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Oggetto : New organizational vision "One Group, One Brand"

*Testo del comunicato*

Vedi allegato



## PRESS RELEASE

# TINEXTA, REBRANDING LAUNCH FOR DIGITAL TRANSFORMATION INDUSTRIAL GROUP

*New visual identity, new logo. All operating company brands aligned with the parent company.*

*The communication campaign starts tomorrow*

**Rome, 2 April 2025.** The new Tinexta logo will be visible starting today across all touchpoints of the Parent Company and the Group's operating companies.

This marks the final step in a process called “One Group, One Brand,” which has involved the gradual integration of the various components of a Group that, over the years, has become one of the most prominent players in the fields of digital transformation, innovative technologies, and advanced professional services.

*“The new Group brand is a very significant milestone – commented Enrico Salza, Chairman of Tinexta – as it reflects the results of an intense effort of internal reorganization, corporate streamlining, and the pursuit of increasing operational and commercial synergies. With this new brand, our Group positions itself as an increasingly visible player in the Italian and international digital transition market.”*

The CEO of Tinexta, Pier Andrea Chevallard, stated: *“The growth and expansion that Tinexta has experienced over the past years now allow us to present ourselves to the market and to investors with a renewed identity; a tangible sign of greater integration, clearer focus, and a distinctive presence in the key segments in which our Group operates. The new brand will benefit the operating companies as well, whose visible affiliation with Tinexta will help strengthen their positioning across their main markets. It will also be highly meaningful for our people, who will feel part of a Group with a stronger and more unified identity.”*

Tinexta employs over 3,000 people, mostly professionals, technicians, and experts in the digital field, and operates through its subsidiaries in 11 countries. In 2024, it reported revenues of €455 million and an EBITDA of €111 million. Founded in 2009 under the name Tecno Investimenti, on the initiative of the Chambers of Commerce and the proposal of Enrico Salza and Pier Andrea Chevallard, Tinexta has grown consistently at a double-digit rate over the years, both organically and through a number of acquisitions in high-potential market sectors in Italy and abroad..

Listed on the Euronext STAR segment of the Milan Stock Exchange and included in the European Tech Leader index, Tinexta oversees three business units and five operating companies, now all identified by the name of the Parent Company:

- **Tinexta Infocert**, the largest provider of digital trust services in Europe;



- **Tinexta Cyber**, Italian hub for cybersecurity and a leading force in secure digital innovation;
- **Tinexta Innovation Hub** (formerly Warrant Hub), active in business consulting services and facilitated finance;
- **Tinexta Visura**, a leader in services for professionals and public administration;
- **Tinexta Defence**, active in the design and development of innovative technologies serving national security.

The new logotype was created using a custom-designed typeface, marked by ten-degree angled cuts that give the letters forming the name Tinexta a clean and immediate visual effect. This design choice reflects the Group's mission: to propel its stakeholders forward on their journey to the future, anticipating the challenges and trends of digital transformation. The logo will appear in all the logotypes of the operating companies, alongside their respective names, which are also rendered in the "Tinextype" font (see attachment).

For the graphic development of the new brand, Tinexta worked together with InArea, an agency specialized in brand design.

The rollout of the new brand will be supported by a communication campaign built around the claim: *"With Tinexta, digital innovation shapes your future"*, followed by targeted initiatives from the operating companies to promote their new names.

## TINEXTA SpA

Tinexta is an industrial Group that offers innovative solutions for the digital transformation and growth of companies, professionals and institutions. Listed on the Euronext STAR Milan (MIC: MTAA), it is included in the European Tech Leader index as a high-growth tech company. Based in Italy and present in 12 countries from Europe to Latin America with over 2,500 employees, Tinexta is active in the strategic Digital Trust, Cyber Security and Business Innovation sectors. As at 31 December 2023, the Group reported consolidated revenues of € 395.8 million, Adjusted EBITDA of € 103.0 million and Net profit of € 69.9 million.

[tinexta.com](https://tinexta.com) | Stock ticker: TNXT, ISIN Code IT0005037210

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