

PRESS RELEASE

Tiscali and Aser Ventures, create Vevisible, a new advertising concessionaire

Cagliari, 28 October 2022

Vevisible S.r.l., the Tiscali Group's advertising concessionaire, is officially founded. Its incorporation, approved by the Board of Directors of Tiscali S.p.A. on July 8th 2022, was finalized yesterday: **the newborn company, in partnership with Aser Ventures** - a cutting-edge investment company that integrates and develops innovative synergies in the media, tech and sports sectors - and participated by prestigious publishing and content provider companies, **will be in charge of enhancing the Tiscali.it portal and its network and will open up to third-party advertising sales.**

The flagship of **Tiscali Italia's Media Tech Division**, which also includes its proprietary web portals and digital platforms, **Vevisible is not intended to be a "traditional" concessionaire, but a valuable booster in the mosaic of Tessellis** – the new name that the Tiscali group will soon take on – **and an "incubator" capable of supporting partners** in systemizing their assets in the digital world.

The establishment of Vevisible represents a key step in the Group's evolution towards a Digital Media Company. **Its mission is to attract advertising investment to the Group's properties, partners and publishers that have mandated it.** To do this, it will make use of a mix of cutting-edge technological features and a system of platforms and assets in synergy with each other, enabling it to stand out from its competitors.

Its business model, aimed at maximizing the return on advertising investment and optimizing its efficiency, **is based on three fundamental cornerstones:**

- a strong technological vocation, which will enable, through exclusive platforms and innovative "data intelligence" solutions, user targeting and media selection;
- an efficient commission plan, to avoid dispersion in the advertising investment value chain;
- the organic enhancement of the group's assets (branded journalism, inbound and outbound call center services, fixed and mobile connections, shopping malls...), to ensure tailored solutions to support advertising investment, with particular attention to investors' assets and customer bases.

Vevisible S.r.l., headquartered in Cagliari, has a share capital of €200,000 and is 75 percent owned by Tiscali Italia S.p.A., 15 percent by Ventures, and 10 percent by Glitch S.r.l. The company will be

Tiscali S.p.A.

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Shareholders' Capital 185,513,965.37 fully paid-up | VAT 02375280928 | R.E.A. 191784 | C.C.I.A.A. Cagliari | tiscali.com

administered by Francesco Sortino and Fabio Bartoloni, Giampiero Di Carlo, Massimo Marinelli and Davide Rota will sit on the Board of Directors.

Investor Relations

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About Tiscali

Tiscali S.p.A. (Italian Stock Exchange. Milan: TIS), Smart Telco with the largest Fiber coverage available in Italy, provides its customers - individuals, businesses and PA - with a wide range of services: Broadband and UltraBroadband fixed and Fixed Wireless Internet access, Mobile Phone services and value-added services (including security, cloud and socialmedia services). Tiscali is also one of Italy's leading news portals, with over 9 million visitors per month to its credit. Tiscali's Web site can be reached at www.tiscali.it