



PRESS RELEASE

BLUE CHERRIES The next Generation of Blue Chips Web Conference

TODAY THE EQUITY INVESTOR CONFERENCE DEDICATED TO
ITALIAN AIM'S CAP COMPANIES
FIVE ITALIAN COMPANIES ATTENDED THE CONFERENCE,
15 INVESTORS, REPRESENTING 14 INVESTMENT HOUSES, REQUESTED 52 MEETINGS SCHEDULED

Rome, London (April 8th 2021). Polytems HIR *Corporate Access* ("Polytems"), a company, active in the Investor Relations and Corporate Communications services, is pleased to host today the ***Blue Cherries, the next generation of Blue Chips, Web Conference*** the investor conference dedicated to few Italian small enterprises listed at AIM Italia of Borsa Italiana.

The event has been organized by **Polytem Hir** in collaboration with **Banca Profilo**, the Italian Investment Bank specialized in Private Banking and Capital Markets providing investment brokerage to midmarket companies and institutions.

It is a one day virtual conference with five Italian AIM Companies in a series of both one-to-one and small group meetings – 52 meetings scheduled in total with an average of over 10 meeting for company. The five Italian listed AIM's companies attending are: **ARTERRA BIOSCIENCE** (Biotech) **EDILIZIA ACROBATICA** (Building maintenance services), **FENIX ENTERTAINMENT** (Consumer services, Media), **HEALTH ITALIA** (Health), **SCIUKER FRAMES** (Building products).

Blue Cherries, the next generation of Blue Chips, is a *Polytems Hir Corporate Access program* dedicated to Companies strongly determined to become the next generation of Blue Chips. The program, created for smart small companies with a proud and strong vision of their business, a strategic sight of the financial market that want to strongly increase the value of their stock; companies that want to boost the liquidity of their equities, companies with interesting financial requirements and potentiality of growth. An outreach program that include a wide range of meetings, in different formats, with selected investors from Italy, Europe and UK belonging to different classes of the financial community.

The Blue Cherries Web Conference is attended by 15 institutional investors from France, Germany and Austria, such as Mutual Funds, Banks, Family Offices and Asset Managers, analysts, representing 14 investment houses.

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Commenting on the event, **Bianca Fersini-Mastelloni**, Polytems CEO, said *“We are pleased to have organized the Blue Cherries Web Conference, a European conference dedicated to smart small Companies listed at AIM Italia and we hope it will be the first of a long series of investor conferences dedicated to AIM Italia companies. Our Company goal is always to help the Italian firms to get a constant attention from investors, in Italy and abroad. We push our customers to see around the corner pushing boundaries of the financial markets, meeting with global investors in order to increase their shareholder base and their visibility. In this first edition, five companies attended the Conference. We have registered 15 investors and have been organized 52 meetings. Our relationship and joint forces with Banca Profilo were really smooth and extremely productive. We hope to continue to strengthen this fruitful cooperation in the future”*.

Alessio Muretti, Head of Capital Markets at Banca Profilo said *“At Banca Profilo, our focus is to provide our customers with interesting investment opportunities and corporate contacts not only from our Italian universe but across Europe. We constantly work also to create investment opportunities for the financial community and Europe is a key market for us. Moreover, we strongly believe that the Italian small environment is particularly exciting and we are confident that our companies will be able to attract the interest of global investors”*.

About Polytems | HIR

Polytems Hir is a leading advisor with a pure focus on Investor Relations, Corporate and Financial Marketing Communication for small-mid cap companies and institutional players such as banks, brokers, asset managers, mutual and sovereign funds. Since 1999 Polytems is a pioneer of the industry in Italy and helped more than 100 companies creating strong relationships with global investors. Polytems has a strong Corporate Access Program that provides a broad range of opportunities to support the companies' IR plans. With offices in Rome and London, Polytems has a truly international approach and reach. Since 2007, Polytems partners with Dresner Corporate Services, a 30 years financial communication advisor which provides IR, media relations and corporate communications services with offices in New York City, Chicago and Irvine (CA).

About Banca Profilo

Banca Profilo is listed on the Italian Stock Exchange since 1999 and is controlled by Sator Private Equity Fund since 2009. Banca Profilo is specialized in private and investment banking, managing assets of private and institutional clients and providing them with innovative and tailored services; focused over the years on capital market, club deals and alternative investment opportunities. High capital ratios, independence, specific know-how and professional experience are the main strengths of the company. Banca Profilo has branches in Milan, Brescia, Genoa, Rome, Reggio Emilia and Turin.

For further information:

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