

Bending Spoons welcomes H14, NUO Capital, and StarTip (TIP Group) as shareholders

Bending Spoons, Europe's #1 app publisher, announced that H14 (an Italian Family Office and Fininvest's shareholder), NUO Capital (investment holding of the Hong Kong based PAO/Cheng family), and StarTip (an investment vehicle wholly owned by Tamburi Investment Partners S.p.A., focusing on start-ups and digital innovation companies) will acquire an overall 5.7% stake in the company. The investment represents an important milestone on Bending Spoons' continued path of growth. Bending Spoons' management team retains full control over the company's governance and, also thanks to the investors' network and experience, reaffirms its absolute commitment to the company's long-term expansion.

"We've found partners that are in it for the long run and fully embrace our ambition to become a premier global company in tech without leaving Italy. We're confident that our investors will support us in this journey and put their extensive experience at the service of the company." —comments Luca Ferrari, one of the company's co-founders.

"We're honored to be joining Bending Spoons, the most innovative company in Italy, powered by an exceptional team led by passionate and visionary founders. With our investment, we'll be contributing to a great success story that puts people at the center and to a company whose values and vision we're fully aligned with. We're also sure that Bending Spoons will benefit from our strong connections with Asia, and particularly with China, by far the most advanced digital society in the world." —declares Tommaso Paoli, NUO Capital's CEO. "We've been knowing and admiring Bending Spoons' founders for years. We're really happy and proud to participate in a transaction that will further strengthen the top Italian player with an established global footprint within the app ecosystem, a field that's been growing and is expected to continue to grow incredibly fast." —says Giovanni Tamburi, Chairman and CEO of TIP.

Bending Spoons' turnover in 2018 was 45 million euros, with three-digit year-over-year growth. The company's apps have been downloaded 200 million times to date, a figure that's growing at a rate of 200,000 downloads per day on iOS devices. This number makes Bending Spoons the #1 European app publishing company and places it among the top 10 worldwide, ahead of behemoths such as Snapchat, Adobe, and Twitter. The company was founded in Copenhagen in 2013 by four Italian engineers and a Polish designer, and moved to Italy one year later. Today it employs more than 100 people, an international workforce that spans 15 nationalities.

H14 S.p.A. is an Italian Family Office holding 21.4% of Fininvest, one of the main media groups in Europe. H14, which actively invests in a variety of asset classes, has developed a strategy of direct investments in Growth Stage digital and technology startups. Its direct investment activity, which started in 2011 with Facile.it, has resulted in a well-diversified portfolio of

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European and American companies. H14 invests back in the Italian Growth Stage segment, considering Bending Spoons as one of the most successful national stories.

NUO Capital is a long-term investment holding, established less than three years ago in Italy, counting as of today 7 investments in wine, fashion, design and in innovative digital companies, such as Elite (Borsa Italiana's digital platform), which had an important role in promoting Bending Spoons to NUO.

TIP - Tamburi Investment Partners S.p.A. is an independent and diversified investment / merchant bank that so far has invested, among direct deals and club deals, about 3.0 billion euros in "excellent" companies from an entrepreneurial point of view and is engaged in corporate finance activities. Currently it has in its portfolio, directly or indirectly, investments in listed and unlisted companies including: Alkemy, Alpitour, Amplifon, Asset Italia, Azimut Benetti, Be, Beta Utensili, Bending Spoons, Buzzoole, Centy, Chiorino, Digital Magics, Eataly, Ferrari, Furla, Hugo Boss, Fagerhult, Interpump, Moncler, Monrif, Octo Telematics, OVS, Prysmian, Roche Bobois, Servizi Italia, Talent Garden, Telesia e TIPO.