digital consumer and format companies, the company is positioning itself as a leading player in live and digital communications.

2018

SG Company take off

SG Company is listed on AIM Italy (today Euronext Growth Milan) and starts the Sister Company process, integrating all competencies in Communication and Events.

2020

Benefit Corporation and Innovative SME

SG Company unveils new business plan 2021/2023 and opens up to an ESG pathway.

2022

Entry of MiTH

With the integration of the Rome-based integrated communication agency, the Group strengthens its expertise in ATL, BTL, and digital integrated communication.

Entry of Louder

Through the acquisition of a 25% stake, raised to 51% in 2023, SG Company enhances its competencies in event management and communication, with a strong focus on B2C.

2023

SG Advisory is launched

SG Advisory is established to provide HR, finance, administration, legal, and investor relations services to other SG Company Group subsidiaries.

SG Company invests in Kampaay

By acquiring a minority stake in Kampaay, SG Company reinforces its commitment to digitalization and technology in its pursuit of excellence in the events industry.

FMA joins SG Company

SG Company acquires a majority stake in FMA, adding Shopper Marketing expertise to its communication services portfolio.

SG Company invests in Pinguando

SG Company takes another step into the tech sector by acquiring a minority stake in Pinguando.

Geotag joins SG Company

With the acquisition of 51% of Geotag, the Group strengthens its media buying, ads management, and geomarketing capabilities.

2024

KleinRusso joins SG Company

With the acquisition of KleinRusso, SG Company further expands its footprint in the advertising communication industry.

Knobs joins the Group

SG Company acquires a majority stake in KNOBS, a tech company and certified innovative SME specialized in Web 3.0 and blockchain solutions, with the aim of expanding the Group's digital innovation capabilities. Net SG is merged into KNOBS.

Concreta joins SG Company

SG Company acquires a majority stake in Concreta, a service company specialized in the promotion, consulting, and management of prize competitions.

2025

New Look: SG Company is increasingly Sharing Growth™

Core joins SG Company

SG Company acquires 25% of Core Srl, a company specializing in institutional relations, stakeholder engagement, and corporate content. The transaction marks the beginning of a strategic partnership designed to strengthen the network and integrated offering, as well as to intercept new trends in corporate communication.

2026

Winning joins SG Company

SG finalizes the acquisition of 51% of the share capital of Winning S.r.l.

GoodGuys is born

Bespoke by SG Company was created to help shape the creator economy, bringing consistency, direction and impact to the narratives of brands, institutions, companies and public figures.

Waymedia joins SG Company

SG, through Geotag, finalizes the acquisition of 100% of the share capital of Waymedia S.r.l.

In Action joins Winning S.r.l. (SG Company)

Winning S.r.l. (SG Company) acquires a 51% stake in In Action, an agency with over 25 years of experience in sales promotions, co-marketing, graphic design, and communication.

Eurotarget Group joins SG Company

SG Company acquires 51% of EuroTarget Group, a holding company active since 1992 in live communication, incentives, and advertising. The company owns ies BAE, an incentive product with an exclusive patent.

(to be continued...)

Sisters Companies



SINERGIE®

We bring ideas to life

MILAN - ROME - TURIN

Events. Experiences. Emotions.

At Sinergie, every day, the entire team is driven by a great passion: giving shape to ideas, transforming them into extraordinary events capable of providing engaging experiences and authentic emotions.

For 25 years, every brief, every production and every event, whether large or small, has stimulated a combination of passion, creativity, talent and innovation.
This is how Sinergie has become a point of reference in the events, live communication and M.I.C.E. industry, offering unique design solutions, evocative locations and unforgettable journeys.
Because even the smallest detail can turn a project into a success story.

Conventions | Incentive Travels | Corporate and Celebration Events | Roadshow | Press Conference | Product Launches | Meeting & Webinar | Team Building



TURIN

Be**LOVE** the line

Louder is an international agency specializing in the creation of high-impact emotional experiences. We design brand experiences where strategy and creativity seamlessly converge with execution, transcending the traditional boundaries of ATL and BTL. We operate within the space where brands find their voice, form, and identity—transforming strategic insights into tangible, relevant, and measurable concepts.

Creativity is our starting point; impeccable execution is our methodology.

We develop experiential platforms designed to engage audiences, activate communities, and foster authentic connections between brands and their public, translating every experience into lasting value.

When boundaries dissolve, experience begins.
This is being BE**LOVE** THE LINE. This is Louder.

Road Show | Brand Activation | Storytelling | Live & Digital Events | Sampling Tours | International Communication | Exibit | B2C | Celebration & Big Events



eurotarget GROUP
SOLUTIONS FOR INTEGRATED COMMUNICATION
BERGAMO - TORINO - ROMA

Solutions for Integrated Communication

Active since 1992, the holding company has extensive experience in BTL communication and a team of more than 50 specialists. The company supports businesses in developing multichannel campaigns, events, promotional activities and digital solutions to support marketing and communication strategies. Over the years, it has collaborated with leading players in the automotive, tech, food, finance, insurance, banking and construction sectors.

eurotarget INCENTIVE · eurotarget EVENTS · eurotarget SERVICES

CleverMarketing · Monsters & Co.

EuroTarget Incentive: Sales promotions, prize contests, and loyalty programs. Proprietary asset: **ies BAE**, an exclusively patented incentive product designed for employees and commercial networks.
EuroTarget Events: B2B and B2C experiential events across diverse industry sectors, featuring a highly specialized focus on the automotive market.
EuroTarget Services: Management consulting, training programs, corporate events, and Customer Relationship Management (CRM) solutions.
Clevermarketing: A strategic and creative firm that gives shape to the invisible.
Monsters & Co: The technological core dedicated to web engineering.

