

Joint press release

WISE EQUITY INVESTS IN ONETAG TO SUPPORT ITS GROWTH PATH

The Wisequity V fund will acquire a 55% stake in a highly innovative tech company strategically positioned in the global programmatic advertising market.

OneTag is the 7th investment made by the Wisequity V fund, which aims to support the company's international expansion through an organic and external growth strategy.

Milan, September 14th, 2022 - **Wise Equity**, the management company of the Wisequity V fund, announces the signing of a binding agreement that will lead to the acquisition of 55% of **OneTag's** capital by **Wisequity V** and its co-investors. In addition, OneTag's founding partners will reinvest in the transaction alongside Wise Equity, holding a 45% stake in the company capital, and will continue to be actively involved in the business's management and growth.

Founded by Daniel Pirchio in 2015 and joined by Gianmario Ricciarelli and Arnaldo Resega, **OneTag is a highly innovative technology company specializing in programmatic advertising**, a fast-developing channel to buy and sell online advertising placements.

The founding partners' strategic vision and the company's proprietary technology, entirely developed in-house, led OneTag to become, in just a few years, one of the fastest-growing tech companies in the global programmatic advertising market. Thanks to the effectiveness of its technology and the positive customer experience, OneTag has also signed international partnerships with major industry players, such as Google and Amazon.

The company, with offices in Italy, the UK, and the United States, and its R&D and tech hub based in Pisa, Italy, closed 2021 financial statements with a turnover of around **Euro 18 million** and is expected to register **more than quadrupled revenues in 2022**, of which over 80 percent generated globally, with publishers covering over 200 countries.

The results achieved over the past few years, coupled with OneTag's strong business potential and scalability, convinced Wise Equity to invest in the project with **both organic and external growth expectations**. As a result, the Wisequity V fund is willing to support OneTag on a corporate structuring process to expand the company's management to help foster and support the company's growth initiatives. At the same time, OneTag will count on Wise Equity's network to accelerate the company's global expansion, starting with the appointment of industry experts such as Andrea Santagata, General Manager of Mondadori Media, to the company board.

Valentina Franceschini, a Senior Partner at Wise Equity, who oversaw the transaction together with Ilaria Montefusco, said: "*OneTag represents a case of excellence in the tech scene of our country as the only Italian company, and also one of the few at a European level, that was able to develop and commercialize an integrated and fully proprietary technology on the global programmatic advertising market. OneTag's proprietary platform, combined with the founding partners' vision and the team's responsiveness to market changes, are among OneTag's distinctive elements that, together with the contribution Wise can offer, will assure continuity on the path of strong growth that the company has already started tracing*".

Ilaria Montefusco, Investment Manager at Wise Equity, continues: "*Programmatic advertising is part of a complex ecosystem, characterized by frequent change and rapid disruption. We believe that OneTag has the necessary assets to turn future challenges into opportunities, as they did in*

recent years, with an incredible ability to anticipate market needs and turn them into new technology offerings. We are proud to support the growth of an Italian company in a world dominated by overseas players."

Daniel Pirchio, the founder of OneTag, said: *"OneTag is not just a place of work and excellence – above all, OneTag is a winning and close-knit team, a group of talented individuals who identify themselves with a culture of trust and spontaneity. In addition to recognizing our business's results and scalability, I appreciate how Wise Equity and its team also perceived and valued this aspect of our uniqueness. We could not have chosen a better partner to accompany us in our journey while holding tight to our values"*.

Finally, **Gianmario Ricciarelli**, co-founder of OneTag, added: *"I am thrilled to start this new adventure with Wise Equity and their team. Over the past months, they got to know our product and the people who contributed to OneTag's growth. I am confident that Wise Equity will be the right partner to achieve our international expansion and consolidation goals. Congratulations to Valentina, Ilaria, and their team for doing a great job. We'll do great things together!"*

The investment in OneTag represents the 7th transaction carried out by the Wisequity V fund, which, following this investment, has invested around 77% of its commitments of Euro 260 million.

THE ADVISORS INVOLVED

Wise Equity SGR

Legal advisor:

BonelliErede, with a team composed of partners Eliana Catalano and Augusto Praloran, Elena Tellini, Alberto Corsello and Giovanni Bona Galvagno for the corporate aspects, partner Vittorio Pomarici, Federico Carolla and Claudia Numerati for the labour law aspects and partner Luca Perfetti, Marina Roma and Cecilia Didonè for the Golden Power profiles.

