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PRESS RELEASE

axélero:

allocation of new shares and change in share capital following the request for partial conversion of the first tranche of the bond loan issued on 29 December 2017, in favour of Atlas Special Opportunities

Milan, 19 April 2018 – **axélero S.p.A.**, Internet Company listed on the AIM Italia market (ticker symbol: AXEL), following the press release published on 17 April 2018, announces that 63,171 axélero ordinary shares were issued with the same dividend rights and characteristics of shares outstanding on the date hereof. In particular, these new shares were allocated subsequent to receiving, on 17 April 2018, the request of Atlas Special Opportunities for the partial conversion of the first tranche (see press release of the same date) of the bond loan issued on 10 January 2018, described in the press release published on such date.

Certification of the partial implementation of the capital increase supporting the conversion of the aforementioned bond loan will be filed with the Milan Companies' Register in accordance with the terms and procedures established by law.

As a result of the foregoing, the share capital is now equal to Euro 70,567.30, divided into 14,113,456 ordinary shares. Finally, it should be noted that with regard to the first tranche of the bond loan, 97 bonds worth a total nominal value of Euro 1,940,000 remain to be converted, and the residual number of shares to be issued by virtue of such conversion is not currently determined or determinable as envisaged by the convertible bond issue subscribed with Atlas Special Opportunities and Atlas Capital Markets (see press release dated 29 December 2017).

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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