Eventi · Comunicazione · Inventive · ies BAE · Digital Solutions · Consulenza strategica



ies BAE

EuroTarget Incentive owns the ies BAE welfare and incentive custom cards, incentive products protected by an exclusive patent.

ies BAE WELFARE INTELLIGENTE

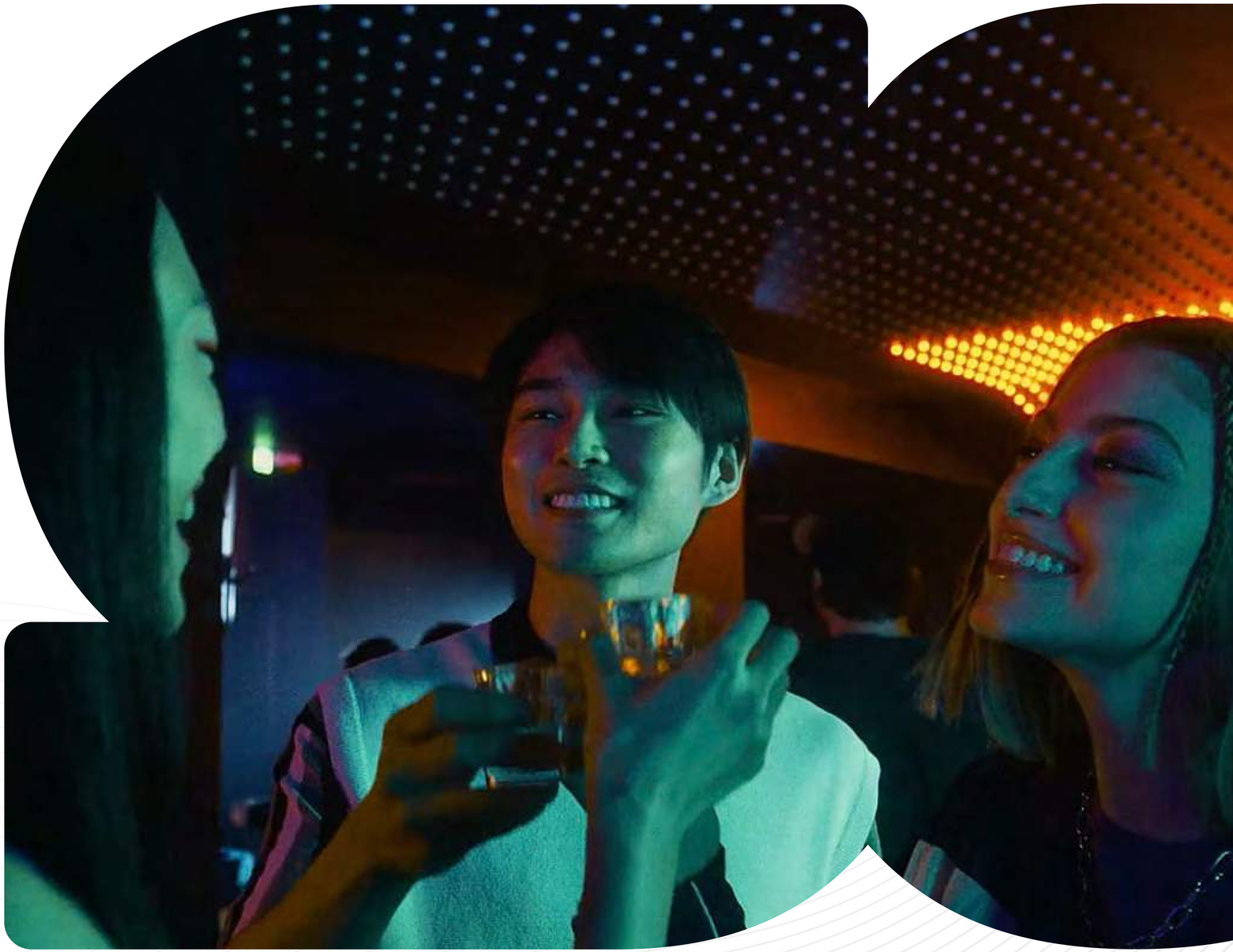
ies BAE Welfare Intelligente is designed for employees through electronic gift cards that can be customized with the company logo and are integrated with the Mastercard network.

ies BAE INCENTIVE INTELLIGENTE

ies BAE Incentive intelligente consists of electronic gift cards also customizable with the company logo, ideal for managing cash flow, measuring results and eliminating insurance, administration, storage, and shipping costs for rewards.

KLEINRUSSO

ROME - MILAN



A Creative Community

KleinRusso is a full-service creative agency defined by a distinct strategic approach, a methodology refined over fifteen years of experience and enriched by the diverse expertise of our multi-disciplinary team.

This extensive heritage enables KleinRusso to meticulously analyze the market context before taking action. We operate through agile structures, eliminating unnecessary layers to ensure the direct involvement of senior professionals who possess deep, hands-on industry knowledge.

At KleinRusso, we believe that deeper understanding is the key to mastering complexity. To respond effectively is to transform that insight into clear, relevant, and impactful decisions. From initial insight to final execution, the agency bridges robust strategic thinking with high-performance delivery, because strategy only holds value when it achieves tangible results in the real world.

Strategic Design | ATL | BTL | Branded Content | Activation | Branding | Social | Digital

MiTH

MISSION TO HEART

ROME

Integrated Communication Agency

Mission to Heart is an integrated communication agency that blends creativity and strategy as its defining hallmarks. With a critical and analytical eye, it identifies the most innovative and memorable ways to achieve its clients' goals.

In a world where nobody wants to listen and companies have too much to say, MiTH is the agency you look for when you stop calling them "prospects" and remember that your prospects are actually "people".

After all, the heart cannot be commanded. It must be reached.

Brand Startegy · ATL · TTL · BTL · Social Media Management · Unconventional Marketing · Branded Content · Brand Design



Geotag

MILAN

The Retail Media Agency

Geotag is the media agency that offers advice and tools to plan customised and measurable communication. Specialised in proximity communication and the retail world (both physical and digital), this trait differentiates it in the competitive landscape.

Thanks to its in-depth knowledge of the entire national territory, the constant use of Geomarketing tools, and a skilful utilisation of all media, from national to hyper-local, Geotag is able to identify the appropriate channels to reach the desired target.

Media Buying | Google Ads & Search | Media Strategy | Performance Marketing | Media Planning | Tracking Tools | Geomarketing | Proximity & Retail Media



WAYMEDIA
piccoli, grandi, media.