With English law matters, Travers Smith with a team led by partners Ben Chivers and Will Howard, Sophie Gayle-Farlow for the corporate side, Sarah Robinson and Emma Riggs for the IP and commercial side, and Ingrid Rogers for the *competition* and *merger clearance* profiles;

Financial and tax advisor:

Studio Spada Partners for financial and Tax Due Diligence and deal structuring, with partners Guido Sazbon and Antonio Zecca, assisted by Francesco Podagrosi, Francesco de Buglio, Gaetano Piazzolla and PierDamiano Abbenante.

On English taxation subjects, Gerald Edelman, with partner Sonal Shah together with Nishopan Karunanithy;

Business advisor:

Vintage Capital, with partners Stefano Siglienti and Gabriele Tazzari, the latter in charge of *tech due diligence*.

Long Term Partners / OC&C Strategy Consultants with a team composed of partner Alberto Regazzo, Riccardo Pipparelli, Gregorio Ottieri and Rachel Costa;

ESG:

Deloitte with a team consisting of Raffaella Sciartilli, Irene Giacchetto and Alessia Sburlino.

OneTag

Financial advisor:

KPMG Corporate Finance, with a team composed of partner Silvano Lenoci, Filippo Cattabiani, Nunzio Forina and Ilaria Munari;

Legal advisor:

Studio Legale Galbiati, Sacchi e Associati, with partners Matteo Cremascoli and Carla Cannavacciuolo and associate Riccardo Aquilini

Accounting and tax advisor:

Costanzo e Associati Group, with a team composed of senior partner Francesca Novati, Francesco Cospito, Alberto Canclini and Matteo Berisha.

The transaction will be financed by a bank syndicate led by Banco BPM, which acted as *Mandated Lead Arranger, Bookrunner, and Facility Agent*, and by a mezzanine underwritten by Equita. The Banco BPM team that worked on the transaction involved Claudio Stefani, Pierfrancesco Festa, and Federico Born, while the Equita team involved Paolo Pendenza, Bekim Krasniqi, and Matteo Morelli.

The financing agreements have been handled for Wise Equity by BonelliErede with partner Antonio La Porta with Francesca Spadafora, while for Banco BPM and Equita by the law firm Dentons with a team led by partner Alessandro Fosco Fagotto and composed of counsel Tommaso Zanirato and associate Jacopo Bennardi.

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:

- *Wisemoney III, with a subscribed capital of over EUR 180 million, one investment in its portfolio (NTC), and one almost entirely divested (Alpitour), having already realized its holdings in Eidos Media, Kiian, Primat, Biolchim, Colcom Group, and Controls;*
- *Wisemoney IV with a subscribed capital of €215 million and employed about 92 percent of its capital on eight investments: Corob, Imprima, Tapi, Tatuus Racing, Aleph, Trime, Innovery, and Waycap;*
- *Wisemoney V launched in July 2019 with an allocation of EUR 260 million, partially deployed on six investments: Fimotec, Vittoria, Cantieri del Pardo, Selle Royal, Special Flanges, and Almac.*

www.wisesgr.com

OneTag

OneTag is a technology company specializing in programmatic advertising that manages and optimizes the buying and selling of online ad placements between publishers and advertisers worldwide.

Programmatic ad placements are transacted every time consumers browse online content in a real-time auction between sell-side technology, used by publishers, and buy-side technology, used by advertisers.

Thanks to its proprietary sell-side and buy-side technology and the innovative use of machine learning algorithms, OneTag helps advertisers meet their advertising goals while ensuring that publishers maximize the value of their advertising inventory.

www.onetag.com



FOR FURTHER INFORMATION

Press Office - Wise Equity

Close to Media - *a company founded by Elisabetta Neuhoff*

Adriana Liguori, adriana.liguori@closetomedia.it | mob. +39 345.1778974

Lucia Nappa, lucia.nappa@closetomedia.it | mob. +39 337.1079749

Paolo Ferrario, paolo.ferrario@closetomedia.it | mob. +39 337.1064754