

**Contacts Media**

Amsterdam +31 20 721 4133  
Dublin +353 1 617 4249  
Milan +39 02 72 42 62 12  
Paris +33 1 70 48 24 45

Brussels +32 2 620 15 50  
Lisbon +351 210 600 614  
Oslo +47 22 34 19 15

**Contact Investor Relations**

+33 1 70 48 24 27

## ID-ENTITY S.p.A. lists on AIM Italia

- **Fifteenth listing of 2021 on Borsa Italiana's AIM Italia**
- **ID-ENTITY S.p.A. brings total number of companies listed on Borsa Italiana's AIM Italia to 148**
- **ID-ENTITY S.p.A. raises €2.9 million with listing**

# IDNTT

**Milan – 6 July 2021** – Borsa Italiana, part of the Euronext Group, today congratulates ID-ENTITY S.p.A. on its listing on Borsa Italiana's AIM Italia.

ID-ENTITY S.p.A. is a Martech Content Factory that produces digital omnichannel "data-driven" content with ISO 9001 certified industrial processes governed by a full outsourcing business technology.

ID-ENTITY S.p.A. represents the fifteenth listing since the beginning of the year on Borsa Italiana's market dedicated to small and medium sized companies and it brings the total number of firms currently listed on AIM Italia to 148.

In the placement phase ID-ENTITY S.p.A. raised €2.9 million. The free float at the time of admission was 25.97% and the capitalisation was €12.7 million.

Christian Traviglia, Founder and Chairman of ID-ENTITY S.p.A., said: *"Being here today represents a source of great pride and satisfaction not only for me, but for my partners and our company as well, which undoubtedly rewards our determination, our business model, our vision and our desire to grow and emerge in the international digital market. The listing on Borsa Italiana will allow us to create new value for all investors who have joined and believed in our project. We are going to use the money raised to accelerate our growth path, both organically and through M&A operations on the European market, because we are and we want to continue being a European Martech Content Factory. Bigger, more profitable and multinational."*



Christian Traviglia, Founder and Chairman of ID-ENTITY S.p.A., rang the bell during the market open ceremony this morning to celebrate the Initial Public Offering of the company.

**CONTACTS MEDIA – [mediateam@euronext.com](mailto:mediateam@euronext.com)**

Andrea Monzani (Milan/Rome)  
 Federica Marotti (Milan/Rome)  
 Ester Russom (Milan/Rome)

+39 02 72 42 63 60

[media.relations@borsaitaliana.it](mailto:media.relations@borsaitaliana.it)

## **ID-ENTITY S.p.A.**

IDNTT is a Martech Content Factory, because it produces, on a daily basis, hundreds of pieces of digital omnichannel "data-driven" content for its clients. It delivers everything with ISO 9001 certified industrial processes governed by a full outsourcing business technology. Original, smart, cross-media and cross-market content that gains the user's attention creating web traffic and interactions towards its customers' websites, ecommerce and physical stores, generating a specific turnover and increasing the brand awareness of its clients.

## **About Euronext**

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