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**BREAKING NEWS**

# EQUITY RESEARCH

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## I.C.C. Progetto “PET 24”

Ticker	ICC IM
Price (21/12/2021)	€ 2,60
Target Price	€6,00
Rating	BUY
Risk	Medium

### NEWS

- Nel comunicato stampa del 21 dicembre 2021, International Care Company (“I.C.C.”), Società italiana di servizi di assistenza recentemente quotata su Euronext Growth Milan, ha comunicato di aver lanciato PET 24, servizio di assistenza rivolto ai proprietari di animali domestici.
- I.C.C., dopo la quotazione in Borsa in data 08 dicembre 2021, sfrutta lo slancio della recente operazione per penetrare con successo in un nuovo mercato in fase di crescita, per ampliare l’offerta ed affermarsi ancora una volta come leader dei servizi di assistenza alla persona (casa, viaggi, auto) ed ora anche agli animali domestici.
- Coerentemente a tutta la gamma di servizi offerti da I.C.C., PET 24 aiuterà il cliente tramite la Centrale Operativa telefonica disponibile 24 ore su 24, 7 giorni su 7. Mediante video consulti con veterinari e molteplici convenzioni in strutture del network di ICC, la Società offrirà un servizio completo per prendersi cura a 360° del proprio animale domestico, da supporto in caso di smarrimento a servizi di educazione.
- Il mercato italiano è in continua crescita: si contano al momento 32 mln di animali domestici, in oltre il 40% delle case italiane, che pesano sulle spese delle famiglie italiane tra i € 31 e € 100 al mese per singolo pet.
- Tramite comunicato stampa, Gualtiero Ventura, Presidente e Amministratore Delegato di I.C.C. SpA, ha commentato: *“l’annuncio ci rende molto orgogliosi, è una nuova, ulteriore testimonianza della capacità di questa Società di essere pioniera e muoversi con anticipo nella giusta direzione. Il mercato dei servizi per gli animali domestici è in crescita e ha subito ulteriori accelerazioni a seguito della pandemia da Covid-19. PET 24 amplia e completa l’offerta di servizi assistenziali a disposizione dei clienti, sempre più attenti al benessere e alla cura dei propri amici a quattro zampe”.*
- Tenendo in considerazione l’annuncio e considerando gli ottimi risultati in fase di IPO, in attesa di valutare i risultati dell’esercizio in fase di chiusura, confermiamo le nostre stime: target price €6,00, rating BUY e risk Medium.

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10/12/2020	2,65	Buy	6,00	Medium	Initiation of Coverage

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Equity Total Return (ETR) for different risk categories			
Rating	Low Risk	Medium Risk	High Risk
BUY	ETR >= 7.5%	ETR >= 10%	ETR >= 15%
HOLD	-5% < ETR < 7.5%	-5% < ETR < 10%	0% < ETR < 15%
SELL	ETR <= -5%	ETR <= -5%	ETR <= 0%
U.R.	Rating e/o target price Under Review		
N.R.	Stock Not Rated		

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