



The information contained herein is not for publication or distribution, directly or indirectly, in the United States of America, Canada, Japan or Australia or in any other jurisdiction where it is unlawful to publish or distribute this document

PRESS RELEASE

Further request for partial conversion of the first tranche of bonds convertible into axélero shares for a total value of €100,000, following the issue of the first bond loan tranche. Based on the provisions of the subscription contract, 62,057 axélero ordinary shares will be issued.

Milan, 13 April 2018 – **axélero S.p.A.**, Internet Company listed on the AIM Italia market (ticker: symbol AXEL), hereby announces that today it received a request for the conversion of part of the first bond loan tranche issued on 29/12/2017 (see the press release issued on the same date) by Atlas Special Opportunities.

The conversion request concerns 5 bonds worth a total value of € 100,000, in partial implementation of the request to issue the first tranche of the bond loan concluded between the Company and Atlas, to which the Company issued 150 bonds worth a total of €3,000,000.

It should be noted that in implementation of the previous requests to subscribe the first bond loan tranche (see the press releases issued on 16 January 2018, 22 January 2018, 13 February 2018, 21 February 2018, 21 March 2018 and 6 April 2018), 150 bonds were issued for a total value of € 3,000,000, with the conversion of 43 bonds already requested by Atlas.

Subsequent to the today conversion, 102 bonds are still convertible in relation to the first tranche, for a total value of €2,040,000.

The total number of shares subject to conversion was determined in accordance with the contractual provisions, calculated as 92% of the weighted average price of the prices per volume of the qualifying transactions recorded by Bloomberg on a day of the subscriber's choice during the period of 20 consecutive trading days prior to receiving notice of the conversion. The price thus determined was equal to € 1.6114 per share: therefore the bonds subject to the request for conversion entitle the subscription of 62,057 axélero ordinary shares, equal to 0.44 % of the post-conversion share capital.



axélero S.p.A., a company established in 2008 and listed on the AIM Italia market since December 2014, is a leading provider of digital marketing solutions for SMEs. The Company's mission is in fact to accelerate the business of small and medium enterprises by providing them with access to digital solutions and services such as those used by big companies in order to unleash their competitive potential. **Customers** that choose axélero gain visibility, useful contacts and concrete results for their business. Market-maker approach, innovation and local roots are the characteristics of the Company, which operates through four business units: **Smart & Business**, offering digital solutions for SMEs and SOHOs with a network of **digital consultants** distributed across the country; **Executive**, specializing in custom projects for large companies and the Public Administration; **Next**, focused on developing artificial intelligence-based products that have won the Innovation Award of SMAU and Best Use of Artificial Intelligence in Customer Service; **Lab**, a corporate venture capital vehicle accelerating start-ups that develop products and services with high potential for SMEs.
Ticker symbol: AXEL, ISIN Code: IT0005069809

<http://www.axelero.it/>

Contatti axélero

Maria Grazia Andali
Chief Communication Officer
mariagrazia.andali@axelero.it
Tel. +39 02 84259800

Image Building

Simona Raffaelli, Vanessa Corallino
Barbara Pianese
axelero@imagebuilding.it
Tel +39 02 89011300

Contatti IR

Francesca Cocco
fcocco@lerxiconsulting.com
IR@axelero.it
Tel +39 02 84259800

Contatti NOMAD

Banca Finnat Euramerica S.p.A.
a.verna@finnat.it
Tel +39 06 69933219

This publication constitutes neither an offer to sell nor a solicitation to buy or subscribe any securities.

The information contained herein is not for distribution, directly or indirectly, in or into the United States of America (including its territories and possessions of any State of the United States of America or of the District of Columbia) and must not be distributed to U.S. persons (as defined in Regulation S of the U.S. Securities Act of 1933, as amended ("Securities Act")) or publications with a general circulation in the United States of America or in any jurisdiction where such distribution or publication would be unlawful. This publication is not an offer of securities for sale in the United States of America. No notes have been and will not be registered under the Securities Act and may not be offered or sold in the United States of America absent registration or an exemption from registration under the Securities Act, as amended. axélero S.p.A. does not intend to register any



portion of the offering in the United States of America or to conduct a public offering of the Securities in the United States of America.

This publication is not an offer of securities for sale in United States of America, Italy, the United Kingdom, Canada, Japan or Australia or in any other jurisdiction.