

BF & COMPANY ACTED AS FINANCIAL ADVISOR TO CIRFOOD GROUP ON THE DISPOSAL OF BLUBE TO 360 PAY GROUP

Milan, 15th December 2021 - **BF & Company, an independent corporate finance advisory firm and club deal arranger, acted as exclusive financial advisor to CIRFOOD s.c. ("CIRFOOD"), a leading group in the catering sector, in the disposal process of the entire corporate capital of BluBe S.r.l. ("BluBe"), engaged in the sale and management of "BluTicket" and "BluEasy" branded meal vouchers and external canteen services, to 360 Payment Solutions S.p.A. ("360 Pay"), a group engaged in the business of payment solutions.**

After 20 years operating within CIRFOOD group, a success story witnessed by 90,000+ daily users and a network of 50,000 affiliated partners, BluBe becomes part of the group which in the same days launches its renewed brand "360 Pay".

"Thanks to agile and flexible operations and a clear focus on quality, BluBe is able to offer its clients and end users state-of-the-art solutions. We strongly believe that the integration with the companies of 360 Pay group will allow BluBe to further grow and strengthen its business, in an increasingly concentrated market, with large and international competitors" said Chiara Nasi, CIRFOOD Chairman.

"We believe in the potential of this market, in which we started to invest few years ago, leveraging on innovation and digital solutions" stated Marco Alberti, 360 Pay CEO. *"We are very happy to welcome BluBe team into our family, with whom we share values and objectives; this transaction will strengthen our market positioning and represents a unique opportunity to create value for our clients and partners"*.

Following the closing of the transaction, the two groups entered into a long-term strategic partnership.

CIRFOOD was supported by BF & Company, with a team made up of Alessandro Bartolini, Alessandro Zanatta and Lisa Martini, as exclusive financial advisor, and by Carone & Partners, with a team made up of Marco Carone e Vincenzo Diego Cutugno, as legal advisor.

BF & Company S.r.l.

Founded in Milan in the second half of 2017 by the managing partner Alessandro Bartolini (after 20+ years' experience in the investment banking industry between Creditanstalt-Bank Austria, UniCredit, PwC, and Finanziaria Internazionale), BF & Company is an independent corporate finance advisory firm and club-deal arranger engaged in the Italian SMEs market. Thanks to the extensive and long-standing experience gained as M&A bankers, CEOs and experienced equity investment professionals at small and large companies, listed or privately owned, active in various industries and countries, BF & Company professionals and senior advisors (among whom Augusto Amatori, Franco Hauri, Dino Martinazzoli, Luigi Migliavacca, Domenico Cavaliere, Ettore Giorgi, Luigi Teti, Hector Cuellar, Pankaj Rungta, Antonis Faklis, Sabine Rothenberger) are able to guarantee significant insights in terms of international and local network, business ideas, strategic and operational skills.

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