#BuildYourDigitalFuture

PRESS RELEASE

Relatech and Sunprime together for more conscious energy: Digital strategy by 15 Seconds.

Milan, September 18, 2025

Relatech S.p.A., a leader in digital solutions, is strengthening its presence in the sustainable energy sector. **Sunprime**, one of the leading Italian operators in industrial and commercial (C&I) photovoltaics, has chosen **15 Seconds** – the media agency of the Relatech Group – to design the positioning strategy of its new brand identity on social networks, with the goal of narrating the future of energy through an authentic, visual, and value-driven storytelling approach.

The approach of Relatech and 15 Seconds – based on active listening, narrative truth, and human connections – is aligned with the values of sustainability, regeneration, and environmental responsibility promoted by Sunprime. The developed strategy positions Sunprime as an independent producer of renewable energy, committed to developing photovoltaic plants and storage systems to accelerate Italy's energy transition. Every initiative, from large C&I installations to enabling activities such as asbestos remediation, becomes part of a digital narrative capable of informing, engaging, and raising awareness.

The new collaboration is an example of how 15 Seconds operates transversally within the Relatech ecosystem, integrating strategic **advisory** expertise with **digital** capabilities in communication, content production, and impactful distribution.

The presence of 15 Seconds further strengthens the offer of the Group's digital business line, with a human-centered approach based on creativity, empathy, and data-driven insights, supporting companies on their paths of communicative and cultural transformation.

Relatech confirms its role as a technology partner capable of enabling digital evolution pathways and promoting a new way of communication based on truth, sustainability, and social value. This establishes Relatech as a reference point for companies that want to innovate, evolve, and communicate authentically, actively contributing to building a more conscious and sustainable future.

Pasquale Lambardi, *Executive Chairman & Founder Relatech S.p.A.*, states: *"The collaboration between 15 Seconds and Sunprime is a virtuous example of how technology can be placed at the service of authentic communication and a concrete energy transition. At Relatech, we believe in innovation that is not only digital but also ethical and sustainable, fully consistent with the principles expressed in our ESG report. Supporting companies like Sunprime*

means actively contributing to a more responsible future, where digital transformation becomes a lever of positive impact for people, businesses, and the planet."

Massimiliano Iannello, *Origination and Marketing Director at Sunprime*, adds: "*Our mission is to make a tangible contribution to the country's energy transition, transforming inactive spaces into useful and shared energy. With Relatech and 15 Seconds, we want to highlight not only the results but also the values that guide us every day: sustainability, regeneration, and transparency. Telling these actions means generating awareness and accelerating change."*

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Relatech is a leading provider of enabling digital solutions, active in the markets of Digital Transformation, Industrial Automation, and Cybersecurity, supporting SMEs and large companies in their innovation and digital transformation journeys, both in Italy and abroad. It offers end-to-end solutions — from the first digital interactions with the outside world to industrial automation — based on advanced technologies such as Artificial Intelligence, Cybersecurity, Cloud, IoT, and Big Data, as well as Advisory services, ICT training, and Data Analysis, promoting responsible innovation and sustainable growth. Thanks to a solid Research & Development ecosystem and strategic partnerships — including Microsoft — the company leads enterprises toward a Digital Renaissance, where technology is accessible and empowering for all.

15 seconds is the media agency of the Relatech Group. Its project proposals are based on trend research and data analysis conducted by the Research Center, studying consumer behavior to forecast evolution and purchasing trends. 15 Seconds provides creative and operational support in social media marketing and digital advertising, with a specific focus on art direction, copywriting, photo and video productions, as well as scouting and developing projects with talents.

Sunprime, founded in 2020, is a leading company in the development, construction, and operation of photovoltaic plants and Battery Energy Storage Systems (BESS) for industrial, agricultural, and commercial segments. With headquarters in Milan and an expanding network of regional hubs, Sunprime operates through innovative models for acquiring and enhancing land and rooftops, with a strong focus on project sustainability and their ability to positively transform local areas. With a team of over 120 professionals managing all activities necessary for plant construction and a solid, transparent financial structure, Sunprime has attracted €120 million in equity from the infrastructure fund Noy Fund and from NOFAR Energy, a Tel Aviv Stock Exchange-listed company specializing in the sector. The company also benefits from bank financing (Project Financing) totaling €352 million from leading institutions such as the European Investment Bank, Natixis CIB, Kommunalkredit Austria, KfW IPEX-Bank, and Nord LB. In 2024, Sunprime achieved revenues of over €20 million, significantly higher than in previous years, thanks to an industrial strategy that foresees the connection of 130/150 plants per year. Its assets include photovoltaic plants, owned land, and surface rights, with a total book value exceeding €257 million. By the end of 2026, Sunprime will complete the construction of 500 MWp of photovoltaic capacity and 250 MWp of BESS, further strengthening its strategic role in Italy's energy transition. The company is also engaged in the continuous development of advanced digital solutions, focusing on the integration of Artificial Intelligence, digital marketing, and operational process automation.

The full press release is available online at www.relatech.com (Investor Relations/Press Releases section).

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