



PRESS RELEASE

Safe Bag: the subsidiary SOS Travel.com S.p.A. appoints Banca Finnat as Nomad and Global Coordinator relating to the IPO

Milan, 30 April 2018. Safe Bag S.p.A., (AIM Italia – Ticker SB) world leader in luggage protection and tracing services for airport passengers, notifies that its subsidiary company SOS Travel.com S.p.A. has appointed Banca Finnat Euroamerica S.p.A. as Nomad and Global Coordinator with the aim of concluding the IPO on the AIM segment of Borsa Italiana by July 2018.

Banca Finnat will therefore work alongside the strategic advisor PricewaterhouseCoopers Advisory S.p.A., and the financial advisor Ambromobiliare S.p.A. already appointed in November last year.

The subsidiary of Safe Bag, SOS Travel.com S.p.A., founded in November 2017, operates in the market of providing assistance to travellers, and will soon offer a series of new assistance services through a digital platform accessible both through mobile devices (APP) and via the web (Internet site). In more detail, the services mentioned above regard:

- “Real time flight info and relevant information”, a service aimed at providing, via SMS, e-mail or APP, up-to date real time information on the status of flights (delays, cancellations, gate change), weather forecasts in the places of destination and other information of this type;
- “Airport info and services”, a service aimed at providing via APP information about airport facilities and services;
- “Baggage lost & found concierge (SafeBag24)”, a round-the-clock Customer Care service for providing assistance via SMS, telephone or e-mail for any problems relating to flights or luggage. This service also provides the option of stipulating insurance for the loss or damage of luggage;
- “Access to V.I.P. lounge”, which provides the possibility of access to reserved lounges when waiting to board flights at the airport;
- “Avoid custom lines”, which provides the possibility of avoiding queues at the airport via reserved fast tracks;
- “Medical & travel insurance”, insurance service offering 24-hour medical assistance, repatriation for health reasons, reimbursement of medical expenses, etc.

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



“We are honoured by the involvement of Banca Finnat Euroamerica in the listing of SOS Travel.com – **declares Rudolph Gentile, Chairman of Safe Bag and SOS Travel.com** – one of the main operators in the AIM segment which has immediately understood the potentials of our project”.

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

The company has been listed on the Italian Stock Exchange Borsa Italiana –AIM segment – since September 2013.

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 and Poland with around 100 points of sale.

The Group closed 2017 with a turnover of around 30.5 million euro. www.safe-bag.com/it/

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