

**Contacts Media**

Amsterdam +31 20 721 4133  
 Dublin +33 1 70 48 24 45  
 Milan +39 02 72 42 62 12  
 Paris +33 1 70 48 24 45

Brussels +32 2 620 15 50  
 Lisbon +351 210 600 614  
 Oslo +47 41 69 59 10

**Contact Investor Relations**

+33 1 70 48 24 27

## TaTaTu lists on Euronext Growth and joins the Euronext Tech Leaders segment

- TaTaTu joins the Euronext Tech Leaders segment, dedicated to European leading and high-growth Tech companies
- TaTaTu is the 4<sup>th</sup> listing on Euronext Tech Leaders since the launch of the initiative in June 2022
- 65<sup>th</sup> listing on Euronext in 2022
- Market capitalisation of approximately €1.6 billion



**Paris – 19 October 2022** – Euronext today congratulates Tatatu S.p.A. that owns TaTaTu, the first social media and entertainment application to reward users for the value they help generate by spending time on the platform, for its private placement and admission on Euronext Growth (ticker code: ALTTU).

TaTaTu is the first ever social media platform that rewards users for viewing content and for their social media activities. The platform issues TTU Coins, exclusive fidelity points that can be redeemed by bidding at auctions for the chance to win exclusive products and experiences, on TaTaTu's e-commerce site, and soon nearby at selected locations through affiliated merchants. Andrea Iervolino, founder and CEO, has developed the platform since 2018 with the aim of putting power back in the hands of users to promote social good and community building. With this direct listing, TaTaTu aims at continuing shaping the future of social media and fostering positive change in the media landscape.

TaTaTu's listing on Euronext Growth Paris of its 814,265,232 ordinary shares, was completed through a private placement. The reference price was set at €2 per share. Market capitalisation was approximately €1.6 billion on the day of listing.

Andrea Iervolino, founder and Chief Executive Officer of TaTaTu, said: *"The direct listing on Euronext Growth Paris represents a key milestone towards implementing our vision of forever changing the relationship between social media users, their data and the online world. We are also honoured to join the Euronext Tech Leaders segment and to be ranked among the greatest Tech companies in Europe. It will contribute to TaTaTu fulfilling its ambition, as we embark on a crucial phase of our corporate development. I would like to thank Euronext and our stakeholders for their enthusiastic support."*

TaTaTu also joins the Euronext Tech Leaders segment launched by Euronext in June 2022 with the support of its strong network of partners. The Euronext Tech Leaders initiative includes several services, including the creation of a segment gathering more than one hundred European companies listed on Euronext markets, an index made up of the stocks in this segment, a range

of services for the visibility and promotion of Euronext Tech Leaders companies to international investors, improved trading conditions, the creation of a community of Tech Leaders through the integration of a C-level Club and the organisation of the Euronext Tech Leaders Campus, which aims to become the annual meeting venue of Tech companies in Europe. The Euronext Tech Leaders initiative complements Euronext's existing Tech offer, which includes an ecosystem of over 700 Tech companies listed on Euronext markets and over 660 alumni of its TechShare pre-IPO programme, as well as a broad investor base to finance all growth types of Tech companies. With this initiative, Euronext aims to strengthen the European Tech sector and to be a catalyst of the next generation of Tech Leaders.

To learn more about the Euronext Tech Leaders initiative: [Euronext Tech Leaders](#).



**Caption:** Andrea Iervolino, founder and Chief Executive Officer of TaTaTu, and his team rang the bell during a ceremony this morning, in the presence of Guillaume Morelli, Director Listing SME France at Euronext, to celebrate the listing of TaTaTu on Euronext.

#### CONTACTS MEDIA – [mediateam@euronext.com](mailto:mediateam@euronext.com)

Sarah Mound (Paris)

+33 1 70 48 24 45

[parispressooffice@euronext.com](mailto:parispressooffice@euronext.com)

#### About TaTaTu

TaTaTu is the first social media and entertainment app to reward users for the value they help generate by spending time on the platform. Users receive TTU Coins for viewing content and social media interactions. They can post photos and videos and earn even more TTU Coins when someone likes, comments, views, or shares a post or when users invite a friend. Rewards can be redeemed by bidding at auctions for the chance to win exclusive products and experiences, on TaTaTu's e-commerce site, and soon nearby at selected locations through affiliated merchants. TaTaTu cares about its users, not only by rewarding them, but also by offering them direct or indirect access to original content with an important focus on culture, inclusion, gender equality and sustainability, thereby enhancing social media engagement and fostering social and environmental awareness. Tatatu S.p.A. was founded in 2020 by renowned film producer Andrea Iervolino. <https://corporate.tatatu.com/en/>

#### About Euronext

Euronext is the leading pan-European market infrastructure, connecting European economies to global capital markets, to accelerate innovation and sustainable growth. It operates regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal. With close to 2,000 listed issuers and around €5.8 trillion in market capitalisation as of end June 2022, it has an unmatched blue-chip franchise and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets, one of Europe's leading electronic fixed income trading markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, FX, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. The Group provides a multi-asset clearing house through Euronext Clearing, and custody and settlement services through Euronext Securities central securities depositories in Denmark, Italy,



Norway and Portugal. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. In addition to its main regulated market, it also operates a number of junior markets, simplifying access to listing for SMEs. For the latest news, go to [euronext.com](http://euronext.com) or follow us on Twitter ([twitter.com/euronext](https://twitter.com/euronext)) and LinkedIn ([linkedin.com/euronext](https://linkedin.com/euronext)).

---

#### Disclaimer

This press release is for information purposes only: it is not a recommendation to engage in investment activities and is provided "as is", without representation or warranty of any kind. While all reasonable care has been taken to ensure the accuracy of the content, Euronext does not guarantee its accuracy or completeness. Euronext will not be held liable for any loss or damages of any nature ensuing from using, trusting or acting on information provided. No information set out or referred to in this publication may be regarded as creating any right or obligation. The creation of rights and obligations in respect of financial products that are traded on the exchanges operated by Euronext's subsidiaries shall depend solely on the applicable rules of the market operator. All proprietary rights and interest in or connected with this publication shall vest in Euronext. This press release speaks only as of this date. Euronext refers to Euronext N.V. and its affiliates. Information regarding trademarks and intellectual property rights of Euronext is available at [www.euronext.com/terms-use](http://www.euronext.com/terms-use).

© 2022, Euronext N.V. - All rights reserved.

The Euronext Group processes your personal data in order to provide you with information about Euronext (the "Purpose"). With regard to the processing of this personal data, Euronext will comply with its obligations under Regulation (EU) 2016/679 of the European Parliament and Council of 27 April 2016 (General Data Protection Regulation, "GDPR"), and any applicable national laws, rules and regulations implementing the GDPR, as provided in its privacy statement available at: [www.euronext.com/privacy-policy](http://www.euronext.com/privacy-policy). In accordance with the applicable legislation you have rights with regard to the processing of your personal data: for more information on your rights, please refer to: [www.euronext.com/data\\_subjects\\_rights\\_request\\_information](http://www.euronext.com/data_subjects_rights_request_information). To make a request regarding the processing of your data or to unsubscribe from this press release service, please use our data subject request form at [connect2.euronext.com/form/data-subjects-rights-request](http://connect2.euronext.com/form/data-subjects-rights-request) or email our Data Protection Officer at [dpo@euronext.com](mailto:dpo@euronext.com).

