



## PRESS RELEASE

### STAR7: PRELIMINARY 2024 REVENUES APPROXIMATELY €120 MILLION ENTIRELY ORGANIC ANNUAL GROWTH OF 15%

#### Acquisition of CAAR and STI completed and stake in CAAR do Brasil increased: implementation of strategic consolidation process opens new opportunities for STAR7

Valle San Bartolomeo (Alessandria), 10 February 2025 – **STAR7** (EGM: ticker STAR7) reports that its unaudited preliminary Group revenues for 2024 amounted to approximately **€120 million**, an increase of about **15% compared to €104 million in 2023**. At constant exchange rates, revenues would have stood at about €122 million, an increase of 17%. STAR7 provides an integrated range of product-information services, from product and process engineering support to the creation and management of technical and marketing content, translation, printing and virtual experience.

Revenue growth was accompanied by **significant free cash flow generation**, thanks to **careful management of working capital** and the Company's ability to transform increased turnover into operating liquidity. This result highlights not only the sustainability of STAR7's growth over time, but also its ability to strengthen its balance sheet as it continues its path of continuous development.

The entirely **organic** increase in revenues confirms the positive trend observed in the first half of 2024, benefiting from the success of the internationalisation strategy and the consolidation of skills in the most important Service Lines.

The geographical distribution of Group revenues for 2024 confirms the progressive increase in the weight of foreign markets (which have higher margins), with significant expansion in the **USA** and **Brazil**, driven by the **Engineering** and **Product Knowledge** Service Lines.

- **Italy:** 49% (53% in 2023)
- **USA:** 26% (23% in 2023)
- **Brazil:** 19% (17% in 2023)
- **Other markets:** 6% (7% in 2023)

The distribution of revenues by Service Line highlights the consolidation of the strategic role of **Engineering**, which has reached 20% of total revenues, and the growth of **Experience** and **Product Knowledge**, which now account for **32%** of the total.

- **Global Content:** 35% (36% in 2023)
- **Experience and Product Knowledge:** 32% (29% in 2023)

- **Printing:** 13% (15.5% in 2023)
- **Engineering:** 20% (19.6% in 2023)

## CAAR and STI acquisition completed

On 13 January 2025 – following the definitive acquisition of the two business units of CAAR SpA and STI srl, both in judicial liquidation – STAR7 effectively formalised an integration process that started in January 2023, when the leasing of the two aforementioned business units began.

The definitive acquisition was therefore a formal step but one that is crucial for the consolidation of STAR7's strategy. Having started managing the business divisions in 2023, STAR7 has been able to seamlessly integrate their activities, strengthening its position in the Defence and automotive business, as well as the commercial vehicle and HCV sectors.

The deal has also already enabled STAR7 to significantly increase its presence in **Brazil**, a strategic market for engineering, guaranteeing access to a team of highly qualified professionals, helping to drive innovation and growth.

Overall, the cost of the acquisition of the two business divisions of CAAR and STI, which STAR7 acquired through the judicial liquidation of the two respective companies, amounted to €5.8 million, net of transaction costs. STAR7 – it should be emphasised – did not take on the financial debts of the acquired businesses.

The acquisition of an additional 10% stake in the share capital of CAAR do Brasil Consultoria Tecnica LTDA, of which STAR7 already controlled 66%, is being finalised for an amount of R\$3.2 million, corresponding to approximately €520,000 at the current exchange rate.

The complete figures of the Consolidated Financial Statements 2024 will be submitted to the Board of Directors for approval at its meeting on 25 March 2025, as per the Company's Financial Calendar.

Lorenzo Mondo, Chairman and Chief Executive Officer of STAR7, commented: *"2024 was a very positive year for STAR7, with total revenues reaching €120 million, marking growth of 15% compared to the previous year. This result is even more significant if we consider that it was achieved entirely through organic growth, confirming the solidity of our business model and our ability to generate value for customers."*

*"We are also particularly pleased with the results achieved in the USA and Brazil, markets that continue to drive our global expansion."*

*"Looking ahead, we are determined to continue on our growth path, with a focus on improving margins, cash generation, and creating sustainable value for all our stakeholders. The internationalisation strategy and the focus on innovation will continue to be the fundamental pillars for the future development of the Group."*



This press release is available on the STAR7 website [www.star-7.com](http://www.star-7.com) (in the “Investor Relations/Press releases” section) and on the storage system for regulated information [www.1info.it](http://www.1info.it).

## STAR7

For more than 20 years, STAR7 has served its customers as a leader in the product information sector. Support for product and process engineering, creating and managing technical content, as well as marketing, translation, printing and virtual experience: STAR7's range of services means it can assist its customers throughout the product life-cycle – from design to aftersales.

STAR7's hallmark has always been an approach combining specific know-how, technology and vision to offer the best possible solutions to the needs of customers and the global market. This approach has seen STAR7 strike major partnerships with leading international companies, establishing it as a reliable and credible global partner. STAR7 is part of the STAR Group network.  
[www.star-7.com](http://www.star-7.com).

## FOR MORE INFORMATION:

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