



## YOLO Group: the Board of Directors approves the Strategic Plan 2025-2027

- In the next three years YOLO will continue to operate through a business model of *Digital Broker* and technology enabler, consolidating the wide range of outstanding partnerships in place and developing a solid pipeline of new collaborations with both B2B and B2B2C partners
- The brokered insurance product offering will be significantly expanded and diversified, investing in A.I., data analytics and tech operations to maintain the competitive advantage held in the Italian Insurtech market
- The main growth drivers identified relate to: (i) the development of a product offering for SMEs, a segment with high potential for commission income, exploiting both the bancassurance and phygital channels; (ii) Advisory & Education services for insurance market operators; (iii) significant expansion of the dealer network (physical and digital) in the mobility segment, building on the successful experience of AllianceInSay
- Expected organic revenues growth above €15 million in 2025 and above €30 million in 2027, and the beginning of profitability generation with an EBITDA margin of ~5% in 2025 and ~20% in 2027
- Continued evaluation of non-organic growth deals through targeted acquisitions with high strategic fit, aimed at accelerating revenues growth while ensuring strict financial discipline

**Milan, 20<sup>th</sup> November 2024** - The Board of Directors of YOLO Group ('YOLO'), one of the leading players in the Italian insurtech market of digital insurance services listed on Euronext Growth Milan, today approved the 2025-2027 Industrial Plan ('Plan').

The strategic and programmatic document confirms the company's business model, updating its actions and growth objectives in light of reference market trends and related opportunities. In particular:

- acceleration of growth in insurtech, in terms of applied technologies and distribution;
- greater accessibility to the insurance market, also of new user segments, thanks to innovation in distribution strategies (i.e. multi-channeling);
- creation of opportunities to innovate in distribution and product offerings brought about by changes in the legal and regulatory framework (e.g. catastrophe policies);
- emergence of new risk categories and the need to develop innovative products to cope with increasing complexities.

In the scenario outlined, YOLO will continue to operate through a business model based on:

- digital insurance brokerage ('**Digital Brokerage**'), with an integrated distribution model (phygital and digital channels) and a wide range of products produced in collaboration with partner companies;



- Services to enable the digital distribution of insurance products (**'Tech Services'**) from a B2B and *white/co-label* perspective for the benefit of insurance companies, banks and retailers (e.g. utilities and large-scale distribution).

The Plan indicates three lines of development to preserve the competitive advantage held by YOLO in the Italian insurtech market:

- scaling up existing partnerships and accelerating the conversion of a robust pipeline of new partnerships;
- enhancement and diversification of the insurance product offering;
- strategic investments in A.I., data analytics and tech operations.

The challenging revenues growth targets will be underpinned by a few driving trends that have been identified in:

- development of an articulated insurance offer for SMEs, a customer segment characterised by high commission revenues potential, exploiting the distribution potential of digital bancassurance partnerships and Yolo's integrated physical and digital (phygital) distribution platform
- Advisory & Education services for insurance market operators, for which a dedicated business line has been set up;
- strengthening, in the mobility segment (where YOLO operates through the tech broker AlliancesInsay) of the physical and digital dealer network.

The wealth of relationships and *capabilities* built up in recent years has put YOLO in the right conditions to seize the opportunities offered by the market scenario and to achieve the objectives set for the time being. Since the start of operations, YOLO has developed 140 partnerships, in Italy and abroad, to enable the digital insurance offering and has diversified its portfolio with over 100 products. In addition, an innovative hybrid physical and digital (phygital) distribution model has been developed, including through the YOLO Insurance Network (**'YIN'**) platform, which allows smaller insurance agencies and brokers to integrate advanced digital solutions into their physical management and distribution model.

In the current financial year, YOLO continued its growth path, albeit at lower rates than in 2023, when results were fueled by the consolidation of AlliancesInsay (in which a majority stake had been acquired at the beginning of the financial year). For the first time since its inception, it is expected to achieve a positive EBITDA in the second half of 2024 with revenues exceeding €10 million.

The 2025-2027 Strategic Plan shows sustained organic revenues growth, expected to reach a level of more than €15 million in 2025 and more than €30 million in 2027 (with a CAGR '24 - '27 higher than 40%), with positive and increasing profitability. EBITDA margin is expected to grow from ~5% (~7% on net revenues of variable distribution costs) in 2025 to ~20% (>30% on net revenues of variable distribution costs) in 2027.

A favourable environment for the consolidation of the Insurtech and Brokerage Services industry could further support and accelerate the Plan's growth and profitability targets also by considering targeted acquisitions or partnerships with high strategic fit within the framework of stringent financial discipline in pursuit of shareholder value creation objectives.



To this end, YOLO has given Intesa Sanpaolo - IMI Corporate & Investment Banking Division a mandate to evaluate all possible strategic options for the acceleration of the company's growth.

**Gianluca De Cobelli, co-founder and CEO of YOLO Group**, said: *'The approved Strategic Plan confirms the strategic direction adopted so far, reinforces the interventions functional to growth by aligning the objectives to current trends. We believe that our business model, the technology we have developed and our integrated physical-digital distribution position us well to seize the opportunities offered by the insurance market and Insurtech'.*

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The press release is available in the Investor/Press Releases section of the website [www.yolo-insurance.com](http://www.yolo-insurance.com).

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## YOLO GROUP

*YOLO Group is an insurtech company, among the main ones in Italy and with a presence abroad, with two lines of offer: services to enable the digital distribution of insurance products of insurance companies, banks and retailers (e.g., utilities and large-scale distribution); direct distribution of insurance products made in collaboration with companies.*

*Since its establishment at the end of 2017, YOLO has developed around 140 partnerships, in Italy and abroad, to enable digital insurance offerings.*

*In direct distribution, YOLO has adopted a hybrid (so-called phygital) model, combining digital and physical channels. In 2022, it launched the Yolo Insurance Network (YIN), a platform that enables smaller insurance agencies and brokers to integrate digital into the physical management and distribution model. About 600 brokers have joined YIN.*

*YOLO has been listed in the ordinary segment of Euronext Growth Milan since 2022. The main shareholders, in addition to the two co-founders (Gianluca De Cobelli and Simone Ranucci Brandimarte), include Generali Italia, Intesa Sanpaolo Vita, Neva SGR, Primo Ventures SGR, Mansutti, IBL Banca, Net Insurance, Smart4Tech, and Banco Desio e della Brianza. Website: [www.yolo-insurance.com](http://www.yolo-insurance.com)*

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