



## DOXEE COMPLETES THE ACQUISITION OF LITTLESEA

Modena, July 1, 2020

Doxee (DOX:IM), a leading high-tech multinational company offering products in the areas of Customer Communications Management (CCM), Digital Customer Experience, and Paperless, following the official communication on May 14, today announced that the closing for the acquisition of a 91.07% stake in the share capital of Littlesea S.r.l. ("Littlesea") has been completed. Littlesea, a company specialized in the automatic production of personalized interactive videos, provides for the transfer of 84.80% today and the remaining 6.27% will be transferred in January 2021.

The agreed purchase price is calculated based on the value of €3,000.00 for each 1% of the share capital acquired and will be paid in full in cash when the shareholdings are purchased.

Littlesea is an innovative start-up that has developed a patented technology capable of transforming data and images into dynamic, interactive, and personalized videos, and that integrates data with video and images through the use of cloud and AI technologies. The Littlesea platform, called Babelee, has been designed for self-service use, making it easy for even novice operators to produce videos with dynamic content.

This transaction allows Doxee to position itself as the leading European technology provider in the personalized and automated video market.

The technological integration of Babelee's features with the Doxee Platform™ will allow Doxee to enter sectors such as publishing and advertising and to offer personalized videos also in SaaS mode, launching a new offering aimed at supporting communication processes based on data, in new markets in Italy and around the world.

**Sergio Muratori Casali**, CEO of Doxee, commented: *"This operation demonstrates Doxee's ability to grow in external business lines, accelerating the path of technological and business growth that will allow us to position our communication products based on data and interactivity in the SMB and SME segments in SaaS mode, with the possibility of rapidly extending our offer outside Italy"*.

Babelee offers a simple and rich user experience, greatly simplifying the most complex workflows, and at the same time, making the platform usable by anyone who needs to create personalized and automated videos.

**Francesco Piccolomini Bandini**, Founder and CEO of Littlesea, stated: *"We are thrilled to join forces with Doxee. For several years, Littlesea has explored and developed a new market which, in addition to intercepting the current need for personalized communication, has promoted data-telling activities, introduced the new Video Scientist professional and developed the self-service platform of personalized and automated Babelee videos. When we met Doxee, we understood their deep knowledge about data, their skills in*



*personalization, and their enabling technologies. This union will allow us to offer this emerging market a complete and unique solution on an international level.”*

As communicated on May 15, 2020, given the size of the target company compared to Doxee, this transaction is not significant under the AIM Issuers' Regulations.

This press release is available on [www.doxee.com](http://www.doxee.com) in the [Investor Relation](#) section and on [www.1info.it](http://www.1info.it)

## **DOXEE**

Doxee (DOX:IM – ISIN IT0005394413) is a multinational hi-tech company and a leading provider of products for Customer Communications Management (CCM), Digital Customer Experience and Dematerialization. Doxee offers innovative technology products based on Doxee's proprietary platform and delivered in cloud mode to over 200 Enterprise companies to ensure scalability, flexibility and reliability for mission-critical processes. Doxee products are a powerful tool for dynamic innovating communication strategies between the company and its customers, since they enable the creation of personalized and interactive relationships using digital machine learning and natural language processing technologies. For more than 10 years, the company has invested 13% of its revenues in Research & Development, with the goal of ensuring technological excellence and reliability. In addition to our constant commitment to R&D, Doxee promotes a working environment where our young people—highly educated and technologically skilled—are the key to boost innovation from within. Doxee is an innovative SME headquartered in Modena, and offices located in Rome and Catanzaro, Italy, in the Czech Republic, and the United States. [www.doxee.com](http://www.doxee.com)

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