# GAMBERO ROSSO®

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Banca Akros
GRUPPO BANCO BPM

THE UNIQUE PROMOTION & EDUCATION PLATFORM

FOR THE DEVELOPMENT OF ITALIAN FOOD & WINE POTENTIAL

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# PROFIT AND LOSS

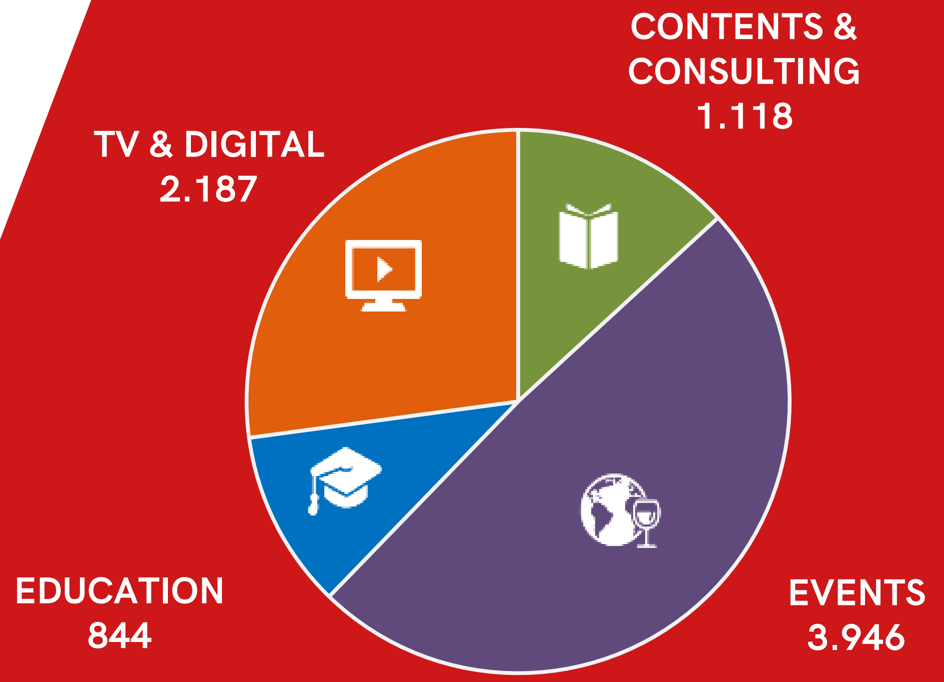
## IAS/IFRS JUNE 2017- JUNE 2016

| PROFIT AND LOSS (€/000) | | june'17 | june'16 | ΔYoY | Δ%YoY |
|---|---|---|---|---|---|
| REVENUES | | 8.096 | 7.859 | 237 | 3% |
| EBITDA | | 1.711 | 1.464 | 247 | 17% |
| | *Margin* | 21,13% | 18,63% | | |
| EBIT | | 879 | 648 | 231 | 36% |
| | *Margin* | 10,86% | 8,24% | | |
| EBT | | 535 | 206 | 329 | 160% |
| | *Margin* | 6,60% | 2,61% | | |
| NET INCOME | | 446 | 163 | 283 | 174% |
| | *Margin* | 5,51% | 2,07% | | |

- **FATTURATI -** crescita degli eventi internazionali sia in numero che in fatturati e crescita dei ricavi tv e digital
- **MARGINI -** miglioramento dei margini degli eventi internazionali ed in particolare del nuovo format Top Italian Food andato a regime e generale contenimento dei costi; riduzione dei costi di gestione finanziaria e degli oneri non ricorrenti

## REVENUES FOR BU 2017

€/000



# BALANCE SHEET

## IAS/IFRS JUNE 2017 - DECEMBER 2016

| FINANCIAL (€/000) | *2017* | *2016* | *ΔYoY* |
|---|---|---|---|
| NET FINANCIAL POSITION | (4.154) | (5.027) | 873 |
| EQUITY | (9.637) | (9.172) | (466) |
| **CAPITAL EMLOYED** | **(13.792)** | **(14.199)** | **407** |
| TRADE RECEIVABLES | 8.260 | 9.934 | (1.674) |
| TRADE PAYABLES | (5.163) | (6.197) | 1.034 |
| TAX AND SOCIAL SECURITY PAYABLES | (7.917) | (7.772) | (145) |
| FIXED AND OTHER ASSETS | 18.612 | 18.234 | 377 |
| **NET INVESTED CAPITAL** | **13.792** | **14.199** | **(407)** |