ROMA

Omnichannel Media Strategy

Waymedia is a well-established player in the Italian advertising landscape, operating as a strategic media agency headquartered in the heart of Rome. Founded in 2008, the agency boasts extensive experience, enabling it to offer integrated consulting in advertising space management and the design of highly effective media mixes.

Its core strength lies in its versatile ability to engage with a diverse range of stakeholders. On one hand, it supports private companies and commercial brands in achieving their market and positioning goals; on the other, it possesses the specific know-how required to navigate the complexities of public communication. Waymedia specializes in planning campaigns for institutions, government bodies, and political parties, providing a tailor-made approach that combines technical expertise with institutional awareness to maximize the impact of every delivered message.



Media Buying | Media Strategy | Performance Marketing | Media Planning | Tracking Tools | CentroMedia | AdvertisingRoma

fma

MILAN - RIMINI

The Engage Company

FMA is a team of consultants established to offer Brand Activation solutions that go beyond traditional advertising.
Always at the forefront of the latest developments in the world of communications and consumer-business relationships, FMA helps brands and retailers to continuously improve and reinvent the shopper experience.

Specialising in shopper marketing, focusing on each touch point and based on knowledge and analysis of consumer behaviour along the path to purchase, FMA is able to identify how and where to influence purchase decisions with the best message.

Shopper Marketing | Promotions | Field Marketing
Retail Training | Branding & Packaging | In-Store Activation
Loyalty & Engagement Management | Proximity Marketing



CONCRETA
PROMOTION
MILAN

Concreta means Concrete: nomen omen.

For over 30 years, we have been helping companies turn ideas into successful initiatives. We specialise in the promotion (B2B and B2C), consultancy and management of national and international awards events, offering comprehensive and tailored support to simplify every step of the process.

We like to work alongside our clients, listening to their needs and working together to find the most effective solutions.
From choosing the ideal mechanics to engage the target audience, to managing the bureaucracy and delivering the prizes, we take care of it all with expertise and attention to detail.

Because concreteness is our added value.



Promo Legal | Promotion | Prizes | Contest | Loyalty
Engagement | Web Design | Digital | Concept e Visual Design
Software Development | Website, Landing & Gamification
Data Security | Educational | Internal Promotions

WINNING
PROMOTION &
DIGITAL SOLUTIONS

MILAN

Sales Promotion & Digital Solutions

Specialized in Sales Promotion & Digital Solutions. Leader in the design and management of Contests and Prize Promotions for end consumers and Incentive Programs for Trade and Sales Forces.

Owner of a multi-channel platform that integrates Web, Phone, SMS, WhatsApp, and Social Contest channels.

The company's mission is to create innovative and engaging experiences for consumers and businesses, leveraging technology to enhance customer loyalty and sales performance.



Promotions | Contest | Social Contest | Cashback | Loyalty | Innovative mechanics | Integrated multichannel platform | Sweepstakes rules | Data management

In Action

Ideas to Connect Brands

VERONA

Sales Promotion & Co-Marketing

A well-established agency specializing in the development of co-marketing promotional initiatives and communication activities (branding, packaging, and in-store displays). A cohesive and organized team that manages every aspect in-house, from project concept to execution. In Action believes in the importance of the work environment to stimulate ideas, build synergy, and inspire enthusiasm.

“Creativity is our added value.”



Sales promotion | Co-marketing | Engagement | Visual design | Branding & Packaging

KNOBS
turn up innovation

MILAN

Your Gateway to Digital Innovation

KNOBS is a cutting-edge tech company that transforms ideas into successful solutions, leveraging blockchain and Web3 asengines of growth and innovation.

With an outstanding team of professors, researchers, and industry specialists, it offers services such as training, consultancy, and end-to-end software solutions developed for each market sector.

Through ongoing research and development, also in collaboration with Politecnico di Milano and the Blockchain & Web3 Observatory, KNOBS keeps abreast of the latest technologies and guides companies towards a more innovative future.

- Blockchain Consulting & Training
- End-to-End Custom App Development
- Digital Transformation



SGADVISORY

MILAN

Professional Admnistration and Legal Consulency

It is a professional business consulting and services company that provides support and tailored business development solutions based on globally recognised best practices acquired in the field, with the aim of improving business across the board.

Legal & Compliance
Sustainability
Finance & Administration
Corporate Communication
HR Management
Investor Relations



Experiences



ZURICH E ZURICH BANK
Blue Power

Crafted by

SINERGIE
We bring ideas to life

Brief

Spearheading the Annual Convention for Zurich Insurance and Zurich Bank for the second consecutive year. This landmark event, dedicated to the network of agents and financial advisors, was designed to share key milestones and foster two days of strategic synergy, inspiration, and shared vision. The success of the first two editions has led to the direct appointment for the 2027 Convention.

Soluzione

A comprehensive mandate covering creativity, design, production, logistics, and hospitality, beginning with the '**Blue Power**' concept—the new signature identity for all Group conventions. The 2026 edition, held at **Fiera Milano Rho**, brought together over 2,000 guests, including agents and financial advisors, across two simultaneous plenary sessions of 1,000 attendees each.

The program featured a seamless flow of content and keynote speeches across two 200 sqm stages, framed by over 400 sqm of LED walls. The first day culminated in a gala seated dinner for 2,000 guests, highlighted by an inspirational talk from **Julio Velasco** and a closing performance by **Annalisa**. This six-month project involved coordinating over **40 speakers, 32,000 sqm** of event space, **15 hotels**, and **35 shuttle buses**.







