

VALUE RELATIONS JOINS EXCELLERA ADVISORY GROUP, STRENGTHENING THE GROUP'S LEADERSHIP IN THE LIFE SCIENCE SECTOR

Milan, November 9th 2023 - **Value Relations**, a group that has been providing strategic consulting in the life science sector for the last 20 years, boasting more than 15 employees and two offices, located in Rome and Milan, is joining **Excellera Advisory Group**.

Excellera, a multidisciplinary group working in government affairs and reputation management, which was established in January 2023 from the combination of **Cattaneo Zanetto Pomposo & Co.** and **Community**, through the Xenon Private Equity fund, has chosen **Value Relations** and **Value Relations Media** to **create the most relevant Italian player in the Life Science sector**, with a comprehensive approach to institutional stakeholders at both central and local level, and to all trade media players, from national broadcasters to the main influencers.

"As of today, the Group is becoming a national benchmark in the Life Science field as well. Indeed, this transaction will enable us to pursue that growth path along which Excellera is aiming to complement and strengthen its skills across the board, both externally and internally, thus confirming the excellence spirit upon which it was founded," **Gianfranco Piras**, Chairman of Excellera Advisory Group and Partner of Xenon Private Equity, said.

The transaction is strategically significant as it strengthens Excellera Advisory Group's leadership in the health and healthcare sector by combining the know-how of Value Relations, headed by **Massimo Cherubini** and **Marco Giorgetti**, in pharma market access and patient advocacy together with the public affairs expertise developed by the Cattaneo Zanetto Pomposo & Co. teams led by **Alberto Cattaneo**. This way, the Group can provide its clients with a multidisciplinary team of life sciences experts, who can build and safeguard the reputation of companies and associations among the media, institutions, and supply chain players.

"This deal is a great source of pride for us, and it also represents a major growth opportunity for our business and for the people who work with us. With our new colleagues at Cattaneo Zanetto Pomposo & Co. and Community there has been, from the very beginning, total agreement of values and goals, as well as perfect synergy between our services. To be able to combine the organisation and the assets of a big Group, together with the methodology and approach of a successful 'boutique' like Value Relations, is an authentic privilege for us, as well as the start of a new phase of excitement and growth," **Massimo Cherubini**, Founder and Chairman, and **Marco Giorgetti**, Partner and CEO of Value Relations Group, said.

"We wish a very warm welcome to our new partners and colleagues; this deal brings together three deeply synergic and interdependent entities, thus establishing an unrivalled player in the life science sector in Italy for its breadth of services, expertise and skills," said **Alberto Cattaneo**, **Paolo Zanetto**, and **Claudia Pomposo** of Cattaneo Zanetto Pomposo & Co. and **Auro Palomba**, CEO and Founder of Community.

On a corporate level, a 100% stake in Value Relations and Value Relations Media will be acquired by Excellera Advisory Group under the deal. At the same time, Massimo Cherubini and Marco Giorgetti, who will keep their roles in Value Relations, will equally reinvest in Excellera, thereby becoming Group shareholders.

RP Legal was Value Relations and Value Relations Media' legal advisor for the deal, with Partners Luca Finocchiaro and Fabrizio Iliceto and Associate Alfredo Della Bella.

Excellera Advisory Group was advised by Pierfrancesco Gelmetti and Dolores Mugheri of Studio Gelmetti; Deloitte was in charge of the financial side of the operation, with Partner Andrea Casella and Director Gianmarco Ferrari, and PwC TLS Avvocati e Commercialisti was involved in the tax side, with Partner Pasquale Salvatore and Director Alessandro Marzorati.

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