Webidoo grows 130% since the beginning of the year and, with 11 mln in 2022, announces the opening of a new round to support its business plan

Milan, Oct. 18, 2023 - With five years of rapid growth and progressive consolidation behind it, Italian digital company Webidoo closes the first half of 2023 positively, recording +130% growth over the first half of 2022.

After the first Series A round of 6 million in 2021, which saw the entry of Banca Generali's 8a+ Fund and TIM Ventures into the corporate structure, Webidoo is close to opening a Series B round to support its growth in target markets.

"*The world is changing and companies increasingly need partners like Webidoo who can connect them with the new opportunities offered by digital,*" says Webidoo CEO Daniel Rota. "*The time is ripe for us to make a quantum leap supported by the next planned capital raising: working with SMEs and small businesses has taught us to find simple, effective and accessible solutions that can make the companies that choose to adopt them leap forward; a pragmatism and concreteness that we are successfully bringing to larger and more structured realities as well. In short, our target audience is getting wider and wider, and the results of these first years confirm that our project has potential to be explored.*"

Also driving development in this first half of the year is Jooice, the tool that enables Small and Medium Enterprises and professionals to manage all their digital marketing activities in one hub. Since its launch in October 2022, the platform has already reached more than 1,000 active users and continues to evolve thanks to a dynamic development road-map designed by the U.S. team. Also scheduled to launch soon is Welpy, Webidoo's cooperative artificial intelligence that will turbocharge Jooice and future projects developed by the company.

Among the most successful products, we should also mention WebiExport360 and WebiLink360, respectively dedicated to the internationalization of SMEs and brand positioning of professionals, which have been chosen by thousands of Italian companies to boost their business.

In 2022, Webidoo achieved a group turnover of 11 mln, maintaining a positive EBITDA, and, starting in the new year, puts in place an ambitious business plan that aims to sustain the pace of growth through organic and external lines. Central to this will be the development of innovative technological products, the integration of talent and an aggressive commercial strategy that aims to position the Company as a main player in the sector in the identified target markets. Examples of this are the recent agreements signed with TIM, Juice and BPER: TIM will distribute Jooice through the TIM sales network and on the TIM Business website, thus enriching its offer dedicated to the small and medium B2B market; Juice will also distribute Jooice in its more than 60 points of sale in Italy, among the services dedicated to its business customers; BPER will distribute WebiExport360, a consulting

package to its SME customers who wish to embark on a path of internationalization through digitalization, in particular by making use of the Alibaba.com platform and LinkedIn tools for social selling.

"We started in late 2017 with a very specific goal: to accompany Italian companies on their transformation path with the help of the best possible services. Today we have increased the size of our operational teams and sales channels, expanding our presence outside Italy with offices in Spain and the U.S., we have formed partnerships with the world's leading innovation players, we have acquired technology companies to bring more and more value internally in terms of talent and know-how, and finally, with the new Jooice and Welpy platforms, we have begun to develop cutting-edge technology products.
These have been intense years that have laid a solid foundation on which to build exponential international growth, thanks to a highly scalable model," concludes Daniel Rota.

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About Webidoo SpA
Webidoo, a digital company specializing in the development of technology and organizational solutions for the digital transformation of companies, was founded as a service company with the goal of simplifying digital access for SMEs and has evolved into a tech company that creates highly innovative tools for businesses of all sizes. From this vision came Jooice, the dual-patent protected platform that centralizes and simplifies the management of all digital marketing activities in a single hub, and Welpy, the collaborative artificial intelligence that accelerates the growth of companies by accompanying them to the discovery of digital transformation.
Webidoo's strong innovative traction is embodied in various areas of expertise, from digital services to digital factories via hi-tech retail; the company dedicates a specific organizational division to each of these areas.

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