EXPERIENCES

IVECO GROUP 50xBeyond

Crafted by

SINERGIE
We bring ideas to life

Brief

Celebrating 50 years of innovation and vision alongside stakeholders, media, clients, and colleagues. A four-day program of business and institutional sessions, culminating in an open event for the city of Turin, designed to showcase the brand's heritage while looking toward the future of sustainable mobility. Venue: OGR

Soluzione

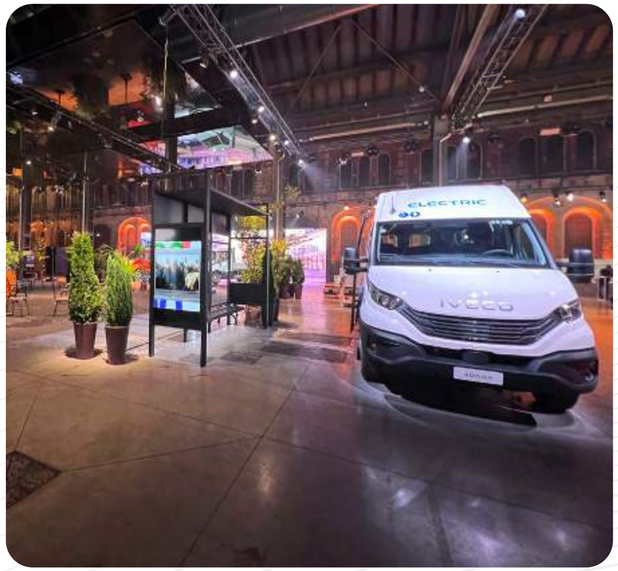
Sinergie, in collaboration with the IVECO Group teams, transformed '50xBeyond' into an immersive experience seamlessly weaving celebration with corporate strategy.

The opening two days featured visionary leadership talks, inspirational interviews, and high-impact performances. The stage hosted prominent figures such as **Alberto Alessi, Riccardo Patrese, Dani Pedrosa**, and **John Elkann**, addressing an international audience of over 1,400 stakeholders, including dealers, partners, global media, and institutional representatives.

The subsequent two days, open to the public, energized the city of Turin with a **DJ set** curated by **Club Silencio**, a **parade of 16 historic vehicles**, and a **dedicated Family & Colleagues area**, reaching a total of **7,300 participants**.

This large-scale production involved a team of 220 staff and performers, **16 hotels, and 5 airports, supported by 24/7 hospitality desks**. The technical complexity was underpinned by **11,256 man-hours, 9,956 meters of cabling, and 15,600 kg of LED screens**.







EXPERIENCES

CONFINDUSTRIA MEDICAL DEVICES
A Healthy Nation

Crafted by

SINERGIE
We bring ideas to life

Brief

Commemorating the 40th anniversary of Confindustria Dispositivi Medici alongside institutional stakeholders, industry leaders, the scientific community, and national media. This landmark event served as the grand finale of the 'Insieme per un Paese in salute' roadshow in Rome. Hosted in a prestigious venue, the occasion was designed to underscore the sector's strategic role in driving competitiveness, innovation, and equitable access to healthcare.

Soluzione

As the official organizing partner for **Confindustria Medical Devices**, Sinergie managed the direction, logistics, set design, and overall coordination of the final event, seamlessly integrating institutional testimonials, emotive video storytelling, and keynote talks moderated by **Costanza Calabrese**.

The proceedings opened with a message from **Giorgia Meloni** and featured an esteemed lineup including **Fabio Faltoni, Orazio Schillaci**, and **Lucia Albano**, alongside video addresses from **Olivier Varhelyi** and **Adolfo Urso**. This high-level assembly addressed a diverse audience of industry leaders, institutional representatives, and prominent scientists.

The agenda included strategic roundtables featuring Claudia Biffoli, Francesco De Santis, and other key figures, the presentation of the **Umberto Rosa Award** (awarded to Maddalena Bonaccorso) by **Ilaria Capua**, and a tribute to the founding members. The event concluded with a celebratory cocktail dinner and anniversary cake.







EXPERIENCES

ITAS Mutua
Dreaming of Paris with a glass of champagne

Crafted by

SINERGIE
We bring ideas to life

Brief

Organize the 2025 incentive trip for Itas Mutua, dedicated to ninety-five network agents, with the aim of rewarding excellence, strengthening the sense of belonging, and transforming the trip into a valuable experience.

Solution

We created “Dreaming of Paris with a glass of champagne,” a concept linked to a tailor-made itinerary created specifically for our guests.

We took care of all the stages: organizational secretarial work, ticketing, and tailor-made experiences at each stop. The trip began in the Champagne region with exclusive visits to Maison Moët & Chandon, tastings at small vignerons, and the discovery of Reims.

Then, two days in Paris with unusual itineraries and a Michelin-starred gala dinner. Ten months of work for a unique experience that was different every day.







EXPERIENCES

Lierac “E quindi uscimmo a riveder le stelle”

Crafted by

SINERGIE
We bring ideas to life

Brief

Organize an immersive, innovative, and sustainable event for Laboratoire Native dedicated to the relaunch of the Lierac Premium line, involving selected pharmacists.

Solution

“And so we went out to see the stars again” was the concept that told the story of the Lierac brand thanks to an event that reached its climax with a dinner under the stars in a transparent geodesic dome on the banks of the Dora Baltea: a complex but very impressive production.

Two days spent in the iconic locations of Mont Blanc, ending at Punta Helbronner, in the evocative Skyway Alpine Cinema, where the new Lierac Premium line was unveiled.

A totally carbon-neutral event (thanks to Up2You) supporting the #SaveTheGlacier project through the planting of wild cherry trees.







EXPERIENCES

The Adecco Group
The performer travel 2024
Incentive Turchia

Crafted by

SINERGIE
We bring ideas to life

Brief

Reward Adecco employees who have distinguished themselves in Customer Centricity, Service Differentiation, and business performance with an incentive trip that gives back, in the form of an experience, the value generated during the year.

Solution

Turkey was the perfect destination to transform a trip into a unique experience.

The project unfolded in two acts: magical Cappadocia, with hot air balloon flights over the Fairy Chimneys, visits to Göreme and Pasabag, and Istanbul, between the Grand Bazaar and a cruise on the Bosphorus.

From the welcome dinner to the various activities, everything was designed to engage and surprise. Five meticulously planned days that left a deep mark on the lives of the participants, combining natural and cultural beauty in an exciting itinerary.







EXPERIENCES

EYOF Ceremony 2023

Crafted by

SINERGIE
We bring ideas to life

Brief

Organize the opening and closing ceremonies of the 16th Winter European Youth Olympic Festival (EYOF 2023), hosted by the Friuli Venezia Giulia Region. An event involving around 1,300 young athletes from 47 European countries.

Solution

Two ceremonies, opening and closing, in two iconic locations: Piazza Unità d'Italia in Trieste and the Fiera di Udine.

