



CONNEXIA

Creativity in Love with Data and Technology

Connexia through to finals of Mario Unnia Award - Talent & Enterprise for the best "Talent Coaches"

The data-driven creativity agency among the top 3 companies in the "Talent Coaches" category of the prestigious Mario Unnia Award - Talent & Enterprise promoted by BDO Italia

Milan, 25 June 2019 - **Connexia** is among the top three companies at the **Mario Unnia Award - Talent & Enterprise**, in the "**Talent Coaches**" category, promoted by BDO Italia and dedicated to companies that know how to identify and enhance talent within their organisation. The awards ceremony, which took place yesterday in Milan in the evocative setting of Palazzo Mezzanotte in Piazza Affari, was attended by some of the best-known names in Italian industry, finance and innovation.

Now in its third year, the Mario Unnia Award, dedicated to the well-known sociologist, political scientist, writer, business economist and intellectual, is organised in collaboration with Borsa Italiana, with the contribution of BPER Banca, Ersel and Quaryon, and the support of ANDAF and Di.Sea.De. The award was created with the aim of highlighting outstanding Italian companies that are the bearers of innovative ideas and capable of combining talent and enterprise in a winning combination.

Paolo D'Ammassa, CEO and Founding Partner of Connexia, commented: *"There are three main elements to Connexia's success: a new approach to data-driven creativity, a new organisational model and, above all, the enhancement of all our*

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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talents. That is why we are very happy to have been selected among the top three companies that coach talent."

Connexia is the **first data-driven creativity agency in Italy** able to combine data, creativity and technology. Founded 20 years ago by Paolo D'Ammassa, it is part of Alchimia Spa, 100% controlled by Marina Salamon, and has been growing at double-digit rates year on year for the past four years. To be precise, the agency closed 2018 with a turnover of 13.8 million euros and an EBITDA of over 10%, and for the current year it aims to reach revenues of 21.5 million euros. This is also thanks to the opening of the **Rome office** and the acquisition of 100% of the **digital experience agency Ragooo**.

Connexia has a constantly growing **team of 125 people** and applies a model that encourages collaboration among different skills, responding in an effective and integrated manner to the complexity of the sector in which it operates. It also enables the constant enhancement of internal skills and interdisciplinary experience for all employees.

*"Talent is one of our company's most valuable assets," says **Paolo D'Ammassa**. "That's why we promote a culture of collaboration, in a stimulating working environment that fosters creativity, constant benchmarking and well-being.*

People are the "heart" of Connexia and the engine of our success. In recent years, we have experienced considerable growth. In order to support this growth to the fullest, we have equipped ourselves with the best skills: from data scientists, creatives, business strategists, tech architects, to innovation consultants; all professionals who work together to create the most effective projects. We have invested and continue to invest heavily in our human resources, seeking to identify

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*new talent, motivate and involve it. We have also launched a **talent programme** dedicated to the **under-30s**".*

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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