



PRESS RELEASE

TIKEHAU CAPITAL TO INVEST IN MINT TO SUPPORT ITS GROWTH PLAN IN THE DIGITAL ADVERTISING AUTOMATION SECTOR

Milan, 15 November 2021 - **Tikehau Capital¹**, the global alternative asset management group, has signed an agreement to acquire on behalf of its clients a 25% stake in the share capital of MINT (the “Company”), a fast-growing “MADTech” company that provides advertisers with a tool that automates the advertising planning and buying process. **Andrea Pezzi, Founder and CEO** will retain control of the Company and benefit from Tikehau Capital’s support to accelerate and strengthen its development plan in Europe.

Founded in 2014, MINT is headquartered in Milan with offices in London and São Paulo and a total of 160 employees. The Company has experienced strong growth with a turnover CAGR of 40% over the last 5 years. As a leading MADTech player, it has developed solid relationships with several blue-chip Italian and international clients. This is testament to its status as one of the most dynamic, progressive and innovative operators in the landscape of digital advertising automation.

Tikehau Capital's investment marks a major step forward in MINT’s future growth plan as it looks to expand its operations and client base in Europe and accelerate the development of its software further.

This represents the fifth private equity transaction completed by Tikehau Capital in the Italian market, following investments in DoveVivo, Assiteca, Euro Group and Ecpol, and is fully aligned with the Group’s growth equity strategy which is focused on supporting entrepreneurial firms in scaling domestically and internationally.

“I’m delighted to welcome Tikehau Capital’s as an equity stakeholder in MINT: this partnership strengthens our existing shareholder base and our ability to achieve our ambitious targets. We have grown significantly over the last 3 years, thanks to our willingness to bring disruptive innovation to the digital advertising sector, offering a unique technological solution in the orchestration of all AdTech platforms and digital channels. This partnership will allow us to accelerate the development of our software and expand our client base in Europe further.” said **Andrea Pezzi, Chief Executive Officer of MINT**.

“We are excited to become shareholders in MINT and to support the Company in its future development phase. Thanks to the unique features of its innovative software platform, MINT is strongly positioned to benefit from the expected growth and evolution in the digital advertising market.” said **Roberto Quagliuolo, Head of Private Equity Italy at Tikehau Capital**.

Pursuant to this transaction, Roberto Quagliuolo will join the board of directors of MINT alongside Luca Bucelli, Head of Tikehau Capital in Italy.

MINT was advised by **Legance - Avvocati Associati**, while Tikehau Capital was assisted by **Gattai, Minoli, Partners, Roland Berger** and **Deloitte**.

¹ The investment has been carried out by the AIFM Tikehau Investment Management



About MINT:

MINT, founded in 2014 and headquartered in Milan, is today a leading global MADTech player and one of the most dynamic and innovative operators in the global landscape of advertising automation platforms offered through a SaaS model.

The Company provides advertisers with a tool to manage all media investments on the various AdTech and Media platforms from a single interface and in a multi-channel perspective: in fact, the platform allows advertisers to orchestrate all display, social, search, video, mobile, radio, CTV and OOH campaigns. Thanks to Artificial Intelligence and process automation, companies are able not only to considerably accelerate the entire campaign management process, from brief to reporting, through planning, activation and trafficking, but also to analyze the large amount of data produced by the whole multichannel ecosystem, the "Big Data" of advertising, generating real time optimizations and sharply improving efficiency results on media investments.

<https://mint.ai/>

About Tikehau Capital:

Tikehau Capital is a global alternative asset management group with €31.8 billion of assets under management (at 30 September 2021).

Tikehau Capital has developed a wide range of expertise across four asset classes (private debt, real assets, private equity and capital markets strategies) as well as multi-asset and special opportunities strategies. Tikehau Capital is a founder-led team with a differentiated business model, a strong balance sheet, proprietary global deal flow and a track record of backing high quality companies and executives.

Deeply rooted in the real economy, Tikehau Capital provides bespoke and innovative alternative financing solutions to companies it invests in and seeks to create long-term value for its investors. Leveraging its strong equity base (€2.9 billion of shareholders' equity at 30 June 2021), the firm invests its own capital alongside its investor-clients within each of its strategies.

Controlled by its managers alongside leading institutional partners, Tikehau Capital is guided by a strong entrepreneurial spirit and DNA, shared by its 672 employees (at 30 September 2021) across its 12 offices in Europe, Asia and North America.

Tikehau Capital is listed in compartment A of the regulated Euronext Paris market (ISIN code: FR0013230612; Ticker: TKO.FP).

For more information, please visit: www.tikehaucapital.com

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