Webidoo grows again in the first quarter of 2024, after a very positive 2023, and continues its expansion plan in Italy and abroad

Milan, 7 June 2024 - The Italian digital company Webidoo continues its growth in the first quarter of 2024 with +30% compared to the same period last year. This confirms the positive trend of 2023, which closed with a turnover of over 12 million, an increase of around 20% compared to 2022. EBITDA is also in the black by over 1 million despite the large investments made in new product launches and international expansion.

The 2024 development plan focuses on the affirmation of the new high-tech products recently introduced to the market, in particular Jooice, the AI-based platform for making digital evolution easy and accessible to SMEs, which recently exceeded EUR 1 million in licences sold and is preparing for interesting challenges at the international level.

Research and development are pivotal elements for Webidoo, which has always made its propensity for innovation its main asset: the development of new solutions to optimise SME processes through artificial intelligence is an example of the company's vision, which is also evolving throughout this year.

Among the nearest goals is the development of foreign markets to diversify revenues, especially in Europe, the Middle East and the USA. The production and innovation hub continues to be the Apulian Webidoo Farm in Castellana Grotte, on which the company is focusing in terms of investment and the search for new talent to foster the development of international projects.

'We are satisfied with the excellent results achieved and we believe that 2024 will be a decisive year to consolidate what we have achieved but also to face new challenges,' says **Daniel Rota**, CEO of Webidoo. *'The continuous improvement of processes and products and our propensity to innovate by investing massively in research and development are the driving force behind our growth,' continues Rota, 'we are expanding our presence outside Italy, we have forged 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 platform powered by AI, we aim to develop cutting-edge technology products. We are ready to build our international growth with a solid and highly scalable model,'* Rota concludes.

###

About Webidoo SpA
Webidoo is the award-winning martech company that creates technology and organisational solutions powered by Artificial Intelligence to simplify and accelerate the digital evolution of companies.
With its R&D activity anchored in the US, talented professionals in several countries and strong ties to top research institutions and international academic organisations, Webidoo takes a global, ambitious and structured perspective.
Its portfolio includes an AI Lab offering innovation programmes for the large enterprise, digital factories to produce content and manage digital media activities on an international scale using artificial intelligence, digital export services for SMEs and proprietary technologies protected by international patents. These include Jooice, the AI-based platform that centralises the management of digital marketing activities and accompanies companies through digital transformation.
Webidoo distributes its products and services through a multi-channel strategy, involving a number of leading external partners (Telcos, banking institutions, finance companies, digital payment companies and more) and a number of internal channels, including the Webidoo Store, a space where you can experience innovation through the selection of the world's best technology products and the opportunity to try out and purchase Webidoo solutions such as Jooice directly. All this in a futuristic concept store totally focused on the customer experience.
Webidoo operates in the USA, Europe and the Middle East, with offices in Milan, Castellana Grotte, Tenerife, Chicago and Dubai.

www.webidoo.com
www.jooice.com
www.webidoostore.com

Press Office
White Lady
Laura Calevo/Gianna Avenia
laura@whiteladypr.it /gianna@whiteladypr.it
+ 39 335 5641177
Via Conca del Naviglio 9, Milano