Press Release

PROMOTICA, FOLLOWING THE EXERCISE OF THE OPTION AGREEMENTS, HAS COMPLETED THE ACQUISITION OF A FURTHER 20% OF GRANI & PARTNERS, THUS REACHING 100% OWNERSHIP

Desenzano del Garda, 27 October 2025 - Promotica S.p.A. (EGM: PMT) - a loyalty agency specializing in the creation of marketing solutions designed to increase sales, customer loyalty and brand advocacy, listed on Euronext Growth Milan - with reference to the announcement dated 30 January 2023 concerning the execution of the binding option agreement with La Portile S.r.l. for the purchase of the shares held by La Portile S.r.l. in Grani & Partners S.p.A., an international player operating in the promotional market for products dedicated to children - announces that today it has completed the acquisition of the remaining 20% of the share capital of Grani & Partners S.p.A. (hereinafter the "Transaction") for a consideration of EUR 1,000, as defined in the binding option agreement, thus reaching 100% of the Company's share capital.

Through this transaction, Promotica completes the integration process of Grani & Partners, strengthening its proposition in the loyalty and promotional marketing sector and consolidating the operational and industrial synergies already underway between the two companies.

Diego Toscani, Chief Executive Officer of Promotica, commented: *"The completion of this transaction concludes a strategic integration process launched some time ago, enabling us to further consolidate Promotica's position in the loyalty and promotional marketing market. The acquisition of 100% of Grani & Partners strengthens our expertise and our ability to offer increasingly integrated solutions to the Group's clients. Grani & Partners represents a key element in our growth and diversification plan, in line with the Group's expansion strategy. The transaction enables us to broaden our presence in the Kids Promotion, Automotive and Industry sectors, and to strengthen our international positioning. The experience and know-how developed by Grani & Partners over more than forty years in the promotional business constitute an important asset for the Group, allowing us to increase competitiveness and offer increasingly innovative loyalty and promotional solutions tailored to our clients' needs."*

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This press release is available in the Investors section of the website www.promotica.it. Promotica also announces that, for the dissemination of regulated information, the Company uses the 1INFO-SDIR system managed by Computershare S.p.A.

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About Promotica

Promotica S.p.A. is one of Italy's leading companies in the loyalty sector and has been listed on the Euronext Growth Milan market since 27 November 2020. The Company has extensive experience in the Retail, Food, Pharmaceutical and Services sectors. Founded in 2003 by Diego Toscani, Promotica offers a complete consulting service for the planning and development of promotional solutions, managing every stage: design of promotional campaigns, implementation of communication campaigns, creation of Made in Italy products, sourcing of rewards, logistics services, data monitoring and, finally, measurement of results. In 2024, Promotica reported consolidated revenue of EUR 96.0 million and EBITDA of EUR 6.0 million. For further information: www.promotica.it

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