The opening, disrupted by a 70 km/h Bora wind, was reorganized in 10 minutes with the removal of 1,000 chairs, and the show continued with lights, projections, and a laser show accompanying the athletes' journey. Jonathan Milan lit the cauldron in front of 3,000 spectators and 47 delegations.

The closing ceremony in Udine celebrated sport and brotherhood, with Fair Play going to Ukraine and the baton being passed to Georgia.







EXPERIENCES

DAIKIN Roadshow

Crafted by

SINERGIE
We bring ideas to life

Brief

Communicate the sustainable and technological evolution of the Daikin universe in a direct, widespread, and engaging way, bringing innovation into contact with customers and partners throughout the country: an opportunity to strengthen ties with the network, present new products, and share the company's vision for the future.

Solution

We designed and implemented a 12-stop roadshow with a clear objective: to bring to life the values of sustainability, innovation, and performance that have always characterized Daikin.

In each city, the spaces were transformed into a real experiential journey, divided into six themed islands where participants could explore all the key content with a central focus on the new Emura 3 and Multi+ products, which were the stars of an immersive and exciting technical presentation.







EXPERIENCES

L'ORÉAL PARIS
Valentino Beauty - Born in Roma Celebration Puglia

Crafted by

SINERGIE
We bring ideas to life

Brief

Celebrate the four fragrances of the Born in Roma family by Valentino Beauty with an exclusive experience combining lifestyle, beauty, and territory. An immersive and sensory event for selected guests.

Solution

Sinergie produced a 7-day experience in Puglia for L'Oréal and Maison Valentino at Masseria Il Melograno and Tamerici Beach Club, transformed into narrative spaces for the Born in Roma fragrances.

Selected guests enjoyed local activities, moments of relaxation, and two exclusive events: the Elite Party with a concert by Elodie (300 guests) and a special evening with the singer "La Rappresentante di Lista".

A multisensory journey through scents, music, and the Apulian landscape that conveyed the essence of the brand through the excellence of Italian hospitality.







EXPERIENCES

Lavazza 2024
Meeting Gap Free Day

Crafted by

louder

Brief

Louder organized the Lavazza Group's internal event, now in its second year, "Gap Free Day," to promote a professional environment free from prejudice and inequality.
The day began with a speech by actor and director Valerio Mastandrea, followed by a panel discussion among CEOs who spoke about the value of inclusivity in business.

The afternoon featured a series of discussions, workshops, installations, and experiences to communicate the results achieved by companies that have promoted DE&I in the workplace.

Solution

The Louder team managed:

- Conceptualization and creation of event content and staging
- Direction and complete management of the event schedule
- Selection and management of guests and workshops







Lavazza Brand Activation On-field Event

Crafted by

louder

Brief

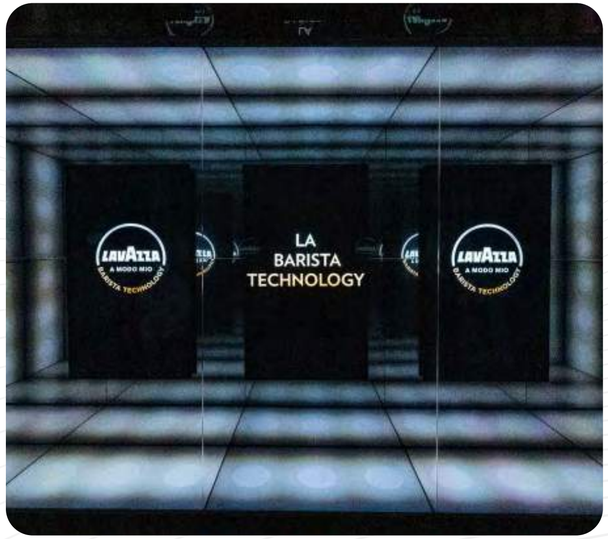
Turn every tennis fan into a coffee fan during the Nitto ATP Finals Fan Village experience: this was the brief received by Louder, which managed a brand activation campaign for Lavazza to discover the true espresso.

Solution

The Louder team managed:

- Developing the creative concept for brand activation
- Creating and preparing the installation for the experience (a 5m high coffee machine)
- Managing the activity within the installation, creating an immersive experience (Infinity mirror)
- Supervising Lavazza influencers and tennis champions
- Coordinating the activation at the various designated touchpoints (Piazza San Carlo, Pala Alpituor, Nuvola Lavazza, website)
- Achieving impressive numbers: 10,000 coffees served, over 11,000 leads collected, and more than 14,000 people involved in total







EXPERIENCES

Nestlè Digital Convention

Crafted by

louder

Brief

For the second consecutive year, Nestlé Italia chose Louder for its Sales Convention. The event was held digitally, with more than 400 employees participating visually.

Solution

The Louder team managed:

- Managing the streaming flow (using a customized and dedicated platform for the event)
- Coordinating digital entertainment with real-time interaction and survey mechanics
- Setting up and staging the location (backdrop with an 18m x 6m curved LED wall)
- Developing the creativity and guiding concept of the event







EXPERIENCES

BMW Group

Launch of the new BMW iX3 NA5 - Neue Klass

Crafted by
eurotarget SERVICES

Brief

For the launch of the new BMW iX3 Neue Klasse, BMQ asked Euro-Target Services to develop a dedicated training program for the sales and after-sales network, designed to convey the product's key content and the strategic value of the new BMW generation.

Solution

The training experience was developed at the House of BMW in San Donato Milanese, combining plenary sessions on the brand, hands-on technical training at the Training Centre and a test drive experience across urban and extra-urban routes, including track sessions with direct comparative tests against competitor vehicles.

An **immersive training** journey that combines brand experience, technical training, and hands-on product testing, allowing the BMW network to experience the BMW iX3 Neue Klasse firsthand and gain a deep understanding of its innovations.







