



PRESS RELEASE

**TMP GROUP BRINGS THE KNOW-HOW OF WEB 3.0 TO SPAIN
SIGNED A STRATEGIC PARTNERSHIP WITH “HUB OF BRANDS”**

TMP Group CEO, Roberto Rosati: «Web 3.0 offers important opportunities and challenges in a rapidly evolving context in which TMP wants to play a role as a significant player in the sector»

Milan, May 3, 2023 – **TMP Group**, an Italian tech-media company specialized in the design and development of communication, advertising and digital marketing strategies, hybrid events and contents, characterized by a high technological profile, listed on the Euronext Growth Milan market of Borsa Italiana (Italian Stock Exchange), joins the Spanish network of companies called “**Hub of Brands**”, established in 2015 in Madrid as the first “vertical hub” specialised in marketing, technology and innovation.

Milan-based TMP Group, whose offices include one in Madrid (in addition to those in Catania, Turin and Milan, where TMP’s “digital house” **Hangar21** is also located), has decided to bring its technological know-how in the world of communication, both digital and physical, to the Madrid Hub, with the aim of building new projects and business opportunities with Spanish companies customers of the hub. Thanks to its expertise, **TMP Group was chosen as the Hub's official partner being the only company specialised in Web 3.0.**

Thanks to the strategic partnership with “Hub of Brands”, a network of 25 companies (so-called “**Hubers**”) and more than 300 hyper-specialised talents that have been collaborating in synergy with each other for a long time, especially in the areas of digital marketing and technology, the Spanish branch of TMP Group intends to **strengthen itself in its reference market in order to reach new opportunities and customers with a view to a strategic geographical expansion.** This is one of the main objectives pursued by TMP Group since its listing on the Stock Exchange.

*«Web 3.0 today offers important and interesting opportunities and challenges in a rapidly evolving context. In fact, digital transformation has now definitively permeated our society and market, both foreign and domestic - comments **TMP Group CEO, Roberto Rosati** – The partnership with “Hub of Brands” also confirms the goals we have set ourselves since the IPO on the Italian Stock Exchange, namely a constant development of our business strategy and a growth of our commercial structure with a focus on geographic expansion abroad. With our headquarters in Madrid, as a reference player in the communication sector, we therefore want to help other “Hubers” to understand both the potential as well as challenges and implications of the new generation of Internet technologies such as **machine learning, artificial intelligence (AI) and blockchain**».*

*«For us, having the opportunity to collaborate with an international and leading company in the digital industry such as TMP in Italy, represents a commitment to excellence and is aligned with our mission of breaking down barriers and borders in all aspects of our work», says **Miguel Justribó, CEO di Hub of Brands.** «With their talent for designing and **implementing innovative products and technologies**, as well as their ability to anticipate emerging trends, TMP is a key player in our*



collaborative marketing ecosystem – concludes Miguel Justribó - Together, we will support businesses in adopting these new models within their marketing and communication processes».

About TMP Group

TMP Group S.p.A. is an Italian tech-media company born in 2012 and specialized in the design and development of communication, advertising and digital marketing strategies, hybrid events and contents, characterized by a high technological profile. It supports companies across operational areas - Digital, Experience, Production, Technology - paying constant attention to innovation, creativity and new media, investing in talent, in the most advanced technological platforms and in the Metaverse and NFT blockchain sector. It has 4 operating offices in Italy - in Milan, Santa Margherita di Belice, Turin and Rome - in addition to important commercial partnerships in London, Paris and Tokyo. The team is made up of 34 resources, with an average age of 30. It boasts a very diversified customer portfolio, of national and international brands, key players in their respective sectors. In 2021 he founded Hangar21, a digital production factory ecosystem located in Milan, and scalable anywhere, dedicated to the conception, development, production and dissemination of digital and creative content through the most modern technologies and which encompasses the entire communication chain.

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