



# SEMPLICEMENTE

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## Company identification

Full legal name of the company	<b>SEMPLICEMENTE SPA</b>	
Unique identification number	<b>VAT 03497130611</b> <b>REA 2000848</b>	
	<b>LISTED AT ACCESS EURONEXT PARIS ISIN IT0005072811</b>	
Contact address	<b>VIA POLA 11 MILANO</b>	
Shareholder(s)		% interest
	<b>GENIA S.R.L.</b>	<b>49,31%</b>
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## **SHAREHOLDERS MEETING APPOINTS GIACOMO ORTOLANO AS NEW CEO**

**MILAN, AUGUST 13<sup>TH</sup> 2019**

**The Shareholders Meeting of SEMPLICEMENTE SPA, a Company specialized in the development of a technology based platform system installed on board of a car to detect in real time and to capture dynamic events related to use of the vehicle, listed on Euronext Growth (ticker MLSMP), has appointed today Mr. GIACOMO ORTOLANO as new Chief Executive Officer of the Company. The Shareholders meeting has chosen to have only one Director then it is not provided a Board of Directors.**

Mr. ORTOLANO is the Managing Director and Co-Founder of GENIA S.r.l., the new main shareholder of SEMPLICEMENTE SPA (<https://www.linkedin.com/in/giacomo-ortolano-aa1998b5>).

For any information: [www.semplicementespa.it](http://www.semplicementespa.it)

I, undersigned, for and on behalf of the reporting entity confirm that all information provided in the above press release is accurate and reliable.

**ETTORE SFORZA - CEO SEMPLICEMENTE SPA - [ettore.sforza@gmail.com](mailto:ettore.sforza@gmail.com) / [yappamedia@gmail.com](mailto:yappamedia@gmail.com)**