SIM INTEGRÆ

EQUITY RESEARCH

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BREAKING NEWS

Promotica

Lancio Nuove Campagne

Ticker	**PMT IM**
Price (02/07/2021)	**€3,15**
Target Price	**€4,30**
Rating	**BUY**
Risk	**Medium**

NEWS

- In data 02 luglio 2021, Promotica ha comunicato il lancio di tre nuove campagne di fidelizzazione per il Gruppo Coop Centro Italia, Coop Consorzio Nord Ovest ed Unicoop Firenze per un valore complessivo pari a € 6,8 mln. Tali operazioni rinnovano la collaborazione di Promotica con le associate dell'insegna Coop.
- Le tre campagne lanciate sono caratterizzate dalla valorizzazione di prodotti artigianali e Made in Italy, realizzati da aziende manifatturiere che rappresentano l'eccellenza della filiera produttiva del nostro Paese.
- La prima operazione è una *short-collection* dal titolo "Armonia del Buongusto", dedicata a tutti i clienti del Gruppo Coop Centro Italia, che potranno collezionare le ceramiche artigianali per la tavola firmate De Silva, azienda umbra specializzata nella produzione di articoli in terracotta.
- La seconda campagna, commissionata da Coop Consorzio Nord Ovest, è invece della tipologia *self-liquidating* e prevede il collezionamento di una linea di accessori per la tavola del brand Easy Life, azienda manifatturiera bresciana.
- La terza operazione è una *short-collection* realizzata per Unicoop Firenze. L'operazione è dedicata anche ai clienti dei supermercati doc* Roma. I premi della linea "Colora la tua tavola" sono articoli in ceramica firmati dalla storica azienda manifatturiera Brandani, realizzati nel cuore dell'Italia e decorati a mano.
- Diego Toscani, Amministratore Delegato di Promotica, ha così commentato: "*Le tre operazioni avviate nel mese di giugno sono importanti perché rinsaldano la nostra storica relazione con Coop, uno dei maggiori attori della GDO a livello nazionale, che è da anni il nostro principale cliente. La collaborazione con le insegne Coop ha poi una rilevanza strategica nel nostro piano di crescita futura: come dichiarato in fase di quotazione, miriamo infatti a consolidare il nostro fatturato attraverso le short-collection storicamente realizzate per questo cliente, facendo leva su una relazione di lungo termine con le cooperative e beneficiando della diversificazione territoriale delle stesse, che consente una riduzione del rischio.*".
- Il lancio di queste nuove campagne rafforza la nostra *view* positiva sulla Società. Confermiamo le nostre stime: target price €4,30, rating BUY e risk Medium.

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18/05/2021	2,58	Buy	4,30	Medium	Update

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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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