Samsung Pro

Crafted by

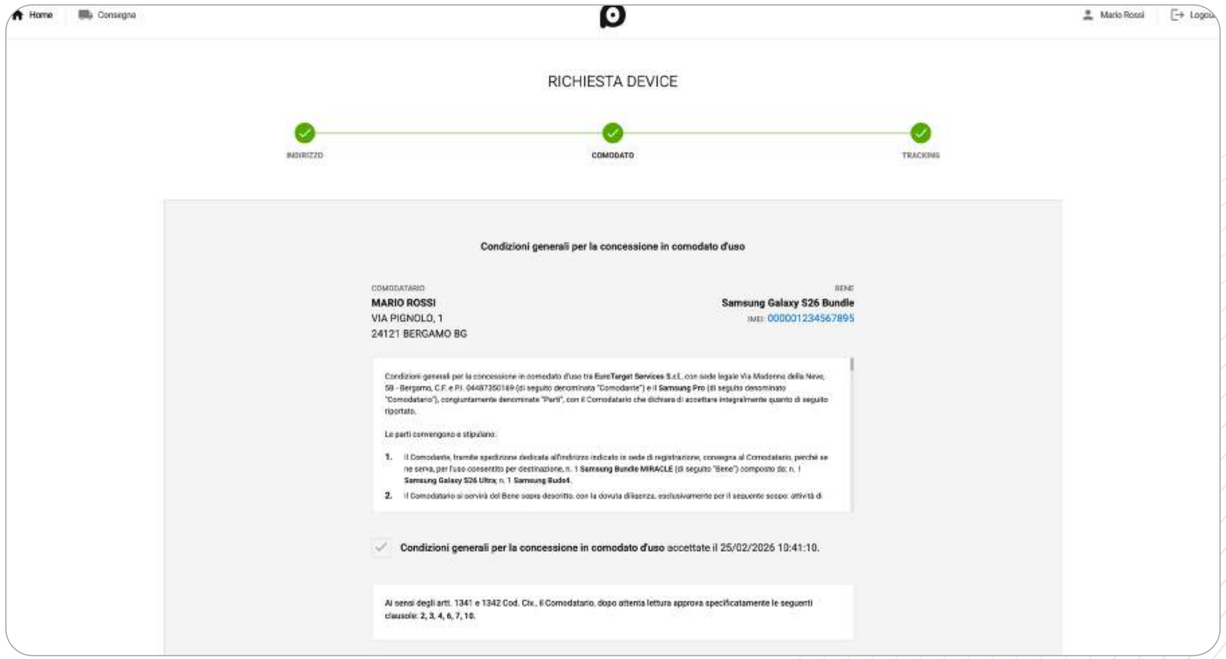
Monsters & Co.

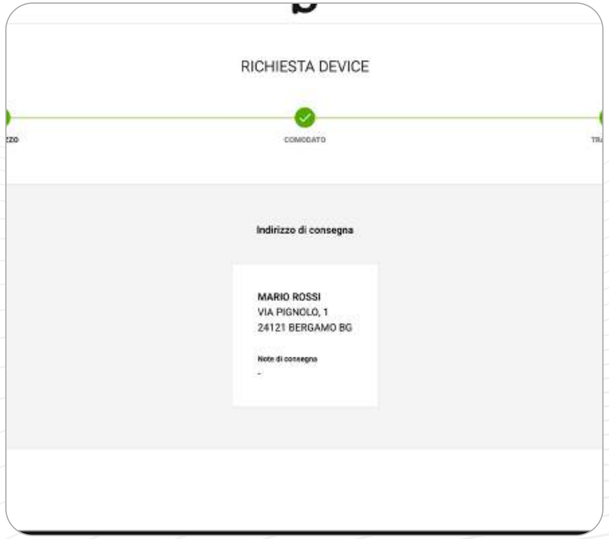
Brief

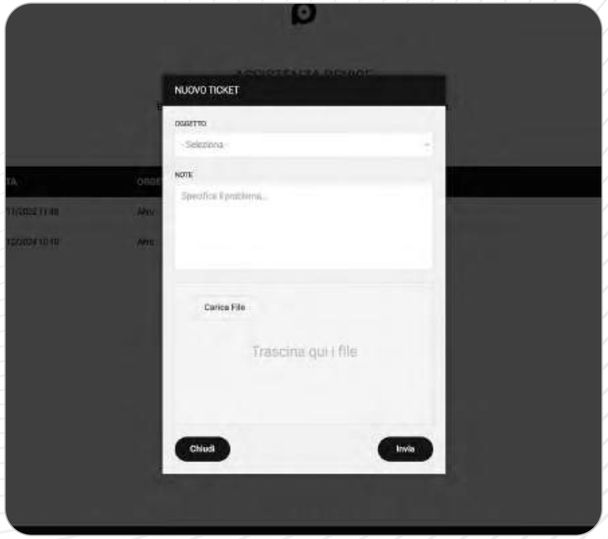
Development of a technological solution capable of managing, with extreme precision and in a fully responsive mode, the entire customer journey of sales staff involved in a nationwide promotional campaign. The challenge was to create a seamless digital ecosystem able to orchestrate three critical pillars in real time: user registry data, complex device logistics, and post-delivery technical support for a diverse network of points of sale (large-scale retail and telecom operators).

Solution

Design and development of Pro, a multi-level platform built on the proprietary w-doo framework, which uniquely connects sales staff, point of sale, affiliated chain, and device via IMEI code, evolving in line with the client's marketing strategies. Architecture hosted on proprietary servers with built-in data protection, ensuring high standards of security and compliance.







EXPERIENCES

Carrefour Loyalty & Engagement Sustainable Adventures

Crafted by

fma

Brief

During May and June, FMA managed the SUSTAINABLE ADVENTURES competition for Carrefour, with 35 Fiat 500 Electric cars and 50,000 other NATIONAL GEOGRAPHIC prizes up for grabs.

Solution

The FMA team managed:

- The creative concept, the commercial partnership with Stellantis, and all the ministerial/legal procedures involved in the activity
- All communication touchpoints and the validation platform (from the moment of purchase in stores or on the website)
- Operational administration and customer care during the months of activity







EXPERIENCES

Oral-B Braun
Shop In Shop & Category

Crafted by

fma

Brief

P&G asked FMA to design an environment in which the two brands Braun and Oral B could coexist through the creation of striking, elegant, and experiential structures that unite the physical and digital worlds.

