



Press Release

ALMAC, a Wise Equity portfolio company, and EASY LIFT join forces for growth

***Almac strengthens its industrial project with the integration of Easy Lift into the Group.
The new aerial platform hub focuses on innovation, customer service,
and international expansion.***

Milan, July 15, 2025 – Wise Equity, Almac, and Easy Lift today announce the creation of a leading industrial group in the innovative aerial platform market, with a strong Italian foundation in design and manufacturing and a significant international commercial presence. The group, built on the integration of two complementary entrepreneurial entities, aims to consolidate its global presence and strengthen the sector's technological leadership.

The transaction involves Almac acquiring 100% of Easy Lift's share capital and the reinvestment of Easy Lift's shareholders into Almac, with the goal of enhancing the group's positioning and accelerating its growth. Michele and Emanuele Sorianini, founders of Easy Lift, will retain their respective roles within the company and join Almac's board, which will lead the strategy of the new group.

Almac and Easy Lift are two Italian companies that are leaders in the aerial platform sector, with complementary positioning in terms of product types and geographical markets served. Almac, active for years with an international vision and a strong focus on innovation, strengthens its structure through the addition of Easy Lift, a company that shares core values such as customer centricity, design quality, and service excellence. The identities of both brands will be preserved, maintaining their respective commercial networks and operational sites, in a spirit of continuity and value enhancement of their unique strengths.

Thanks to this industrial combination, the Group will be able to leverage increased investment capacity in technological innovation and new product development, with the goal of further improving service and offerings on a global scale.

Additionally, the Group will benefit from the presence of Plas, a specialized metalworking company whose majority stake was acquired by Almac a year ago. Plas now represents a strategic asset for increasing competitiveness in both the domestic and international markets.

Andrea Artoni, CEO of Almac, stated: *"We are very proud to welcome Easy Lift into our Group. This transaction stems from a shared vision of development and innovation, with the ambition of strengthening our international presence while maintaining the specialization and quality that distinguish us. Together, we can accelerate our growth plans and create new opportunities for our customers and partners."*

Emanuele and Michele Sorianini, founders of Easy Lift, commented: *"Being part of this project represents an extraordinary opportunity for Easy Lift. Our companies are complementary and share the same values of customer care, product quality, and innovation focus. With Wise Equity's support, we are confident we can continue our development journey with even greater momentum."*

Luigi Vagnozzi, Senior Partner at Wise Equity, and **Ilaria Montefusco**, Investment Manager at Wise Equity, added: *“The integration of Almac and Easy Lift is a typical Wise Equity operation: identifying market-leading companies in their niche and building synergistic industrial combination with highly complementary businesses, maintaining each company’s DNA while establishing the foundation for increased investment in innovation and accelerated international development.”*

Advisors to Almac:

- Financial Advisor: Banca Akros (Alessandro Erbanni, Orazio Bocchieri, Cesare Zucchini);
- Financial and Tax Due Diligence: Spada Partners (Guido Sazbon, Bernardo Porcellini, Roberta Robba, Massimo Fagioli) and Cristiano Proserpio and Roberto Stagnaro;
- Legal Advisor: Simmons & Simmons (Alessandro Bonazzi, Ida Montanaro, Carla Nuzzolo).

Advisors to Easy Lift:

- Financial Advisor: Baldi Finance (Guido Prati, Francesco Mainini, Francesco Ferrari);
- Legal Advisor: Baldi & Partners (Francesca Baldi, Simone Zobbi, Elettra Prati);
- Tax: Studio Contab (Alberto Salati).

Wise Equity SGR

Wise Equity SGR is a company active in the management of closed-end investment funds investing in small and medium-sized companies with a focus on Italy. The funds managed by Wise Equity typically carry out Leveraged Buy-out and development capital operations dedicated to companies that have leading positions in their niche with two main objectives: to increase critical mass, also through 'build-up' operations, to improve the competitiveness and marginality of the companies, and to foster their international development. Wise Equity currently has three funds under management:

Wisequity IV with a subscribed capital of €215 million and employed about 92% invested, with one remaining company in its portfolio: Waycap;

Wisequity V launched in July 2019 with an allocation of EUR 260 million, fully invested in eight companies, with seven still in the portfolio after the sale of Cantiere del Pardo: Fimotec, Vittoria, Selle Royal, Special Flanges, Almac, OneTag and NTC;

Wisequity VI launched in May 2023 with a total commitment of EUR 400 million, partially deployed on four investments: MEP, Greenexta, Casa della Piada and Absolute.

For further information

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