



CONNEXIA

Creativity in Love with Data and Technology

Connexia becomes a Benefit company

First among the big players in its industry, the communications agency makes their commitment to the business' social responsibility official.

Milan, 27th of October 2020 - The independent marketing and communications agency **Connexia** becomes a **benefit company** formalising their path of social responsibility and ethical commitments which have, over the years, become an integral part of business DNA. Being a B Corp means **voluntarily complying with the highest transparency and responsibility standards**, giving the same weight to economic and financial goals as those related to social and environmental impacts, pulling off a radical paradigm shift from the traditional business modal focused solely on profit.

*"The decision to transform Connexia into a benefit company is consistent with our path and our desire to show evidence of an ethical commitment that has been fundamental to us, to our approach and way of working, for many years" - declares **Marina Salamon, President** and majority shareholder of **Connexia** - We are actually strongly convinced that the only businesses that have a future are those that generate long-term value, for themselves and for the entire community. With this choice, Connexia once again proves its loyalty to its values: its story is intimately connected to the personal stories of the people who founded the business and are running it, and the stories of all those who are part of it".*

In practice, Connexia will modify their status and become **Connexia Società Benefit S.r.l.** to formalise their own business social responsibility commitments. Italy is the second country in the world, after the USA, and the first in Europe to have introduced

Connexia Società Benefit S.r.l.

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



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such an opportunity into their legal system, and Connexia is the first among the big players in its industry, to consciously make this choice, sending a strong signal and confirming their own long-term commitment to generate shared value within the community.

Five macro-areas characterise the positioning and extra business mission, made explicit in a genuine **Manifesto of Values** with specific focus on all: **the people**.

"By choosing to become a B corp, we are committed to continue working together to grow and build solid development opportunities across all areas we are actively involved in. Because we firmly believe that business can be directed in favour of people and the planet, as well as profit" - adds **Paolo d'Ammassa, CEO & Founding Partner of Connexia**,

Follow the link to see a video of Paolo d'Ammassa and Marina Salamon presenting Connexia as a benefit corporation: <https://youtu.be/-aQfJNVw4nE>.

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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