



**ADVISED MYBEST GROUP FOR
ITS LISTING ON EURONEXT GROWTH PARIS**

September 2018



MYBEST GROUP (ISIN code: IT0005119109, Symbol: ALMBG) is an Italian omnichannel platform allowing people to easily change their phone and utilities provider in order to save on bills.

MYBEST GROUP can rely on 15 years of successful partnership with Italian market leaders (mainly utilities providers focus on Energy and Telco such as ENI, TISCALI, MEDIASET PREMIUM, VODAFONE, etc.) in a commercially and technologically integrated manner. The Group presents a revenue model based on a success fee component (*token*) upon contract activation combined to a yearly recurrent fee until contract expiration.

Distribution platform MYBEST GROUP has allowed to generate relevant results despite controlled marketing investments. In FY2017, Group's revenues were above € 25 m with around 257 thousand contracts activated.

MYBEST GROUP is now looking for further expansion in Europe and especially in France.

ATOUT CAPITAL advised MYBEST GROUP and its shareholders for the Listing on EURONEXT Growth. This transaction follows a private placement of around € 3.4 m.

Thanks to the listing on EURONEXT Growth Paris, MYBEST GROUP will i) strengthen its capital structure in the context of futures financial operations to initiate; ii) increase its visibility on the market and iii) speed its internationalization process.

Based on a price per share of € 5.07, the company's market capitalization at the first day of Listing reached € 33.8 m.