



PRESS RELEASE

AKSIA GROUP ANNOUNCES THE FIRST INVESTMENT OF THE FUND AKSIA CAPITAL IV

Contacta SpA and Visiant Contact Srl together to create the third player in the Italian Contact Center industry

Milan, 07/01/2016

With the acquisition of Contacta SpA and Visiant Contact Srl, the independent private equity firm Aksia Group SGR SpA announces the creation of the third player in the Italian Contact Center industry, with a turnover of 115 million Euros. This is the first investment of the Fund Aksia Capital IV, which has recently completed the first closing at 108 million Euros.

Founded in 2000, Visiant is among the five major Italian companies specialized in contact center services, customer care, business process outsourcing and value-added services such as Big Data analysis. One of the most dynamic companies in the advanced service sector, with eleven branches in Italy and one in Albania, the Group has high profile clients such as INPS, Fastweb, Google and Sky.

Since 1996, the Turin-based Contacta has been playing a prominent role in the Italian contact center and business process outsourcing service, inbound and outbound marketing, back office and client social media monitoring. Its innovative business model ensures maximum efficiency in task management and scheduling. The Company is well recognized in the industry both for the high quality of the services provided and for the adoption of a business model that guarantee a high efficiency through a constant monitoring of operating performance. The Company has high profile clients such as Che Banca!, ENEL, Agos Ducato, Lavazza and Ace European Group.

The transaction was born from the initiative of the Aksia Group SGR SpA and will involve the current shareholders of Visiant and Contacta who will work together to develop a new and innovative project. The transaction implies the acquisition of 100% of Visiant and Contacta through a holding company 55%

controlled by Aksia Capital IV and 45% by the current shareholders of Visiant and Contacta. Thus a new Group will be created with a unique and innovative business proposal where quality and efficiency will synergize with the expectations of end users, client companies, employees and outsourcers.

“We have decided to invest in an industry that is evolving towards new business models and increasingly innovative services aimed at a Customer Experience, where specialized expertise, technology and process innovation, combined with operational efficiency, enable us to compete successfully on the market” said Marco Rayneri, Partner of Aksia Group, “in the near future, this market will increasingly need the presence of large companies structured with precise processes, able to offer complex solutions and capable of accompanying clients toward strategic, innovative and challenging objectives”.

During this transaction, Aksia received the assistance of *Ernst & Young* during the financial due diligence phase; of *Alix Partners* during business due diligence; of *Fineurop* as financial advisor; of *Studio Accinni, Cartolano e Associati* as legal advisor; of *Studio De Luca & Partners* as labour consultant and of *Studio Russo De Rosa e Associati* as tax advisor.

In 2015, the 147 million-Euro Aksia Capital III Fund, now in the disinvestment phase, finalized the sale of *EidosMedia*, a world leader in the development of digital platforms for corporate publishing, and of *Rosa Sistemi SpA*, active in the linear components industry.

Aksia Group SGR (www.aksiagroup.com) is an independent private equity firm founded in 1997 by Nicola Emanuele, Stefano Guidotti and Marco Rayneri. The Group manages the 147 million-Euro Aksia Capital III Fund, currently in the disinvestment phase, whose portfolio includes Gimi, Emmecci, Mep Group, Novation, and Turbosol. In order to continue its strategy of investing in small and medium sized companies Aksia Group has risen the new Aksia Capital IV Fund with an initial capital endowment of 108 million Euros.

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