



PRESS RELEASE

RELATECH: STRATEGIC COLLABORATION WITH CHILI S.P.A. FOR THE INDUSTRIAL RESEARCH AND EXPERIMENTAL DEVELOPMENT PROJECT CATCH 4.0

Milan, 30th 2020

Relatech S.p.A., *Digital Enabler Solution Knowledge (D.E.S.K.) Company* and innovative SME listed on AIM Italia market (Ticker: RLT), announces that, today, start an industrial collaboration with **Chili S.p.A.** for the experimentation of the Research and Development project "**Catch 4.0 - an intelligent Consumer centric Approach To manage engagements, Contents & insights**", verticalization of the digital and **cloud-based platform RePlatform** for the world of digital entertainment.

Chili S.p.A. is an Italian company founded in 2012, leader in the video entertainment market for the internet distribution of films, TV series and multimedia content.

Relatech S.p.A., through its subsidiary Ithea S.r.l., is a co-proposing partner in the Industrial Research and Experimental Development project **Catch4.0**, under the Fund for Sustainable Growth, "FCS - INTELLIGENT FACTORY SPORT - PON Imprese & Competitività 2014 - 2020 FESR".

The project, based on the proprietary Relatech platform **RePlatform**, aims to "*Studying new methodologies, techniques, architectures and software solutions capable of playing an enabling role for the creation of an analysis and forecasting platform applied to **customer engagement** and **customer satisfaction**, through which to experiment new opportunities for use of data flows from multiple contexts with a high frequency of production and variation.*"

Stefano Flamia, Co-Founder and CTO of CHILI, says: "*We are very glad to be able to participate in the experimentation of the Catch4.0 industrial project with Relatech, Ithea and the ICAR-CNR department and work in the field of profiling and personalization of the experience of our customers. The object of the experimentation is for CHILI a core development trend to improve the use and conversion of customers in the use of its service, which boasts a very wide offer, with one of the richest catalogs on the market and therefore requires targeting with innovative AI techniques and deep learning the offer and experience of each customer.*"



Relatech, with the support of Ithea and the **ICAR-CNR** department of the Cosenza office, will provide the *frameworks, skills and methodologies* inherent in *RePlatform*, as well as its specialists in modern **Digital Enablers** technologies, and in particular will be responsible for developing an innovative **Customer Engagement** platform that through the use of advanced **A.I. algorithms** and **deep learning**, is able to generate an automatic enrichment of digital content and activate profiling and recommendation systems based on user preferences.

Chili will contribute to the project by pooling its know-how in the video entertainment world, providing, anonymously, its data on one or more application scenarios of the project, as well as actively collaborating in the results evaluation phase.

The collaboration between Relatech and Chili assumes a strategic value for both companies:

- Relatech can verticalize the Catch4.0 project within the video entertainment market sector by acquiring in-depth knowledge of business needs and to strengthen its digital and cloud-based platform *RePlatform*.
- Chili has the opportunity to touch a highly innovative research project developed on modern cutting-edge Digital Enablers technologies, such as Big Data, IoT, Machine Learning, Artificial Intelligence and to experience a solution capable of collecting and analyzing in time real heterogeneous data sources in order to profile their customers and offer them personalized content by activating marketing dynamics and winning customer engagement strategies.

Silvio Cosoleto, Vice President of Sales Relatech, says: "*We are very happy to be able to collaborate with Chili for the testing of the Catch4.0 industrial project. as it allows us to be able to verticalize an R&D project within the video entertainment market. Relatech, also thanks to the support of the Ithea subsidiary and the ICAR-CNR department, will leverage its skills in the **customer engagement** field and will offer its know-how and skills on **Digital Enabler** technologies. The partnership with Chili assumes a strategic value, as it allows us not only to expand our RePlatform platform, but also, and above all, to attack the digital entertainment market by acquiring knowledge that can lay the foundations for future collaborations and revenue. within a market segment in constant growth.*"



This press release is online at www.relatech.com (Investor Relations/Press Release section)

Relatech (ticker RLT ISIN IT0005371874), Digital Enabler Solution Knowledge (D.E.S.K.) Company, listed on AIM Italia since June 2019, is present on the market with innovative solutions dedicated to the digital transformation of companies. Relatech is an innovative SME focused on customers looking for the most innovative solutions, becoming a strategic partner for digitization and ICT services. Relatech constantly invests in Open innovation with an extensive R&D activity carried out internally and numerous partnerships with the main Italian Universities and research centers. Thanks to its digital platform and cloud based RePlatform, it provides services and develops innovative digital solutions in frontier technologies of Digital Enabler, such as Cloud, Cybersecurity, Blockchain, Big Data, Machine Learning, Artificial Intelligence, Internet of Things.

CHILI is a European company that operates in the entertainment sector. CHILI has developed the first and only Entertainment Centered Marketplace. CHILI offers a wide range of titles for cinema and TV series fans thanks to agreements with the most important production companies, local distributors and independent labels. CHILI offers its service on Smart TVs, Blu-Ray players, PCs, tablets and smartphones. There are no monthly fees or activation costs, it is a totally pay per view platform. CHILI was founded in June 2012 in Italy as a transactional platform that allows you to watch movies and TV series on demand (TVOD). Thanks to its success in Italy, it has extended its offer to Austria, Poland, Germany and the United Kingdom.

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