Solution

FMA was responsible for:

- The creative/design aspect and all graphic production, to ensure an engaging display solution
- Walls and flooring with black gloss 3M film and soft white LEDs
- Illuminated logos, backlit panels on the walls, and a 55° monitor with Oral B and Braun videos on loop to enhance the brands
- Optimized category management to guide shoppers in their purchases, encouraging consumer interaction with product information.







Mondadori Group Promo Educational Become a correspondent for Eco del Roditore

Crafted by
CONCRETA PROMOTION

Brief

For almost twenty years, Mondadori Group has entrusted Concreta with the development and management of all its promotional and educational activities. One of the most famous of these involves the rodent best known to young readers: Geronimo Stilton!

Solution

The Concreta team managed:

- Consultancy on the classification of the initiative as an exclusive event
- Drafting of Terms & Conditions
- Participation platform (graphic design and registration software)
- Operational secretariat and customer care







EXPERIENCES

Molinari
A Shot of Italy ATL

Crafted by
KLEINRUSSO

Brief

An international campaign aimed at conveying the brand's values (Italian spirit, sociability, premiumness), boosting product consumption, and reinforcing Molinari's role as "the most widely consumed Italian sambuca in the world."

Solution

We placed the brand, the product, and consumption at the center of the story, using the toast as a pretext to travel the world and show how Molinari can bring people together whenever there is something to celebrate.

We followed the project through all its phases: from defining the strategy and positioning to designing the campaign and producing the commercial.







EXPERIENCES

Hera Incredibile Integrated

Crafted by
KLEINRUSSO

Brief

Create a communication format that conveys identity, adaptable to all touchpoints, to convey brand values and support commercial proposals throughout the year.

Solution

We recounted the ecological transition and the various commercial proposals through a cinematic style that was as simple as it was impactful.

The testimonial for this story was a family who recounted how the choices linked to the brand's services brought added value not only to their own well-being but also to that of the community.







EXPERIENCES

DAZN
You never stop being a fan

Crafted by
KLEINRUSSO

Brief

An integrated campaign that launched DAZN during the Sanremo Festival, focusing on the similarities between supporting music and sports to increase awareness, the potential target audience, and positive sentiment around DAZN's brand reputation.

Solution

We developed a 360° communication ecosystem. First, we created a Limited Edition of football jerseys inspired by the competing Warner Bros artists, transforming a classic symbol of football fandom into the icon of our campaign.

Next, we produced the TV commercial that aired during the Festival's ad breaks. We then handled the on-ground amplification at Casa Warner, turning the jerseys into a cult item shared across social media by fans and influencers. To round off our concept, we launched a dedicated Sanremo-themed radio campaign.







Paluani Branding & Social Media Engagement

Crafted by

MiTH
MISSION TO HEART

Brief

Transforming keyboard warriors into keyboard reindeer.
To raise awareness of such an important issue as bullying, Paluani entrusted MiTH with managing its social media channels.

Solution

For the initiative, MiTH managed:

- The development of the creative strategy
- The creation of positive engagement (reducing negative comments and developing a reaction from the community)
- The promotion of charitable activities (every aggressive comment received led to a donation to the Parole O_stili association, which fights the phenomenon)
- KPI analysis, maximizing conversions on the Paluani website



EXPERIENCES

Arval
Social Media

Crafted by

MiTH
MISSION TO HEART

Brief

Arval, a BNP Paribas Group company specializing in long-term leasing, decided to enter the private leasing market more decisively after phase 2 of the pandemic, and asked MiTH to design the strategy and produce ideas and content to bring them to the public.

Solution

MiTH was responsible for:

- Creating the concept for the social media campaign #TheJourneyGoesOn
- Developing and producing the dedicated campaign launch video (introduced by a sign that leads into the visual mechanism to bring viewers to the offer)
- Designing and executing the vertical social media editorial plan with dark posts to reach the various offers









EXPERIENCES

Hera Energia
Media Planning & Buying

Crafted by

Geotag

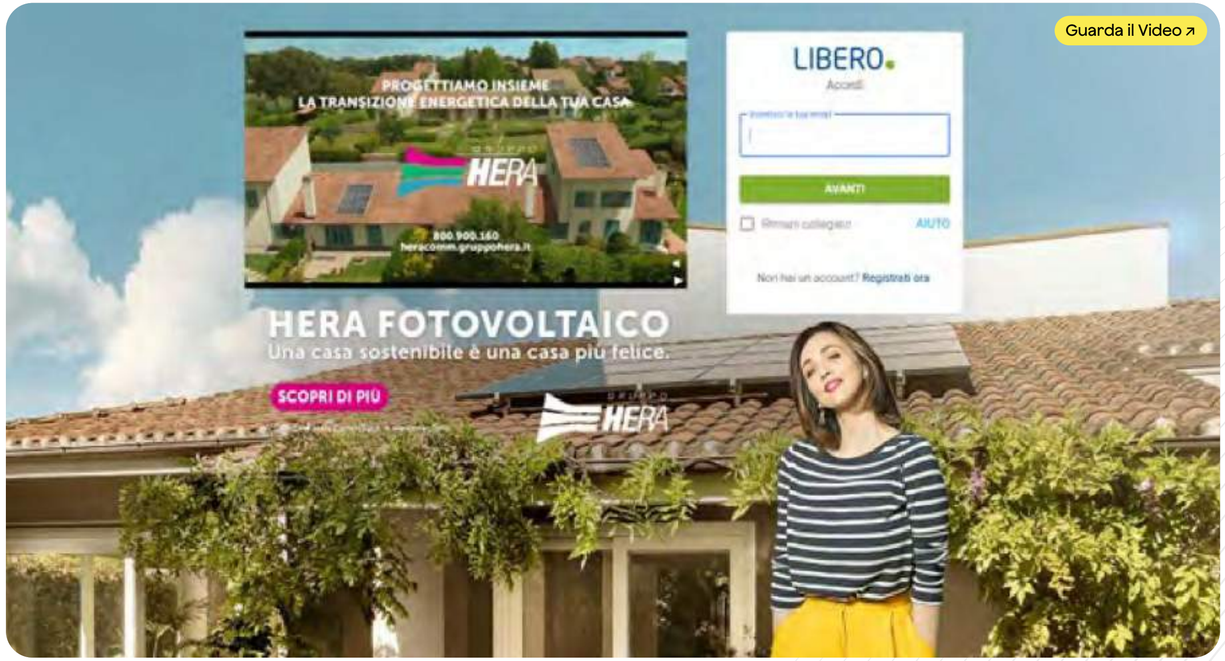
Brief

For the launch of their PHOTOVOLTAIC product, the client asked us to plan their first national campaign, with the aim of attracting new users interested in online services.

