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## ITALY-BASED MEDIA-MAKER LISTS ON EURONEXT GROWTH

**Euronext welcomes a new Italian company to its markets.**



**Paris – 25 July 2019** – Euronext today announces the successful completion of Media-Maker’s listing on Euronext Growth. Media-Maker is a leading company in the production and distribution of branded content and audiovisual productions. Today is the first trading day, following a €2.5 million private placement.

Founded in 2017 in Milan, Media-Maker has established itself in the creation of branded multimedia content. The Italian company produces a variety of cost-effective content such as press, digital and video productions and manages advertising spaces across multiple communication channels. Thanks to its cross-media expertise, Media-Maker can guide all types of clients through the implementation of strategic marketing and communication projects.

Media-Maker (ticker symbol: ALKER) listed on 25<sup>th</sup> July 2019 through the admission to trading of 2,000,000 shares, at a fixed price of €10 per share. The company will also be admitted on the private compartment of Euronext Growth in Paris.

At the listing ceremony, Pietro Peligra, Media-Maker CEO said: *“Media-Maker has a scalable and profitable business model and we are confident that the IPO will accelerate our growth and give the boost we need to become an international player in the content production business.”*

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To mark Media-Maker's first trading day on Euronext Growth, Pietro Peligra, CEO, rang the opening bell in Paris on July 25, 2019.

#### **About Media-Maker**

Media-Maker is a company focused on the creation of branded content on different media as press, digital and video productions. Thanks to its expertise and assets Media-Maker has the capability of developing cross-media projects for any type of client. Due to an efficient business model and the capacity to operate with media barter, the company manages also an advertising spaces portfolio on different kinds of channels.

#### **About Euronext**

Euronext is the leading pan-European exchange in the Eurozone, covering Belgium, France, Ireland, The Netherlands, Portugal and the UK. The Norwegian stock exchange and its clearing & settlement subsidiary, together operating as Oslo Børs VPS, joined Euronext on 17 June 2019. With 1,239 listed issuers worth €3.8 trillion in market capitalisation as of end June 2019, Euronext is an unmatched blue chip franchise that has 26 issuers in the Morningstar® Eurozone 50 Index<sup>SM</sup> and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, FX, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. In addition to its main regulated market, Euronext also operates Euronext Growth<sup>TM</sup> and Euronext Access<sup>TM</sup>, simplifying access to listing for SMEs.

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