PRESS RELEASE

Digital Export: BPER Bank signs an agreement with Webidoo to accompany its customers in the internationalization process

Milan, March 11, 2023 - BPER Bank and Webidoo SpA, an Italian digital company specializing in the digital transformation of SMEs, announce a strategic partnership to support the internationalization and digitization of small and medium-sized businesses Business to Business (B2B).

BPER has chosen Webidoo to offer a consulting package to its SME customers who wish to embark on a path of internationalization through digitization, in particular by making use of the Alibaba.com platform and LinkedIn's social selling tools.

Webidoo is committed to offering a range of services related to these two digital tools to all BPER Bank clients interested in implementing an international development project, with the aim of growing their business in foreign markets.

Participating companies will benefit from a free one-on-one consulting session with Webidoo, which will provide a comprehensive analysis of their needs and support them in implementing the most effective digital marketing tools available. The consultancy may continue with profile building on Alibaba.com's B2B e-commerce platform, with advice on creating and managing an effective storefront and how to implement high-performing advertising campaigns, and may include daily support from Webidoo's team of WebiExport Managers, the digital export experts at the companies' side.

Webidoo will also assist clients in implementing their strategy on LinkedIn to complement their digital sales and communication activities by managing their company LinkedIn pages and most relevant personal profiles, This 360-degree consultancy will enable clients to reach 40 million buyers in more than 200 countries on Alibaba. com and 900 million users in more than 200 countries on LinkedIn, maximizing benefits of both platforms: Alibaba.com, the leading global B2B e-commerce platform, and LinkedIn, the social network that generates the most direct B2B revenue, thanks to the power of the connections that can be made on its pages.

BPER Bank and Webidoo enter into this partnership in the belief that digital transformation is the key to success for Italian SMEs. The use of appropriate web tools, in fact, makes companies' online business grow, providing them with privileged access to the global market and enhancing the excellence of Made in Italy. "We want to support our clients by offering them innovative services, and we believe that this new partnership with Webidoo is an important way to support the development of SMEs, especially in this particular historical moment," says Stefano Bellucci, head of Global Transaction Banking at BPER Banca. "In this way we can continue to help our customers grow through quick and simplified access to digital technology, which, today, particularly in business, is increasingly strategic."

"We are pleased to work alongside BPER Bank to support business customers in their digital transformation, using cutting-edge technology solutions to enhance their visibility in the world. A push for innovation that leverages digital as an enabler of the internationalization process. We are happy to give our contribution to Italian companies to support their growth path," comments Daniel Rota, CEO of Webidoo.

BPER Banca

BPER Banca is the parent company of the BPER Banca Group, which brings together two territorial banks (BPER Banca and Banco di Sardegna) for about 1,900 branches covering all Italian regions, with more than 21 thousand employees and more than 5 million customers.
Third-largest domestic listed banking group by global funding of which numerous product and instrumental companies are part, in addition to credit institutions. The Bank's distribution structure on the peninsula now includes 10 Territorial Departments.
BPER operates through investee companies or joint ventures in all the main market segments (corporate & investment banking, wealth management & insurance, leasing, factoring and consumer credit) and is able to offer, thanks to a solid network of shareholdings and partnerships, qualified assistance to its customers on all the main international markets.

Webidoo S.p.A.

Webidoo, a company specialized in promoting Digital Transformation, was born in 2017 from an idea of Daniel Rota, Giovanni Farese and Egidio Murru, three managers united by their passion for digital and new technologies.

Webidoo simplifies access to the best technological and digital solutions in both B2B and B2C. The B2C soul of Webidoo is realized with Webidoo Store, the phygital Experience Store where people can find the most innovative technological products on the market also selected in preview. The B2B soul, on the other hand, is expressed with Webidoo digital services and Webidoo Farm, which accompany companies, SMEs and professionals in choosing, implementing and managing the best technological and digital solutions for business and in strategic areas such as Digital Presence, E-Commerce, Digital Advertising and Social Media. The group's strong innovative traction is also manifested in Webidoo Gaming, the company's take on the world of esports with teams engaged in the most important leagues internationally, which also caters to businesses by providing completely new digital opportunities to promote their activities on the latest digital channels, such as Twitch. Recently, the group's offering for the digital transformation of SMEs has been further enriched with Jooice, the world's first technology that simplifies the management of digital services, unifying them in one virtual place from which activities that accelerate business growth can be carried out. Jooice is a registered patent owned by Webidoo. The company consists of a team of more than 300 employees and digital consultants operating in Italy, Spain, the Balkans and the US.

webidoogroup.com - webidoo.it - jooice.com - webidoo.store

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