



PRESS RELEASE

Safe Bag: the subsidiary sostravel.com listed on AIM on 1st August 2018

The first phase of collection of a total of 5.2 million euros has ended successfully

Milan – 30 July 2018 - Safe Bag S.p.A. (AIM Italia – Ticker SB), world leader in luggage protection and tracing services for airport announces, with reference to its own subsidiary SosTravel.com, that today Borsa Italiana S.p.A. has published the Notice relating to the admission to dealing of shares and warrants called " SosTravel 2018 – 2021 Warrants" on AIM Italia – Alternative Capital Market, organised and managed by the Italian Stock Exchange, Borsa Italiana S.p.A..

The price of the shares offered for underwriting was defined as 5.6 euros corresponding to a pre-money Equity Value of 28 million euros and an initial Market Capitalisation equal to 33.2 million euros.

The overall proceeds from the Private Placement, gross of commissions and expenses incurred during the Private Placement, is equal to 5.2 million euros. Following the Private Placement, the Market will hold 15.74% of the share capital of the Company. At the end of the possible conversion of all SosTravel 2018 – 2021 Warrants, the overall placement could reach the range of 14.1 – 15.9 million euros (depending on the strike price co-related to the conversions), with the Market at 32.14% (not including assignment of the so-called bonus shares to beneficiaries).

SosTravel, 100% controlled by Safe Bag to date and 84.26% post IPO, operates in the market of digital passenger assistance services and, through the Sostravel App, which will be launched and promoted on the main mobile stores (including Google Play and App Store) by the 30th September 2018, proposes itself as “aggregator” of a range of air passenger assistance services during the whole journey, from departure until arrival at the destination airport, with the aim of becoming, for passengers, an important reference point “before, during and after the journey”.

SosTravel’s main objective, therefore, is growth over a different target clientele than that of Safe Bag and on different (digital) services from Safe Bag.

Safe Bag carries out a financial transaction which: (i) draws latent value from the sostravel.com holding, with a registered book value of around 1.5 million euros and which will be revalued at 28 million euros on the first statement of accounts following the IPO (ii) makes it possible to collect on the capitals market new funding in support of the new project for 5.2 million euros immediately and 5.8 – 6 million euros post conversion of the warrants.

As mentioned in the press release of 24 July 2018, the Chairman of Safe Bag Dr. Rudolph Gentile has resigned his operating powers to concentrate on the subsidiary sostravel.com, where he covers the roles of Chairman and CEO. He remains the Chairman of Safe Bag where he will continue in a role of representation and will provide a contribution on strategy and is also the main shareholder.

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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. It has been listed on the AIM segment of Borsa Italian since September 2013.

Safe Bag, with headquarters in Gallarate (VA), has around 600 collaborators at global level, with around 5 million customers a year, and is present in the airports of Italy, France, Portugal, Switzerland, USA, Canada, Brazil, Poland, Russia, Lithuania, Latvia, Estonia, Kyrgyzstan, Thailand and the Philippines with 150 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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