Solution

The media plan was structured on three levels:

- Identify the threshold needed on TV to dominate during the campaign period
- Identify the best digital strategy to achieve adequate conversion in terms of contracts
- Support local HERA brands
- The post-campaign analysis confirmed the expected results:
- The HERA campaign was the third most visible campaign on TV and the first in the energy sector
- The digital campaign achieved a +21% increase in contract subscriptions compared to the average monthly contracts for the product in question during the year
- +30% increase in store traffic during the campaign period







EXPERIENCES

Big Mat
Media Planning & Buying

Crafted by
Geotag

Brief

On the occasion of the partnership signed as sponsor of the men's and women's national volleyball teams, the client wanted to give greater visibility to the brand, after years of silence in communication, during the 2023 European Championships with the aim of increasing brand awareness.

Solution

Geotag managed:

- The initial planning of a national cross-channel campaign (TV, radio, print, and digital with a focus on EUROVOLLEY)
- The expansion of planning to the world of sport (choosing the main events and news in the sector)
- Analysis of brand awareness before and after the campaign (divided into private individuals and professionals)
- An overall increase in BA of 2 percentage points among private individuals and 4 percentage points among professionals







Federitaly
Frontend for viewing certificates

Crafted by
KNOBS
turn up innovation

Brief

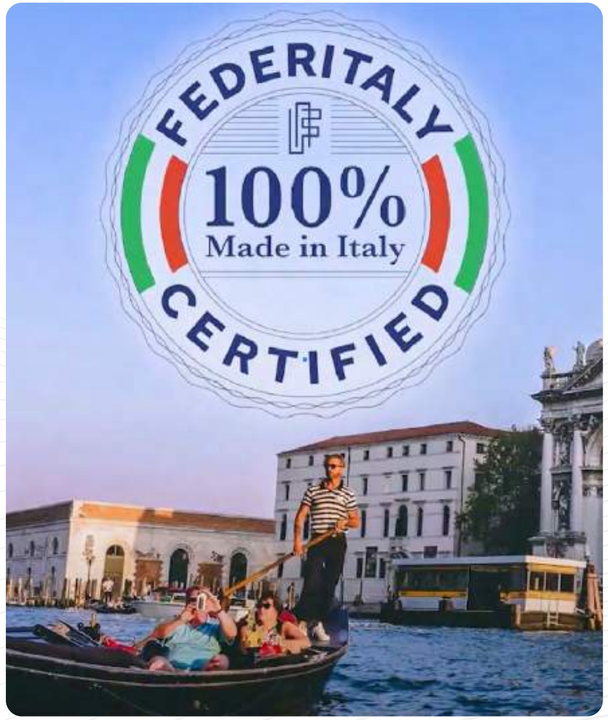
FEDERITALY is a federation created to support, protect, and promote Italian companies, professionals, and Made in Italy products around the world.

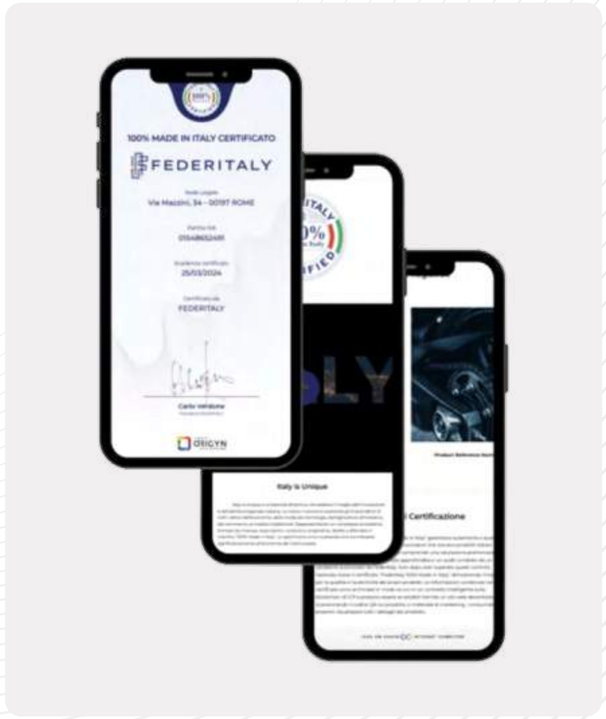
Within this context, Federitaly offers an audit and certification service through the assignment of the “FederItaly 100% Made in Italy” mark, aimed at guaranteeing the quality and authenticity of products. The certificates are recorded on Blockchain.

Solution

KNOBS developed the entire frontend for the customer for the display of certificates.







United by Purpose



The whole is greater than the sum of its parts.

Discover a selection of projects developed through the synergy of the Group's companies. Every case study is proof that combining strengths creates greater value.

Balocco Experience

GoodGuys louder MiTH MISSION TO HEART

Phygital Strategy
Launch Event
Social Media Management





Vespa

SINERGIE We bring ideas to life louder

Event Production
oppure Event Setup & Installations
Setting
Venue Design
Technical Production

Concorso a premi

WINNING PROMOTION & DIGITAL SOLUTIONS louder

Game Mechanics Concept & Strategy
Official Rules Drafting & Legal Compliance
Platform Development
& Customer Journey Design
Operations & Prize Pool Management
Key Visual Concept & Production
Prize Selection & Procurement



How can we help you grow your business?

Contattaci

Every day, thanks to our Sister companies, we work with leading national and international organizations.

Every day, we update our log of events and brands, whom we thank for the trust they place in us.

If you are reading this and already know us, this could be an opportunity to expand the projects we have done or are doing together.

If, on the other hand, this is the first time we have met, let's get to know each other better. It will be a pleasure to find out how to add your name to the list of outstanding companies we have worked with over the years.

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