



## **COMMERCIAL PRESS RELEASE**

### **SIMONE RESHAPES ITS DISTRIBUTION AND PROMOTION ACTIVITIES**

**Milan, 17 November 20, 2025** - Simone S.p.A. ("Simone" or the "Company"), announces that it is finalizing contracts with distributors, key accounts, and direct agents to reorganize distribution and promotion for the Simone, Sistemi Editoriali, and Nissolino brands in the bookstore network.

In particular, in relation to the aforementioned brands, direct supply contracts have been signed with national wholesalers and another national trade agreement is currently being finalized, which will take effect from 1 January 2026.

From January 1, 2026, for the central and northern regions (Lombardy, Piedmont, Valle d'Aosta, Triveneto, Liguria, Emilia Romagna, Tuscany, and Sardinia), there will be a new distributor in the bookshops, while the promotional activity will be reorganised and managed mainly directly by the Company through its agents, as already happens in much of central and southern Italy, where Simone directly handles promotion in the regions of Campania, Puglia, Calabria, Basilicata, and Sicily.

In central and Northern Italy, the current organization, which will remain in place until the natural expiry of the current contract, i.e., until December 31, 2025, involved a single distributor that also carried out promotional activities and acted as an intermediary in relations with the above-mentioned national wholesalers.

This reorganization, relating only to the Simone, Nissolino and Sistemi editoriali brands, is necessary in order to adapt to new market needs and increase of the group's presence and proximity to its customers during the strategic phase of promoting its products, as well as to improve its sales margins on the traditional physical distribution channel. The reorganization also allows for the merger of the distribution and promotion of the "Edizioni Simone" brand with the group's other brand, "Dike Giuridica" and other brands such as Magicamente edizioni, allowing for the exploitation of synergies and strengthening the entire commercial organization.

*"The recent growth of our publishing Group has led to a significant expansion of our offering and also a need to consolidate and exploit synergies between the various brands. These circumstances, combined with changing market dynamics, have made this reorganization a necessary choice, in line with our long-term strategies aimed at both improving sales margins and at controlling the strategic phase of promoting the group's overall offering."* **said Luca Misso, Chairman and CEO of the Group.**

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**Simone S.P.A.**

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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., Libri e Professioni S.r.l., Sa.Graf. S.r.l., Topipittori S.r.l., Dike Formazione 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.

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