



PRESS RELEASE

IERVOLINO AND LADY BACARDI ENTERTAINMENT:
AFTER CHANGING ITS NAME THE COMPANY PRESENTS ITS NEW
BRAND IDENTITY

*The logo takes its inspiration from the structural
elements of the film reel The new ilbegroup.it website
is launched*

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Rome, 29 July 2021 - Following the change of its corporate name to Iervolino and Lady Bacardi Entertainment (ILBE), the company, engaged in the production of cinematographic, web and television content for the international market and listed on the AIM Italia stock exchange, presents an overall renewal of the brand's visual presentation.

Thanks to the work of the Group's Marketing division, ILBE now presents itself with a new logo, a new look for its website ([renamed ilbegroup.it](http://renamed.ilbegroup.it)) and a new image for all its social profiles.

The name "Iervolino and Lady Bacardi Entertainment" was created to give the company an international appeal as it goes through a new phase of growth driven by an increasing attention to foreign markets. The idea was thus to include the name of Lady Monika Bacardi, a successful and internationally known female entrepreneur, the company's largest shareholder and producer of all its film projects.

This was followed by a full rebranding process, including the birth of a new logo inspired by the structural elements of the film reel: a harmonious system of letters, of shapes that fit together by means of joints and links, to evoke the connection, the union, the compactness of ideas, of people, of the company.

At the same time, ILBE's renewed brand expresses the plurality and dynamism of an international company: the brand was designed in a "reassuring" frame that makes the graphics stable and solid, but at the same time dynamic through the changing elements.

In defining the new logo, the company's team was supported by the buonsante+torro agency.

Andrea Iervolino, president of Iervolino and Lady Bacardi Entertainment, stated: *"Our renewed look marks a new phase for our company, and I would like to warmly thank all those who contributed to this process. With our changed name we intend to focus increasingly on the foreign market, also thanks to Lady Monika Bacardi, an entrepreneur who has always believed in our vision. We shall continue along this path in order to project the art of Italian narrative and production throughout the world".*



Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, previously called Iervolino Entertainment (IE), founded by Andrea Iervolino, engaged in the production of cinematographic and television content including films, TV shows, web series and much more. Specialised in cinema Made in Italy for the international market, ILBE employs the same business model used by the major Hollywood studios, and can boast relationships with leading international partners that, in addition to guaranteeing revenues from the sale of licences, allow the perpetual exploitation of new and existing intellectual properties for the production of exclusive content through rights to remakes, sequels and other products derived from the web.

Since 2019, ILBE has focused its production mainly on animated web series in a short format for mobile devices, with episodes lasting 5 minutes each, opening a new window on the world of entertainment and a cutting edge vision of the future of content use. The Company also operates through subsidiaries such as Arte Video for post-production and Red Carpet for the celebrity management division.

Listed on the AIM Italia market of the Italian Stock Exchange in August 2019, that same year ILBE recorded consolidated revenues of €80 million, EBIT of €22.6 million and net income of €20.2 million.
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