



PRESS RELEASE

Simone S.p.A. signs an agreement with Onepix Academy S.r.l.

Investments in Artificial Intelligence grow.

Milan, 13th January 2025 – Simone S.p.A. ("Simone" or the "Company"), a company operating in the publishing sector, announces a new strategic investment in the Artificial Intelligence sector through a SAFE agreement (Subscription Agreement for Future Equity) with Onepix Academy S.r.l., an innovative start-up engaged in the development of an advanced AI-based chatbot. The percentage of the Company's participation in the capital of Onepix Academy S.r.l., will be determined according to the valuation determined by the entry of new future investors, but in any case cannot be less than 10%.

The chatbot, specifically trained in Italian, is intended to become a fundamental tool for preparing for exams and competitions.

The agreement between the two companies is not limited to capital participation, but will also cover the provision of Simone S.p.A.'s proprietary content, which is essential for the chatbot's training. Moreover, Simone S.p.A. will have exclusive rights in the marketing of the product in its areas of competence.

The valorisation of the content, provided for in this agreement, and determined analytically on the basis of the volume of data transmitted by Simone to Onepix, will almost entirely cover the initial investment of EUR 0.5 million, opening up new horizons with regard to the use of the company's proprietary data.

Onepix Academy S.r.l. is already recognised as one of the most promising realities, having obtained the support of funds made available by Invitalia through the Smart & Start announcement.

*"We are proud to announce the start-up of this new project, which once again highlights our capacity for innovation - **says Chairman and CEO Luca Misso** - and our ability to develop ideas capable of connecting the characteristics of a traditional sector with the needs of digital natives, making the most of our ability to create highly specialised content".*

*"The entry of Simone S.p.A. in the corporate and commercial structure of Onepix gives us the opportunity to prove the results of our research and development - **says Sole Director Alessandro Lai** - and to position ourselves as one of the first leaders in our Country, in a sector of great common interest and in constant transformation, such as artificial intelligence".*

Simone S.P.A.

Via Riviera di Chiaia 256, 80121, Napoli (NA)
Web www.edizioni.simone.it | Tel. +39 081 8043920



This press release is available in the 'Investor/Press Release' section of www.investors.simone.it and at www.emarketstorage.it.

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SIMONE SPA

Simone S.p.A., established in Naples in 2011, is a publishing company. It is at the head of the Group of the same name, which includes six companies, Simone S.p.A., Editrice Ardea S.r.l., Dike Giuridica S.r.l., Il Gatto Verde Edizioni S.r.l., Font Cafè S.r.l. and Libri e Professioni S.r.l., and a brand, Edizione Simone, with over fifty years of history. Today, the company is a point of reference for the entire Italian publishing sector, in which it stands out for the large amount of highly specialised content it develops, prints, publishes, promotes and sells. Thanks to its brands, it is able to offer study manuals not only in the legal field but also for public competitions, professional qualifications, university entrance examinations and teaching in schools, not forgetting children's books.

Contacts:

Investor Relator

Simone S.p.A

Via Riviera di Chiaia, 256 – 80121 Napoli

Luca Misso

investor.relator@simone.it

Euronext Growth Advisor

Integrae SIM S.p.A

Piazza Castello, 24 – 20121 Milano

Tel +39 0280506160

info@integraesim.it

Media Relations

Twister communication group

Via Valparaiso, 3 – 20144 Milano

Lucia Saluzzi + 39 347 5536979

Lorenzo Zatta + 39 334 1185724

simone@twistergroup.it

Simone S.P.A.

Via Riviera di Chiaia 256, 80121, Napoli (NA)

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