



Almaviva S.p.A. announces the completion acquisition of Chain through its Brazilian subsidiary, enhancing its range of services

Rome, January 15, 2020 - Almaviva S.p.A, announces the acquisition of 100.00% of the capital of Chain Serviços and Contact Center S.A, through its Brazilian subsidiary.

Following the announcement on September 27, 2019, Almaviva do Brasil, one of the leading companies in contact center, customer relationship management (CRM) and trade marketing segment in Brazil, announces the fulfillment of the purchase of the entire stake of Bradesco Group in Chain Serviços and Contact Center S.A.

The transaction amounts around Euro 20 million, equal to the Equity of the target, and was mainly financed with local debt. At the acquisition date, the target presents a solid cash position.

Through this acquisition, which is part of the growth strategy adopted, Almaviva consolidates its operations in the area of customer relations in the financial segment, providing expansion and diversification of its operations in Brazil.

The closing of the transaction was finalized on January 14, 2020.