



PRESS RELEASE

Safe Bag: the subsidiary of SOS Travel S.p.A. which provides assistance to airport travellers via digital platforms and mobile devices is founded

Mandate granted to Ambromobiliare for the financial part and PwC for the strategic part for launching the procedure for listing on the AIM market to be concluded by the first half of 2018

Milan, 28 November 2017. Safe Bag S.p.A. (AIM Italia – Ticker SB), world leader in luggage protection and tracing services for airport passengers, informs that in the late afternoon of yesterday the board of directors deliberated to set up a new company through the transfer of a company branch, called SOS Travel.com S.p.A. (also hereinafter referred to as SOS Travel.com or the transferee company).

SOS Travel.com, which operates in the market of providing assistance services to travellers, will incorporate assets already referable to Safe Bag (e.g. APP *Safe Bag24* for assistance in tracing airport luggage) and will soon offer a series of new assistance services through a digital platform accessible both via mobile devices (APP) and via the web (internet site). In more detail, the above-mentioned services will concern:

- “Real time flight info and relevant information”, a service aimed at providing via SMS, e-mail or via APP, real time updates on the status of flights (delays, cancellations, gate change), weather forecasts at destinations and other information of this type;
- “Baggage lost & found concierge (Safebag24)”, a 24-hour Customer Care service for providing assistance via SMS, phone or e-mail for any problem relating to flights or luggage. This service will also include the option of stipulating an insurance for the loss or damage of luggage;
- “Access to v.i.p. lounge”, which envisages the possibility of accessing reserved rooms when waiting to board at the airport.
- “Avoid custom lines”, which envisages the possibility of avoiding queues at the airport through reserved tracks;
- “Legal assistance”, a legal assistance service for compensation requests in the event of delay or cancellation of flights;
- “Medical & travel insurance”, medical insurance service offering 24-hour assistance, repatriation, reimbursement of medical expenses, etc.

The main aim is to overcome, through an innovative digital platform and mobile device, the current panorama in the supply of passenger services, characterised by a high fragmentation and complexity of use for the end user, providing added value in terms of improvement of the customer experience before, during and after the flight.



The asset and liability values involved in the transfer – as expressed in the assessment report drafted for the purposes and effects of art. 2343-ter c.c. – refer to the financial economic figures of the transferring company as of 30 June 2017 and have been established as those reported in the following table:

ASSETS	€	LIABILITIES	€
Fixed assets	317,204	Current liabilities	26,307
Current assets	2,839	Provisions for risks and charges	84,885
Cash and cash equivalents and liquidating assets	1,791,149	Shareholders' equity	2,000,000
TOTAL ASSETS	2,111,192	TOTAL ASSETS AND SHAREHOLDERS' EQUITY	2,111,192

The transfer operation falls within the guidelines of the Safe Bag S.p.A. Industrial Plan approved by the Board of Directors on 5 June 2017 and made public in the press release issued on 6 June 2017.

In partial amendment of that reported in the above-mentioned press release, note that: (a) the Company Management has considered it more expedient to proceed in carrying out a spin-off operation of the company branch in the terms illustrated above and, therefore, through transfer in kind of the assets in question to a company (SOS Travel.com) fully held by Safe Bag S.p.a.; (b) it is the hope of the Management that SOSTravel.com will launch the procedure for listing on the AIM Italia market, presumably before the end of 2018, through a special capital increase which will be deliberated for the listing and which will allow the transferee company to obtain on the market, new finances for the development and growth of the business.

Regarding this last aspect, note that the parent company Safe Bag has given a mandate for the strategic part to the advisor PricewaterhouseCoopers Advisroy S.p.A. with the aim of investigating the potentials and the prospects of the Business Plan and the market of SOS Travel S.p.A. and to Ambromobiliare S.p.A. to be responsible for the financial aspects regarding the listing of the same on the AIM Italia market managed by Borsa Italiana.

“SOS Travel.com proposes itself as a reference point for the needs of airport passengers, acting as the “aggregator of services and contents usable through one single integrated digital



platform” – comments **Rudolph Gentile, Chairman of Safe Bag**. “The aim of SOS Travel S.p.A. is that of accompanying passengers before, during and after their journey”, concludes **Gentile**.

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Safe Bag, a company founded by Rudolph Gentile in 1997 and guided by him together with the CEO Alessandro Notari, is the leader in luggage protection and tracing services for airport passengers, through an integrated portfolio of solutions for the safety and comfort of the passenger: luggage wrapping; traceability; reimbursement in the event of loss or damage; travel products and accessories.

Since September 2013 it has been listed at Borsa Italiana –AIM segment.

Safe Bag, with headquarters in Gallarate (VA), has around 400 collaborators at global level, with around 2 million customers, and is present in the airports of Italy, France, Portugal, Switzerland, USA, Canada, Poland and Brazil with around 100 points of sale.

The Group closed 2016 with a turnover of around 26.5 million euro. www.safe-bag.com/it/

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