

## Social media management services: Spindox becomes Hootsuite partner for Italy and Spain

*Spindox signs a partnership agreement with Hootsuite, a global leader in social media management services, and becomes a specialized reseller for the markets of Italy and Spain. To Hootsuite customers Spindox will offer consulting, training and support.*

**Spindox S.p.A.** (the “Company” or “Spindox”, TICKER: SPN), a leading company in the market of ICT (Information & Communication Technology) services and products for digital innovation in corporate business, **has signed a partnership agreement with Hootsuite**, a Canadian company that is a world leader in the market for social media management services and products. The partnership gives Spindox the role of reseller of Hootsuite's solutions in Italy and Spain. Under the arrangement, Spindox will be able to provide Level 0 support to customers, as well as consulting and training in the use of Hootsuite tools.

The Hootsuite platform integrates a range of services for professional social media management, allowing many accounts to be linked and centrally administered. Through Hootsuite it is possible to orchestrate social media management activity on Twitter, Facebook, Instagram, LinkedIn, YouTube and Pinterest. The platform allows you to plan the publication of content on the different outlets and keep track of the performance of your social media marketing plan through a powerful monitoring and reporting system. Thus, the ROI of each action can be measured with great accuracy.

Activities to support clients in setting up and using Hootsuite will be handled by the team of analysts and social media specialists from Bixuit, the Spindox business unit that oversees digital experience, online marketing and visual & content strategy services for the Group's clients.

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### About Spindox

*Spindox operates in the ICT services and products market, positioning itself as a company that designs, develops and integrates innovation. It is one of the top 50 companies in the sector in our country by turnover (source: IDC / Data Manager, 2020 data) and one of those with the highest growth rate over the last four years (CAGR 2017-2021 of 21%). The group has more than 1,000 employees (as at December 31<sup>st</sup>, 2021) spread across nine Italian offices: Milan, Rome, Maranello, Turin, Florence, Cagliari, Trento, Bari and Ivrea and four foreign offices in Spain, Switzerland, the UK and the USA. Spindox's mission is to support its customers' business innovation by offering consultancy, IT and network engineering services, integrating technology, research and artificial intelligence.*

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**Spindox S.p.A.**

**Head office:** Via Bisceglie 76, 20152 – Milano

**Referent:** Paolo Costa – Chief Marketing and Communications Officer, Investor Relator

**Contacts:** paolo.costa@spindox.it - +39 02 910 95101

**Investor Relations & Market Advisor**

KT & Partners

Chiara Cardelli / Kevin Tempestini

ccardelli@ktepartners.com – tel. 02 83424008

Mob: +39 3387129015

**Media Relations****Spriano Communication & Partners**

Via Santa Radegonda, 16 - 20121 Milano

Matteo Russo: Mob: +39 347 9834 881 mrusso@sprianocommunication.com

Fiorella Girardo: Mob: +39 348 8577766 fgirardo@sprianocommunication.com

**Spindox S.p.A.**

**Sede legale:** Via Bisceglie 76, 20152 – Milano MI Italy