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Deodato.Gallery S.p.A. lists on Euronext Growth Milan

- **1st listing on Euronext in 2023**
- **Deodato.Gallery S.p.A. brings the total number of companies listed on Euronext Growth Milan to 191**
- **Total placement volume of the offering equal to €2.15 million**



Milan – 25 January 2023 – Borsa Italiana, part of the Euronext Group, today congratulates Deodato.Gallery S.p.A. on its listing on Euronext Growth Milan.

Deodato.Gallery S.p.A. is an innovative company operating in the contemporary art market, with a main focus on the street art and pop art segment. The company has a unique, cutting-edge business model that combines physical art galleries, e-commerce and a virtual space in its own metaverse.

Deodato.Gallery S.p.A. represents the first listing since the beginning of the year on Euronext, and it brings the total number of firms currently listed on Euronext Growth Milan to 191.

In the placement phase, Deodato.Gallery S.p.A. raised €2.15 million. The free float at the time of admission was 13.72% and the market capitalisation at IPO was €15.67 million.

Deodato Salafia, Chairman and CEO of Deodato.Gallery S.p.A., said: *"Our listing on Euronext Growth Milan represents the fulfilment of a long corporate growth oriented towards investment in processes, ICT, transparency and digital marketing strategies. Today is the beginning of a new journey where the company can expand its unique business model on an international level. Everyone who knows me knows how obsessive I was in wanting information systems to define the company, in thinking about brand positioning and in looking for people who would interpret their daily work as a great opportunity to experiment with new models of proposing art. It is an honour for us, through our listing on Euronext Growth Milan, to be able to use the financial markets, through their governance and control systems, as an enabling factor for more ambitious goals."*



Caption Deodato Salafia, Chairman & CEO of Deodato.Gallery S.p.A., Cristian Forattini, Managing Director of Deodato.Gallery S.p.A., and Marzia Pasqualone, Sales Manager of Deodato.Gallery S.p.A., rang the bell during the market open ceremony this morning to celebrate the Initial Public Offering of the company.

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About Deodato.Gallery S.p.A.

Deodato.gallery S.p.A. is an innovative SME that operates in the contemporary art market, with a main focus on the street art and pop art segments. The commercial structure of the Group is an inbound model and the Group has 14 galleries distributed among Italy, Belgium and Switzerland; the inbound model is strongly based on websites that develop leads to reach about 187 sales per month. In this context, the Company has developed a unique business model of its kind that, through the purchase or the obtaining of works of art on loan from collectors, is able to identify works that can form a unique corpus, which is further enhanced by specific curatorial work, of cultural and commercial interest for the final clientele. Finally, in 2020, the company further implemented its business in the world of digital art and virtual reality (VR) through the construction of its own metaverse – “Deodato Island” – where it is possible to visit exhibitions, hold conferences, view inventory and broadcast NFTs. Thanks to the multi-channel approach with which it has developed and carried forward its business, the Group has over 2,500 customers, has an email database of over 71,412 units and with its websites has over 2,000 visitors per day, generating over 90 leads per day.

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 1,930 listed issuers and around €6.3 trillion in market capitalisation as of end December 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 or follow us on Twitter (twitter.com/euronext) and LinkedIn (linkedin.com/euronext).

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