



RIBA MUNDO TECNOLOGÍA INCREASES THE EQUITY STAKE IN PB ONLINE S.R.L TO 67% THROUGH THE SUBSCRIPTION OF A €3.7 MLN CAPITAL INCREASE

PB ONLINE'S SHARE CAPITAL TO REACH €9.4 MLN

PB ONLINE's name changed in ePRICE IT Srl: A new era of development strategy for the eCommerce portal

Valencia, March 27th 2024

Riba Mundo Tecnología S.A. (the "Company" or "Riba Mundo") - tech company specialized in Big Data for the B2B segment of consumer electronics- announces that today the shareholders meeting of PB Online S.r.l. ("**PB Online**"), 50% owned by Riba Mundo, has approved a EUR 4,133,718 capital increase (the "**Transaction**") and the change of company name to ePRICE IT S.r.l. ("**ePRICE IT**").

The capital increase is structured as follows:

- EUR 3,670,591 to be subscribed by Riba Mundo through:
 - the conversion of shareholder loans (including the capitalization of interests) into share capital for EUR 1,602,271;
 - EUR 2,068,320 in cash.
- EUR 463,127 to be subscribed by Portobello S.p.A. ("Portobello"), through the conversion of shareholder loans (including the capitalization of interest) into share capital.

Thanks to the Transaction to be completed by the 10th April 2024, the share capital of ePRICE IT will amount to EUR 9,433,718, of which 67% held by Riba Mundo and 33% by Portobello. ePRICE IT is the owner of the ePRICE e-commerce portal, one of the main Italian portals for the sale of high-tech electronic products and household appliances. Vincenzo Zizza, already director of ePRICE IT, has been appointed Sole Director. Mr. Zizza, an international executive and already Project Manager in Riba Mundo Tecnología, boasts many years of experience in the eCommerce industry working for consultancy companies.

Strategic goal of the Transaction

The key goal of the Transaction is to provide ePRICE with the financial sources necessary to launch the development strategy in collaboration with and leveraging on Riba Mundo's know-how and relationships with the largest global distributors and electronics manufacturers in the world.

After the first step of analysis/assessment of ePrice's business model and corporate reorganization, it will follow the launch of the portal's commercial development initiatives, leveraging on the B2C and B2B channels and the marketing expenditures. The ePRICE IT business model will be structured according to 3 sales channels within the same portal:



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- **B2C**, relating to the direct purchase and sale of products to final consumers;
- **B2B**, relating to the direct purchase and sale of products to corporate customers; and
- **Marketplace**, relating to the intermediation on the portal of products sold by third parties to final customers.

Marco Dezi, President & CEO of Riba Mundo Tecnología, commented: *"We are very satisfied with the transaction completed today: it allows us to acquire a controlling interest in ePRICE IT and to bring our know-how and our network of relationships to launch of a new era of strategic development for the eCommerce portal. After an accurate and fruitful initial phase of learning the characteristics and potential of ePRICE, in addition to the reorganization of the corporate and operational structure, we are now able to focus our efforts on initiatives to increase sales with a commitment that is not only financial but also executive and strategic. Thanks to the continuous support of the Director Vincenzo Zizza and his team, who boast in-depth experience in the eCommerce sector, with whom I have collaborated in training activities and business initiatives, the final goal is to make ePRICE a benchmark in online purchases, generating profitability and value."*

This press release is available on the website of Riba Mundo Tecnología, investors.ribamundotecnologia.es, in the Investor Relations/Corporate Events Calendar section and on www.1info.it.

Riba Mundo Tecnología

Riba Mundo Tecnología S.A., listed on Euronext Growth Milan (ISIN **ES0105724001**, ticker **RMT**) is a tech company specialized in big data, is active in consumer electronics B2B trading on a global scale. The core business is mainly focused on the category of smartphones and tablets, with the progressive expansion covering also entertainment and computing devices. Incorporated in 2018 with legal, operational and logistical headquarters in Valencia (Spain), the Company has developed MarVin, a proprietary big data software designed according to data-driven criteria for the optimisation of purchasing, sales and demand forecast generation processes, in order to ensure the efficiency of consumer goods inventory management. Distributing in more than 45 countries, with a team of around 70 employees and a base of more than 1,000 international customers, Riba Mundo has proven to have developed an innovative and efficient business model capable of generating high growth. In 2022, total revenues exceeded **EUR 329 million**, reporting a **CAGR 2019-2022 of +109%**, EBITDA stood at **EUR 7.5 million**, up 92% compared to 2021.

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