- **Riduzione dell'esposizione verso il sistema bancario**
- **Miglioramento della dinamica del circolante**
- **Crescita dell'Equity**

# OBIETTIVI 2016/2019

## MULTIMEDIA E MULTICHANNEL EXPLOITATION

ERP

2016

DIGITAL
TRANSFORMATION
PLATFORM

2017

CONTENT

EVENTS

EDUCATION

DIGITAL

2017/2019

# ERP
# 2016

## RISULTATI RAGGIUNTI

Sviluppare l'approccio analitico su Paesi, Aree e Merceologie e la redditività dei singoli clienti tramite:

- Adozione di un software gestionale avanzato (ERP) sui seguenti processi: ciclo attivo, ciclo passivo, magazzino, retail, contabilità generale, controllo di gestione e reporting, bilancio consolidato IAS, consuntivazione, budgeting.

# CONTENTS & BIG DATA 2017

## RISULTATI RAGGIUNTI

Sistematizzazione del patrimonio aziendale basato sul database di contatti (B2B/B2C) e dei contenuti editoriali nelle seguenti Aree:

- Area Contenuti
- Area Academy
- Area Eventi Internazionali
- Area Commerciale

## OBIETTIVI 2017-2019

- Pieno utilizzo con costante ottimizzazione del CRM ed utilizzo economico del patrimonio dei contenuti e dei contatti aziendali

# CONTENTS & BIG DATA 2017

## RISULTATI RAGGIUNTI

TV

- Sky
- CCTV
- Teleticino

WEB

- Web tv
- Social
- Newsletter

## OBIETTIVI 2017-2019

- Ampliare collaborazioni e partnership con broadcasters e ottimizzazione SEO e SEM

# COMMERCIALE
# 2017

## RISULTATI RAGGIUNTI

- Creazione del "*middle office*" per il miglioramento della pianificazione commerciale e dei servizi di vendita e post vendita
- Crescita dei grandi clienti
- Collaborazioni strategiche con canali distributivi e di catering (Gategroup, Lidl, Autogrill)

## OBIETTIVI 2017-2019

- Ampliamento della raccolta della pubblicità e sponsor sui nostri media internazionali, in particolare tramite contatti sedi estere e importatori
- Potenziamento delle attività di consulenza per nuovi prodotti, nuovi canali ed espansione internazionale

# ACADEMY 2017

## RISULTATI RAGGIUNTI

L’ Academy ha concretizzato nel corso del 2017 importanti azioni di sviluppo strategico, in particolare:

- **Alta Formazione**: nuove alleanze con prestigiose università di respiro internazionale (Lugano, Politecnico di Torino, Siena, Lecce) che si aggiungono a quelle esistenti (Luiss, Suor Orsola Benincasa, Iulm). L’offerta nell’Alta Formazione è oggi di **16** Master Universitari e Corsi di Alta Specializzazione, ciascuno con focus specifico
- Ampliamento dei corsi attraverso **academy estere** e primi esperimenti di incoming
- **Corsi Professionali**: valutazione dei contenuti del Corso Professione Chef erogabili On Line

## OBIETTIVI 2017-2019

- Leadership nella formazione online e offline  sia sul mercato nazionale che sui mercati esteri con ampliamento di partnership internazionali

# EVENTI INTERNAZIONALI 2017

## RISULTATI RAGGIUNTI

- Continua crescita nel settore vino
- Buoni risultato sul *Top Italian Food*
- Creazione del database e della guida *Top Italian Restaurants* ambasciatori dei prodotti di qualità nel mondo
- DB: organizzazione di un data base di contatti e di una community internazionale

## OBIETTIVI 2017-2019

- Completamento della profilazione dei 50.000 professionals che partecipano ai nostri eventi internazionali e conseguente creazione di ulteriori opportunità di consulenza per il trade

# OBIETTIVI 2017/2019

## MULTIMEDIA E MULTICHANNEL EXPLOITATION

Completo utilizzo di tutti i contenuti sui canali offline e online
a servizio delle customer base italiane e internazionali

- Progettazione e Sviluppo Contenuti Digitali
- Upload su piattaforma

- Sviluppo delle community «Consumatori», «Produttori» e «Distributori»
- Lancio della community professionale di settore (GR Pro)

- Utilizzo dei big data per migliorare e ampliare i servizi
- Espansione internazionale del modello multimediale e multicanale GR

**Offline + Online**

- **Scalabilità del fatturato**
- **Grande opportunità di crescita della marginalità grazie all'attenta politica dei costi e degli investimenti**