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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, 63,171 axélero ordinary shares will be issued.

Milan, 17 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, 6 April 2018 and 13 April 2018), 150 bonds were issued for a total value of € 3,000,000, with the conversion of 48 bonds already requested by Atlas.

Subsequent to the today conversion, 97 bonds are still convertible in relation to the first tranche, for a total value of € 1,940,000.

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 € 1.5830 per share: therefore the bonds subject to the request for conversion entitle the subscription of 63,171 axélero ordinary shares, equal to 0.45 % 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

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