

PRESS RELEASE

AIM Group International acquires majority stake in vanGoGh communication agency

With the acquisition, the Board will foster the integration into AIM Group's activities and services ensuring operational synergies and added value for clients

Milan, 4th February 2019 – **AIM Group International**, a leading company specialised in congresses and events, **acquired 51% of the shares of VanGoGh communication agency**, specialised in creative digital and communication services. This will allow the Group to provide a **unified conference, communication and digital offering** supporting associations and corporate clients with branding, strategy and communication.

Thanks to this acquisition, AIM Group takes over the management and operations of VanGoGh and establishes a new governance structure. The new board of directors is composed of **Massimo Galli**, founder and CEO of VanGoGh, holding the position of **President**, **Gianluca Scavo**, CEO of AIM Group International, as **Managing Director**, and **Nicola Sciumè** as the **new CEO**.

«AIM Group was already a 25% shareholder of VanGoGh since 2014. We have had a very positive collaboration and we aim to build on this and make VanGoGh more integrated into the AIM Group - explains **Gianluca Scavo**, CEO AIM Group International. With the evolution of the market, it makes sense to further invest in this agency. The deeper integration allows AIM Group to **expand our offering** to cover increasingly strategic functions to support our customers in a complete and innovative way.»

VanGoGh is a dynamic and creative agency which has established itself as a recognised player in the market and received more than 70 national and international awards. In particular, VanGoGh is specialised in **brand reputation, digital and SEO strategy, digital advertising, web design, mobile sites and app development, video communication and social media management**. AIM Group intends to capitalise on the outstanding expertise of the agency and deliver benefits, thanks to **significant commercial and operational synergies**, to the AIM teams and to the clients.

«Many years ago, I had a vision of an agency where **well-being, ethics, respect and inspiration** are the drivers for quality and customer satisfaction - says President **Massimo Galli** -. Today, after two decades of rewarding and exciting work, we are proud to be part of a successful company like the AIM Group, with a new guide, Nicola Sciumè, a serious professional, with high moral values. This **new challenge will lead us to grow and to deliver our customers even more than they expected**.»

«VanGoGh is a **creative and dynamic agency**, well established and with a track record of renowned projects and customers - underlines the new CEO **Nicola Sciumè** -. I am delighted to accept this role and firmly believe with my know-how in digital communication that I will be able to **enhance and develop the agency's skills** and put them **available to AIM Group and its entire network at an international level**.»

Max Galli, designer, author, expert in digital communication, speaker and trainer, has founded and directed the VanGoGh agency since 2002. He defines himself as a “**creative entrepreneur**” that puts “ethics, moral values and positivity” first. In his **latest book *Digital Thinking***, published by Guerini Next, he describes success stories, mistakes and experiences gained over twenty-five years in business.

Nicola Sciumè is an entrepreneur and manager specialised in digital communication. Active since the beginning of the 2000s as a young founder of ICT and web applications companies, he has worked for over ten years in the **Enter Y2K** digital technology and communication company, where he previously held the role of general manager and finally as **CEO**. Then, he gained experience in **Expo 2015** as head of the Digital Edutainment project, before starting new business projects in the technological field.



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