

Press release

Turin (TO), 17 October 2024

Adventure S.p.A., a tax-eligible innovative SME, *digital* company, owner of the portal ameconviene.it and active in the sector of **comparative tariffs for gas and electricity, telephony, insurance** ("Adventure", the "Company"), in relation to the performance of the Adventure S.p.A. share, declares that it is unable to comment on the dynamics regarding the share price.

The Company, as of today, confirms its objective, declared at the time of listing, to become a leading operator in Italy in its sector.

The Issuer initiated the planned activities aimed at pursuing this strategic objective by means of:

- technological development also by investing in the adoption and scale-up of Artificial Intelligence within the company's operations;
- investment in traditional marketing (e.g. by opening physical hubs), digital and neuromarketing to increase the visibility and recognition of the Ameconviene.it brand and to strengthen its internal database;
- scouting and talent acquisition in middle/top management; and
- expansion by external lines in order to consolidate the business offer and positioning within the comparison market.

ADVENTURE S.P.A. PROFILE

Adventure S.p.A. is a tax-eligible innovative SME, digital company, leader in digital technologies and solutions. Born in Turin in 2017 from the experience of digital marketing professionals, it is the owner of ameconviene.it, a comparator of tariffs for gas and electricity, telephony, insurance.

Adventure S.p.A. positions itself as an innovative benchmark in the landscape of online comparators and is distinguished by its unique approach to the collection of qualified contacts and in-depth analysis of Italian consumers' needs.

Drawing on a team of experts in the field of digital marketing, it offers a user-friendly platform that makes it easy to compare the best offers available on the market while guaranteeing transparency, impartiality and respect for personal data security. The company adopts advanced artificial intelligence solutions in its systems that further enrich and refine user experience.

With an approach geared innovation and customer satisfaction, Adventure S.p.A., with its comparison portal ameconviene.it, is committed to transforming the way consumers handle their essential services, offering transparency and convenience in an ever-changing market.

This press release is available on the Company website: www.adventurespa.it in the Investor Relations section. Please note that the Company uses the SDIR e-market circuit for the dissemination of regulated information.

Contact

Adventure S.p.A.

Via Bertola, 2 - 10121 Turin
www.adventurespa.it
www.ameconviene.it

Euronext Growth Advisor

EnVent Italia SIM S.p.A.
Via degli Omenoni, 2 - 20121 Milan
Mailega@envent.it
Tel +39 02 2217 5979

Investor Relations Team

Ing. Massimo Grosso
Mob. +39 327 9031218
ir@adventurespa.it

Press Office

Luca Pasquaretta
Mob. +39 335 6714580
luca.pasquaretta@adventurespa.it